The influence of consumption modes and consumers' emotions on repurchase intention while considering the branded clothes

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Abstract:

This study attempts to investigate the effect of consumption mode on consumer emotions and after that find out the impact of consumer emotions on repurchase intention. Find out the role of consumption and consumer emotions about branded products particularly for branded clothes. This study is based on the model which represent the relationship between dependent variables and independent variables and this model is supported by the theories, main theory of this study is Affect Balance Theory after that for understanding the consumers' behavior the sample size of 250 was gather which was applied on SPSS and AMOS to run different test for getting the results. After the data collection data is used as pilot study and after that ready for main study and after that different statistical techniques were applied like CFA, EFA and SEM. The main test which is applied in this study was SEM which provides the hypothesis results and further these results will explain in discussion part. It is concluded that conspicuous consumption have significant impact on consumer pleasure but having insignificant impact on consumer guilt. In the same way style consumption have significant impact on consumer pleasure while insignificant impact on consumer guilt and after that pleasure and arousal have significance impact on repurchase intention but guilt have insignificant impact on repurchase intention. It is recommended that brand managers should add uniqueness in their brand and try to create the satisfaction in the mind of their consumer by their brand which will fulfill consumers' intrinsic motivation and extrinsic motivation to buy branded products and will create the pleasure and arousal feelings which will leads to repurchase intention.

Keywords: conspicuous consumption, style consumption, consumer pleasure, consumer guilt, branded clothes, repurchase intention

1. Introduction

1.1: Background of the study:

"Brandr" means brand the word brand is originated from the old word Brandr, which means to burn, brand is not just a label it is something which distinguish your product to other it is something which define the segment of your product it is something which define the target audiences of your product (Maurya & Mishra, 2012). According to the American Marketing Association's definition in (1960) a brand is a logo, symbol, color and identity. A brand is the perception in the mind of consumer. A brand is a logo, symbol, color, identity; design etc. brand makes your product or service different from ordinary product or service. It will make your products' identity, image, and perception. Oxford dictionary (2009) define brand as a trade mark which make the separate identity of particular product or services. Brand is the personality.

According to the American Marketing Association (AMA) brand personality is something which make the connection between the product and the customer in terms of relevancy. It is the touch of human element which reflects the personality of buyers or consumer in the personality of brand. The current era make everything the brand, from water to cars and clothes to foods, brand concept was started in 16th century, in 18th century in France and England there was seen a huge development in branding, branding theories were produce in the mid of 20th century (Hampf & Lindberg-Repo, 2010).

There is not a single definition of brand according to different authors there are so many different definition of brand so there are more than thousands of definitions of brand. Brand is the name and identity for those who want to give the name to their consumption and buying (Maurya & Mishra, 2012).Now a day's brand or branding is become most important topic of marketing discipline and most important part for marketing department. A brand is used to make the identity of an individual (O'Cass & Frost 2002). If a good or service become brand so it will become the asset for your company. Brand is a long term asset, it is the duty of management to manage the brand like an asset you can charge premium on your brand so you cannot compromise on it and also not compromise on the quality of it. Companies who are conscious about the image of brand they have the department of strategic management that is responsible for managing the brand. Brand is a point of difference that can distinguish your products from other products with the help of strong position of your brand you can achieve competitive advantage over your competitors (Wood, 2000).

The concept of brand and branding is not new this concept was created to distinguish normal product from not normal products. Means banded products or services can make the identity of your products or services as well as the company. For example if we take the example of clothing industry there are so many textile companies which make high quality or low quality of fabrics but if we give the label to that fabrics it will become the band like in Pakistan there are so many famous clothing brands Asim Jofa, Deepak Parwani, Khaadi, Sana Safina, Al Karam, Ideas, Maria B, Junaid Jamshed, Generation, Elan, Chenone, Nishat, Sania Maskatiya, Bareeze, Gull Ahmed, Bonanza, HSY, Bunto Kazmi, Nomi Ansari.

Brand management is a very crucial task and brand manager of a company is responsible for this, He or she is responsible for coordinating and integrating all the marketing activities (Low & Fullertion, 1994). Making an ordinary product to a branded product is not a

child's play this activity needs lots of hard works, lots of struggle of day and night, sometimes luckily the birth of a brand takes short time but sometimes it will take years. There are so many steps involve in making a brand like first you have to decide the name for your product or service that is the trade mark or service mark of your product or service and then you have to register it from any authorized agency and you have to keep it in your mind that your decided name would not obtained by anyone else. And after that you have to make any symbol or logo that is unique and also not obtained by anyone else. Post purchase behavior is very important for the success and failure of the business (Soscia, 2007).

For understanding the concept of brand and branding the understanding of architecture of company according to the brand is very important there are two types of companies' architecture the first one is branded house and the second one is house of brand, Branded house is something where the firm or company is itself a brand but in case of house of brand there is the sub brands are known as a brand So a company has to define its architecture either a company will go with the branded house or want to go with the house of brand (Maurya & Mishra 2012).

Without managing the brand a company cannot increase its brand consumption. Brand consumption associated with some emotions like positive and negative emotion. If a brand consumption satisfied a person and fulfills all the needs which he or she desire from that particular brand so the brand consumption creates positive emotions and if a customer not satisfied with it and a particular brand will not fulfill the needs of a person so it will create the negative emotions. Branded consumption or luxury consumption is associated with positive and negative emotions these emotion is due to the fulfillment and not fulfillment of needs of and sometimes it will generates mix emotions (Ki, lee & Kim, 2017). Branded consumption is also associated with the style of consumption. The fulfillment of needs motivates a person to consume more and there are different types of consumption. Environmental apparel plays its dominant role in consumption style (Cho, Gupta & Kim, 2015). Individual characteristics are one of the functions of changing the attitude of status seeking consumers.

Recent study also highlighted the role of gender also play an important role in repurchase intention. Women in west consume more branded products then men, uniqueness in products, functional values and hedonic values are very important to distinguish between branded and non-branded products if marketers add uniqueness in their brand and show it in advertisement so it will increase the repurchase intention of branded products (Sauer & Teichman, 2013). Consumers with different consumer characteristics have different level of repurchase intention (Mittal & Kamakura, 2001). Satisfaction, benefits, trust and commitment the important indicator for repurchase intention, if a person will satisfy by the brand and benefited by the brand so they have positive attitude towards repurchase intention (Safa & Solms, 2016). Three forms of relationship quality that are customer satisfaction, customer trust and customer commitment they all have positive and significant relationship with repurchase intention (Balla, Ibrahim & Ali, 2015). Dissatisfaction leads to decrease the customer repurchase decision (Lu, Lu & Wang, 2012).

1.2: Statement of the problem:

Since past few years there is a huge change observed and the fashion society is become more focused towards branded lawn prints and prêt (Umbreen & Rashidi, 2012) in the past few

years the culture of branded consumption is become a trend in Pakistan. People are striving to make their personality strong by wearing branded clothes. In past the term Branded consumption is related to the upper class of the society but in present this term is related to upper middle class also because as we discussed earlier it is now become trend and there are so many verities of brand and according to the quality of band their prices are different.

Recent studies have so many contributions in this topic Branded consumption. Different studies discussed branded consumption in different framework some researchers discusses the repurchase intention with satisfaction. According to Mittal and Kamakura (2001) level of satisfaction is very crucial part of repurchase intention. Some researchers discuss the repurchase intention in the perspective of brand experience and attributes. Brand price, brand experience, brand attributes leads to brand preference and which further effect on brand repurchase intention (Ebrahim, Ghoneim, Irani & Fanc, 2016). Different researcher discusses the branded consumption in different scenario. Consumer perceive value and satisfaction is important for repurchase intention if consumer get the desired value and satisfied with it so the chance of repurchase is high (Patterson & Spreng, 1997). This is the problem research need to focus on the factor which creates the impact on repurchase intention.

Prior study highlighted the factors effecting on branded consumption, and also highlighted the branded consumption in relation with satisfaction, quality, trust and commitment but there is a tremendous need to support the study by empirical evidence of these two emotions lacking of role of emotions in past studies two types of emotions positive and negative the positive emotion which is consider is pleasure and the negative emotion which is consider is guilt. The impact of positive and negative emotions on the repurchase intention and the impact of mixed emotion of pleasure and guilt (Ki et al., 2017). So the emotions play very important role in the buying behavior of branded clothes and if we talk about the emotions of consumers so the perception of consumers are also very crucial part to discuss which means what a consumer think about the branded consumption, what is his or her perception about the style of consumption. Brand is the perception or idea in the mind of consumer (Maurya & Mishra, 2012).

Another study which was conducted by Shukla, Banerjee, and Sing (2016) stated that few are known about the perception of customer who is giving the attention to the consumers who wear branded goods to satisfy their own need and to satisfy the need of their society, who is giving high price and consumer prestige and is empirically unexplored. If we are talking about the branded consumption of clothes so after the discussions of consumer about consumption style and the role emotion the role of gander is also need to be considered. The role of gender was studied in past (Sauer & Teichmann, 2013).

The researchers in past fill this gap but the role of positive and negative emotion is still unexplored. In prior studies there is no any prominent work on the role of gender, what is the role of male and female for branded consumption, and why the role of gender is important for branded products and what is the impact of role of gender on repurchases intention (Sauer & Teichmann, 2013). The concept of emotions which include both the dimensions pleasure and arousal seen to be an effective way to positioning brand (Elbachir & Chenini, 2016).

These problems are important and there is a need to discuss the role of emotions both positive and negative which include pleasure, guilt and arousal and also discuss the mode of

consumption which include conspicuous consumption and style consumption. And they will contribute into the research world. Therefore, it is significant to address these problems.

1.3: Objective of the study:

- To examine the influence of consumption mode in terms of conspicuous consumption and style consumption on emotions related branded products.
- To examine the influence of emotions those are consumer pleasure, consumer guilt and arousal on re purchase intention of branded products.

1.4: Research question:

What is the impact of consumption types in terms of conspicuous consumption and status consumption on emotions related branded products?

What is the impact of emotions those are consumer pleasure, consumer guilt and arousal on re purchase intention of branded products?

1.5: Significance of the Study:

This study examine the effect of consumption types (conspicuous consumption and status consumption) on repurchase intention and also examine the effect of consumption types (conspicuous consumption and status consumption) on emotions that are consumer pleasure and consumers guilt and arousal and also examine the effect of emotions (consumer pleasure and consumers guilt and arousal) on repurchase intentions. These factors are very important to study because it helps to understand the consumer purchase intention, consumer's behaviors, consumer emotions and consumer psychology. This study is also very important for marketers because it will help to understand the marketing gap and consumers needs and fulfill them and satisfy them.

This study seeks to contribute in the marketing discipline. As marketing department is considered as the backbone for organization so the finding of this study uncover so many important determinants that effect on repurchase intention. This study fills the gap of relations between emotions and repurchases intention. This study is the successful contribution to find the relation of consumption types and consumer's emotions. The focal purpose of the study is to find out impact of consumption style and consumers emotions on repurchase intention. Findings of this study will be useful for the different companies especially for branded company and if we narrowing down this finding so it is very beneficial for the branded clothing industries.

This study give benefits to the marketers, customers, cooperate world as well as the advertising agency. This study will help company or marketers to understand the nature of consumers like what they want and what their needs are, to the customers to understand their need and select the product according to their needs, to the advertising agency to understand the human behavior and make the advertisements and attract them and use the relevant appeals. This study will create awareness especially about the repurchase intention of branded clothes. The potential benefit which companies can get from this study is that they will convert their customers into loyal customers. Furthermore this study gives a framework that how a consumer feel in different lifestyle and how it will impact on repurchase intention. And further this study explains different theories to explain these concepts and the repurchase intention behavior on branded clothes.

Furthermore, this study will help to understand the concept of conspicuous consumption for branded clothes and in this study the concept is discussed very well so

marketers can make different strategies for the consumer who used to possess conspicuous consumption nature. After that the second consumption mood is status consumption this concept is also discussed in detail in this study so brand managers of branded consumption can also make the strategy which make their status consumption consumers satisfied.

Pleasure is the positive feeling and it will leads to the satisfaction so this study shows the relation of pleasure and repurchase intention so a managers in the customer care department can understand the consumers' behaviors and cater that pleasure feeling and make them loyal. After the positive emotion one negative emotion will also discussed in this study that is consumer guilt as it is the negative feelings so marketers' should look into this emotion very keenly And this study help to understand that feeling. One important thing that is discussed in this study is repurchase intention so repurchase or repeat purchase is very important for any company and it is the success of the brand if a consumer consider a particular brand again so this study explain the concept of repurchase intention in detail so marketers and get the benefits from it.

Moreover, our study will be a theoretical sample for the future researchers, researching on the same nature of subject if ever this problem exists in future. This study will help them to make the strategy. This study will be beneficial for the future researchers to compare the finding of the study of their time from the past and find the difference during the respective time and usability.

1.6: Limitations and Delimitations of the Study:

Although the study was presented very well but there are some limitations of the study. Limitation of the research is also the weakness of the study. Some of the limitations of the study are given as follows the first limitation of the study is that we face the problem in gathering the data because as the study is based on branded consumption so we have to gather the data from the consumers of branded clothes, so they were feeling hesitation in giving the information, the second problem is that the sample size is very narrow and very short. The third limitation is we have short time to complete the research so it is impossible to cover all the aspect of factors affecting on repurchase intention of branded consumption. The other limitation is that some respondent did not give the information as they said they are busy and they don't have time. We identified in our research is the limited due to time duration we only have 4 months to complete our research. This time is very less to complete the research on a large target population. The another limitation is the study is quantitative in nature in which the instrument is design on the bases of close ended questions so the respondent are bound to give the answer according to the given questions but in future the study may be conducted as both quantitative and qualitative in which researchers may ask both types of questions open ended as well as close ended so the response of the respondent may be more clear.

The study is delimited to only one SEC class that is upper middle class and middle middle class. Those people who ware branded clothes. The sample size of this study is very narrow only the students of private university particularly two university that are Iqra university and Jinnah university. And only two shopping mall of Karachi that are Lucky Mall and Pari Mall. The sample however is similar in nature because it covers the population of only two university and it covers the selected department that are business administration, media science and fashion designing and can thus be generalized. The age below 25 are not the part of this study.

1.7: Organization of the study:

In this part of the research we discuss the organization of the research, its means that how the complete research is designed after this chapter the next very important chapter is the review of relevant literatures which is considered as chapter tow and this chapter include different parts the first part of this chapter is empirical studies in which we discusses about the past studies which support our variables. some variables of past studies are common in our study, the reviews cover all the variables of this study the variable are conspicuous consumption, style consumption, consumer pleasure, consumer guilt, arousal these are the independent variable of this study and the dependent variable of this study is repurchase intention. The second part of this study is theoretical background of the study. This part include one primary theory and different secondary theories which support our study and the purpose of taking the support of these theories is to give the strength to your study the past theories strengthen your research. The primary theory of this research is Affect balance theory this theory explain two important variables of this study that are consumer pleasure and consumer guilt. The second theory is theory of leisure class this theory explains tow more variable those are conspicuous consumption and style consumption. The third part of this chapter is development of the model. The model is supported by the theories and the model of this study is showing the relationships of all the independent and the dependent variables, showing their direct and indirect impact on different variables. First the model is showing the impact of conspicuous consumption and style consumption on consumer pleasure and consumer guilt and arousal after the in the second phase of the model it is shown that there is an impact of consumer pleasure and consumer guilt and arousal on repurchase intention. Followed by the forth part of this chapter that is hypothesis development. Hypothesis of this study is based on the empirical study of this research and every hypothesis is supported by different literatures The third chapter is methodology in which the first part is Research approach followed by the Research purpose the third part Research Instrument the forth part is Sampling and Procedures which is further divided into Sampling and Procedures and Population of the study the fifth part is Face and Content Validity of the Instrument the sixth part is Reliability of the Measuring Scale the seventh part is Description of Variables the variables of the study are conspicuous consumption, style consumption, consumer pleasure, consumer guilt, arousal and repurchase intention. The eight part is Statistical Technique and the last part is Ethical Considerations. The forth chapter of this study is data analysis in the beginning of this chapter researcher will present the introduction after the introduction pilot study will be discuss pilot study cover the sample size of 50. And in the pilot study two test will check one is reliability and the second one is correlation and in the next part data screening will discussed and which include assessing out of the range values, missing data analysis, univariate and multivariate analysis. After that the data will be ready to run main test and in the third part the test of main study will discuss which include sample size of 250 and which is followed by exploratory factor analysis, confirmatory factor analysis, structural equation modeling. And in the last part discussion will present which provides theoretical implementations and managerial implementations. The last chapter is chapter 5 that is conclusion and recommendation the conclusion part cover the study in two to three paragraph and the last part is recommendation which provides recommendation on the basis of significance results of the study and after that researcher will provide future direction.

2.0 Literature Review

Chapter two of this study is consist of four main parts the first part is theoretical study in this section we will discuss inter pining theory which will support the model of this study and also discuss some supporting theories which strengthen the model of this study, the second part is empirical study in this part we will take the help of past studies to strengthen the study and support the variables of the study the dependent variables and independent variables that are conspicuous consumption, status consumption, consumer pleasure, consumer guilt, arousal and repurchase intention. The third part of the study is hypothesis development this section shows the relationship or and also support the relationship of variables with previous studies. The fourth part of this section is development of the model in this part we present the model of the study which consist of independent variables that are conspicuous consumption, status consumption and mediators that are consumer pleasure, consumer guilt, arousal and the dependent variable that is repurchase intention and the last part is summery of this section.

2.1: Theoretical Background:

Affect Balance Theory (1969):

Branded consumption has two types first one is style consumption and second one is conspicuous consumption. Conspicuous consumption is the prestige buying it is something for which a consumer is ready to pay premium and motivated internally because it satisfied ones internal needs. The second one is style consumption in which a consumer is relating his or her with society it is something bandwagon appeal, in style consumption a person is buying branded goods just because of making his or her identity in the society as the upper class. In style consumption a person is motivated externally because in it a consumer is fulfilling his or her external needs. These two consumption styles leads to two emotions that are positive and negative the positive one is pleasure and negative one is guilt. So that to explain these two emotions or very important variables of our study we take the help of affect Balance Theory.

Affect balance theory, this theory stated that there are two important dimensions of emotions first one is positive and second one is negative and satisfaction of an individual is based upon these two emotions positive and negative (Bradburn, 1969). Positive emotions include happiness, pleasure and excitements and in the same way negative emotion includes stress, guilt, and depression and so on. The satisfaction is associates with the well-being and we can see the level of satisfaction when there is balance of these two emotions. In the case of this study we are discussing the impact of pleasure and guilt on repurchase intention. And in the case of this study it is discussed that if a person buy branded products so he or she feel two types of emotions sometimes it is positive (pleasure) or sometimes it is negative (guilt) it means if we talk about branded dresses so there are so many factors that make us satisfied so we feel pleasure if it is opposite means a person cannot make himself satisfied so he feel guilt and in this study the individual effect of pleasure and guilt will be discussing and side by side the combine effect of pleasure and guilt will be discussing. First part of the model is discussing the consumption styles that generate the emotions after that the impact of the emotions on repurchases intention. And one important thing which is discussing in this study is the impact of arousal. What is the impact of pleasure; guilt and arousal on repurchase intention when we are talking about barded clothes.

The Theory of the Leisure Class (1899):

The theory of the leisure class stated that we can see the Veblen effect when a consumer consumes conspicuous consumption to show his or her high social standings and social status. The theory talks about the wealthy class in the society that is the leisure class, this class have strong status in the society. They are economically wealthy class they make differentiation among the classes of the society (Veblen, 1899). This study also talks about that leisure class of the society who consume branded products. Also talk about those who are status seeking individuals of the society they mostly make the style consumption and conspicuous consumption.

2.2: Hypothesis development:

2.2.1: Conspicuous consumption and consumer Pleasure:

The purchases of goods and services in a purpose to show the wealth in the society. Conspicuous consumption and pleasure have positive relationship (Ki et al., 2017). The purpose of using branded goods in term of conspicuous consumption is to make their personality prominent. To show their status to others that's why people use to make branded consumption. One of the type of motivation that is extrinsic motivation that reflect the social-consciousness and which reflect the conspicuous consumption and it fill leads to positive emotions that is pleasure (Ki & Kim, 2016). When a person buy conspicuous goods it will satisfy their need as well as make the identity of that person in social group and make him prominent among the social circle and will make the position and status in the society and give pleasure feelings (Bergman, 1899). The main purpose of buying branded goods is to pose their life style to others. It is true that women like to use conspicuous products although they also want to show their branded buying to rival women and one function of using branded product is to pose to their rival women it also give them pleasure and satisfaction (Wang & Griskevcius, 2014). If the symbolic characteristics of brand are high so the positive feelings related to that brand are also high, positive feeling includes leisure, happiness, excitement etc. and people choose brand to make high standard which reflects conspicuous consumption (O'Cass & Frost 2002).

Symbolic characteristics play very important role in making the good or bad brand image in the mind of consumers in the symbolic characteristics are high so it will remain in the top of the mind of consumers and if it is low the brand will be not recognized by the consumers and we can say that the brand positioning is very week in the mind of consumers. Social values in terms of status consumption and conspicuous consumption has an influence on repurchase intention and creates the positive feelings (Dehghan, 2017). If the social values of any product is high so a person's satisfaction how is using that product will also very high. Need for uniqueness and materialism in terms of social-oriented behavior which is conspicuous consumption leads to affective responses (Chan et al., 2015; Sauer & Teichmann, 2013).

Materialism is the problem due to which people will go for any this any want to buy more and more product to satisfy their materiel satisfaction. Positive arousal leads to pleaser, due to this there is a strong association with branded products so that will leads to conspicuous consumption and further leads to positive impact on repurchase intention (Donovan et at., 1994). Women are more likely to involve in the conspicuous consumption seeking behavior then men and that will impact on repurchase intention (Cho et al,. 2015). Busyness of a person is indicates the signal of status in the eyes of others, time is the signaling effect of conspicuous

consumption and it will create the pleasure feeling (Belleza et al., 2016). The aforementioned review investigates the relationship between pleasure and conspicuous consumption these reviews shows that there is a significant impact of conspicuous consumption on consumer pleasure. Therefore we propose the following hypothesis.

H1: Conspicuous consumption has significant impact on consumer pleasure.

2.2.2: Conspicuous consumption and consumer guilt:

Conspicuous consumption and guilt have positive relation (Ki et al., 2017). If the symbolic characteristics of brand are low it leads to negative feelings like guilt. People choose brand to make high standard which reflects conspicuous consumption (O'Cass & Frost, 2002). Low symbolic characteristics weaken the relation between brand image and brand positioning because if the symbolic characteristics are week so the consumers are unable to recognize he brand and make cannot make the good brand image in the mind. Women experiences more consumer financial guilt then men when the use to do conspicuous consumption (Hanks & Mattila, 2014).

Negative arousal leads unpleasant or guilt emotions which will create the effect of shame for style consumption and further leads to negative impact on repurchase intention (Donovan et al., 1994). The abovementioned review explore the relationship between guilt and conspicuous consumption these reviews shows that there is a significant impact of conspicuous consumption on consumer guilt. Therefore we propose the following hypothesis.

H2: Conspicuous consumption has significant impact on consumer guilt.

2.2.3: Conspicuous consumption and Arousal:

The market of status conscious people are affected by symbolic characteristics of brand also shows that feeling aroused by the status brands, People choose brand to make high standard which reflects conspicuous consumption (O'Cass & Frost, 2002). Positive arousal leads to pleaser, will leads to conspicuous consumption and it will lead to increase the social standings in the society and further leads to positive impact on repurchase intention (Donovan et al., 1994).

All the symbolic characteristics of a brand is aroused by positive or negative feelings and create impact on repurchase intention and these arousal relates to social oriented behavior that is conspicuous consumption. The above review shows the relationship between guilt and conspicuous consumption these reviews show that there is a significant impact of conspicuous consumption on consumer guilt. Therefore we propose the following hypothesis.

H3: Conspicuous consumption has significant impact on arousal.

2.2.4: Style Consumption and pleasure:

Style consumption and pleasure also have positive relationship (Ki et al., 2017). When a person buy conspicuous goods on one hand it will make the identity of that person in social group and make him prominent among the social circle and it will make the position and relate to the status consumption in the society on the other hand it will fulfill consumers' needs and make them satisfies which relates to the style consumption and give pleasure feelings (Bergman, 1899). One of the type of motivation is intrinsic motivation it refers to the self-consciousness and leads to style consumption and have further impact on positive emotion that is pleasure (Ki & Kim 2016). Women like to use conspicuous products because they want to show their lifestyle to rival women, status consumption satisfied the need of individual (Wang & Griskevcius, 2014).

The symbolic characteristics of brand is high so the positive feelings related to that brand is also high, positive feeling includes leisure, happiness, excitement etc. people choose brand to make high standard which reflects style consumption (O'Cass & Frost 2002). Need for uniqueness and materialism in terms of self-oriented behavior which is style consumption leads to affective responses (Chan et al., 2015; Sauer & Teichmann, 2013). Self-oriented variables frugal apparel consumption and fashion consciousness are higher in female than man they have more style seeking behavior than men (Cho et al., 2015).

If the power distance belief is high so consumers are less likely to engage in style consumption. Need for uniqueness and signaling the effectiveness mediate the style consumption and underlie the effect of power distance belief on the consumption which leads to repurchase intention (Geo et al., 2016). Positive arousal leads to pleaser, will leads to style consumption and it will lead to increase the social standings in the society further leads to positive impact on repurchase intention (Donovan et al., 1994). Limited edition of branded products increases the attitude of consumers towards branded products and that will increases the repurchase intention and which is influence by style consumption (Shin et al., 2017).

The above studies show the relationship between pleasure and style consumption these reviews show that there is a significant impact of style consumption on consumer pleasure. Therefore we propose the following hypothesis.

H4: Style consumption has significant impact on consumer pleasure.

2.2.5: Style Consumption and guilt:

Symbolic characteristics of brand are low it leads to negative feelings like guilt, shame, and dissatisfaction high standard products reflects style consumption (O'Cass & Frost 2002). Status consumption and guilt also have negative relationship (Ki et al., 2017). As compared to men women experiences more consumer guilt in the consumption of style seeking behavior (Hanks & Mattila, 2014). Negative arousal leads unpleasant or guilt emotions which will create the effect of shame for style consumption and further leads to negative impact on repurchase intention (Donovan et al., 1994).

The above studies show the relationship between guilt and style consumption these reviews show that there is a significant impact of style consumption on guilt. Therefore we propose the following hypothesis.

H5: Style Consumption has significant impact on Guilt.

2.2.6: Style consumption and Arousal:

People choose brand to make high standard which reflects style consumption and style consumption arouse the positive and negative feelings (O'Cass & Frost 2002). Positive arousal leads to pleasure, so that will leads to style consumption and it will lead to increase the social standings in the society and further leads to positive impact on repurchase intention (Donovan et al., 1994).

The aforementioned review investigates the relationship between arousal and style consumption these reviews shows that there is a significant impact of style consumption on consumer arousal. Therefore we propose the following hypothesis

H6: Style consumption has significant impact on arousal.

2.2.7: Pleasure and Repurchase intention:

Pleasure have positive impact on repurchase intention, approach behavior and customer satisfaction (Ha & Lendon, 2010; Elbachir & chenini, 2016). Self-consciousness and social consciousness are the two reasons of creating the positive emotion that is pleasure it will further leads to repurchase intention (Ki & Kim, 2016). Pleasure influence the satisfaction which will leads to repurchase intention (Bigne et al., 2005).

Pleasure leads to create the positive word of mouth and increase in repurchase intention (Soscia, 2007). Pleasure and arousal can determine the post purchase evaluation and determine the repurchase intention of a consumer (Mattila & Wirtz 2000). All have different values, different source of pleasure, pleasure leads to positive intention to purchase (Babin & Darden 1995). High consumer satisfaction has impact on positive consumption emotions and further positive impact on positive word of mouth and have impact on repurchase intention or revisit intention (Jani & Han, 2013).

Pleasure is the positive emotion that leads to repurchase intention (Ki et al., 2017). Status consumption and conspicuous consumption are the two status seeking behaviors that leads to repurchase intention (Cho et al., 2015). the symbolic characteristics of brand are high so the positive feelings related to that brand are also high, positive feeling includes leisure, happiness, excitement etc. and people choose brand to make high standard which motivates them to repurchase that brand (O'Cass & Frost, 2002). After the inner satisfaction of a person which is style consumption and outer satisfaction which is conspicuous consumption the positive feelings arise and consumers will consider that brand again (Bergman, 1899).

The affective response have strong and direct impact on repurchase intention affective response reface to the satisfied feelings which allow a consumers to repurchase a particular brand again and again (Chan et al., 2015 ; Sauer & Teichmann, 2013). Positive arousal leads to pleaser, leads to positive impact on repurchase intention (Donovan et al., 1994). Affective commitment have positive impact on repurchase intention (Shukla et al., 2014). The aforementioned review investigates the relationship between pleasures and Repurchase intention these reviews shows that there is a significant impact of Repurchase intention on consumer pleasure. Therefore we propose the following hypothesis.

H7: Consumer pleasure has significant impact on repurchase intention.

2.2.8: Guilt and repurchase intention:

Women experiences more consumer financial guilt then men that affect their repurchase intention when guilt increase then decrease in repurchases intention (Hanks & Mattila, 2014). Guilt have positive impact on planning to reduce impulse buying strategy after that on planning to reduce impulse buying strategy have negative impact on repurchase intention, same as guilt have positive impact on planning to make up monetary loss strategy, after that on planning to make up monetary loss strategy have negative impact on repurchase intention (Aydin & Unal 2015).

Less consumer satisfaction have less impact on negative consumption emotions and in the same way less satisfaction have negative consumption emotion and have negative impact on negative words of mouth and further impact on repurchase intention or revisit intention (Jani & Han, 2013). The symbolic characteristics of brand are low so the negative feelings related to that brand are is high, positive feeling includes guilt, shame, disappointment dissatisfaction etc and it will never motivates them to repurchase that brand (O'Cass & Frost, 2002). If the inner

satisfaction of a person which is style consumption and outer satisfaction which is conspicuous consumption ill not fulfill the negative feelings arise and consumers will never consider that brand again (Bergman, 1899).

All have different values, different source of pleasure, pleasure leads to positive intention to purchase (Babin & Darden 1995). Post purchase behavior is very important for the success and the failure of the business. Guilt that leads to negative word of mouth and decreases in repurchase intention, negative word of mouth can lead to decrease the repurchase intention, commitment and brand loyalty (Soscia, 2007). Guilt has negative impact on repurchase intention (Ki et al., 2017). Guilt emotions will create the effect of shame and further leads to negative impact on repurchase intention (Donovan et al., 1994).

H8: Consumer guilt has significant impact on repurchase intention.

### 2.2.9: Arousal and Repurchase intention:

Arousal is the psychological state of a person which make a person alert and aware and the person who is actively aroused by this nervous system will be able to make the good decision of their repurchase. There are some of the reason which create the arousal feeling in the person like a person recognize some particular brand due to the logo, the color or the design and also due to the slogan of the brand so these are the symbol which differentiate a particular brand differ from other brand and these are the symbols which create the arousal state in the mind of a consumer due to those symbols a person is able to make the repurchase intention decision for a brand again and again.

The symbolic characteristics of brand is due to the consumption mood and that arouse some feelings it could be positive or negative which motivates or demotivate consumers to repurchase that brand (O'Cass & Frost, 2002). If a person is fully aware about the particular brand and also satisfy from it so it will automatically create the positive impact on repurchase intention and these things are also shown in so many previous studies and also discussed in this study especially in the chapter two with the support of so many past studies. Arousal have positive impact on repurchase intention, approach behavior and customer satisfaction (Ha & Lendon, 2010; Elbachir & chenini, 2016).

Pleasure and arousal can determine the post purchase evaluation and determine the repurchase intention of a consumer (Mattila & Wirtz 2000). Arousal leads to positive intention to purchase (Babin & Darden 1995).as we discussed earlier that arousal is the awaken state of a person's mind so if a person is satisfy from a brand so his mind automatically pressurized to repurchase the particular brand. Arousal influence the satisfaction which will leads to repurchase intention (Bigne et al., 2005). Arousal leads to repurchase intention (Donovan et al., 1994). The aforementioned review investigates the relationship between arousal and repurchases intention these reviews shows that there is a significant impact of repurchase intention on consumer arousal. Therefore we propose the following hypothesis.

H9: Arousal has significant impact on repurchase intention.

2.3: Conceptual Model:
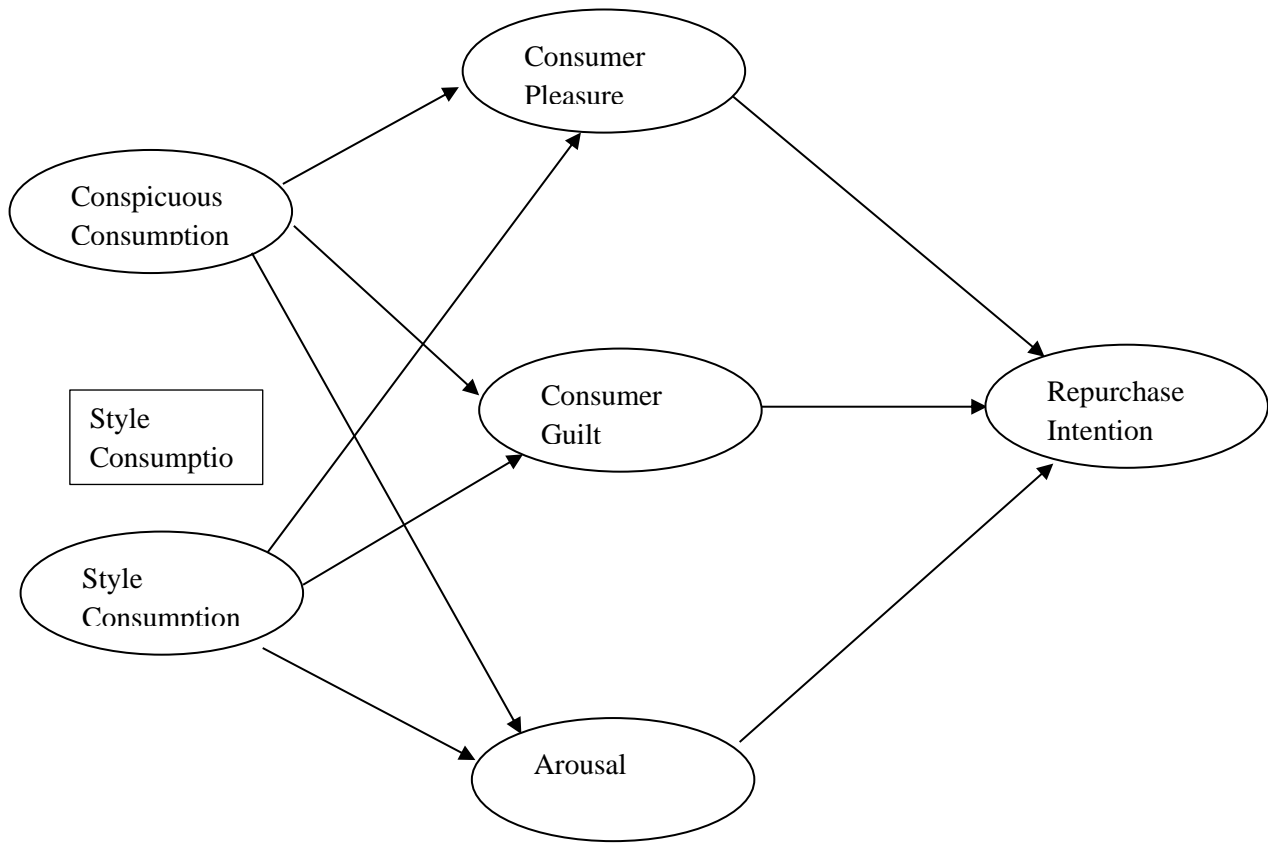
2.4: Reviews of related Literature:
2.4.1 Conspicuous consumption:

According to Ki et at. (2017) luxury consumption is most of the time associated with pleasure and guilt, Pleasure and guilt are the two important feelings one is associated with the happiness and other one is associated with the sadness of a person's emotions but it is very rear to find the presence of their two feelings at the same time, because they both play their role separately. In this research paper researcher is discussing the pleasure and guilt feelings related to the consumption of luxury brands. In this research paper two modes of consumption have been discussed as independent variables which are conspicuous consumption and other one is style consumption and the two modes of consumption generates two emotions which are pleasure and guilt most of the time luxury consumption gives happiness to the consumers because it satisfied them and generate the pleasure feelings and o the other hands as luxury consumption include huge amount of expenses so it is the human nature to feel the guilt so it generate the guilt feelings and this is also discussed in this paper that these two emotions same time play their role combine and same time pay their role separately. In this research paper types of guilt are discussed which are financial guilt, health guilt, moral guilt and social guilt. The purpose of discussing these two emotions is to explain the life time experience of consumers' and their satisfaction. The two types of consumption patterns which are discussed in this research papers as an independent Variables are conspicuous consumption and style

consumption. Conspicuous consumption is related to the prestige buying, huge amount of expenditures on goods or products. And style buying is related to the self-image or good status in the society, in which an individual is consuming luxury products to express his or her personal individual style. In this study researcher classify the luxury consumption into two categories of motivation, intrinsic and extrinsic motivation. In conspicuous consumption person is more motivated internally to buy luxury products and fulfill his needs so it is more likely intrinsic motivation. And in style consumption a person is more motivated externally to buy luxury products and fulfill his needs of the society so it is more likely to extrinsic motivation. The study is based on quantitative analysis, used the questionnaire to collect the data. So it is concluded that conspicuous consumption and pleasure have positive relationship, status consumption and pleasure also have positive relationship, conspicuous consumption and guilt have positive relation, status consumption and guilt also have negative relationship, pleasure have positive impact on repurchase intention, guilt have negative impact on repurchase intention and the combine effect of pleasure and guilt have positive impact on brand loyalty and pleasure and guilt mediate the relationship between conspicuous consumption and repurchase intention. And only pleasures mediate the relationship between self-consumption and repurchase intention. In this paper only two emotions are discussed but in future studies more emotions can be discus.

Cho et al. (2015) investigate the consumption by using the style consumption. This is the exploratory research based on online survey. They use different variables in this study like frugal apparel consumption, fashion consciousness, ecologically conscious consumption, socially conscious consumption, style consumption, environmental apparel purchase and sustainable apparel divestments. The model of the study is divided into two parts the first one is self-oriented and the other one is others oriented in the first part that is self-oriented there are two variables frugal apparel consumption and the second one is fashion consciousness and in the second part that is others oriented there are two variables that are ecologically conscious consumption and socially conscious consumption and in the middle part of the model there is one important variable that is style consumption and in the last part of the model it has environmental apparel purchase and sustainable apparel divestments. The result shows that the self-oriented variables frugal apparel consumption and the second one is fashion consciousness are higher in female than man. In the same way the other oriented variables that are ecologically conscious consumption and socially conscious consumption. It is also highlighted that the gender also influences the style consumption. Women are more likely to involve in the style consumption and conspicuous consumption seeking behavior then men and that will impact on repurchase intention.

Bergman (1899) the aim of this paper is to explore the factors which motivate a consumer to buy the luxury products and two types of consumptions are discussed in this paper that is conspicuous consumption and status consumption. This paper also explore the conspicuous consumption theory that is the theory of the Leisure class, what this theory tells, what is the purpose of this theory and how this theory relates with this article. And further the study also highlights very important things that are what conspicuous consumption and status consumption are? Importance of conspicuous consumption and status consumption, and what is the role of advertising to create the positive public opinion which leads generate the loyal consumers. And role of status consumption for economic growth. Further this study is

supported by inductive approach in which it is discussed that what the causes of conspicuous consumption are. What motivate a consumer to consumer on conspicuous goods and why they buy those goods and what is the effect of these consumptions on economy. Any it is important for the growth of the society and also discusses some important factors of the economy. And what is the relationship of conspicuous consumption and status consumption with economy and with consumer. In this study the methodology is used is survey. The data is collected by the buyers of automobiles (cars) Researcher asked survey questions to the three group of respondent the one who actually buy the cars the second one are those who believed that other have this car and the third one are the dealer of cars. Two common method are used in research that are quantitative and qualitative method so in this study qualitative method is used the main purpose of this method to study in depth and get the opinions of respondent so this method is used to discusses the factors of economy growth, the behavior of consumers and the relationship of the variables. The secondary data is used in this study which is already established the data is collected by different sources like magazine books articles. It is concluded that advertising play a vital role in the purchase decision and in the case of conspicuous consumption the buyers are very conscious because they pay premium for that product so the strong advertising and consumer's opinion are very important for this buying. So the main duty is on the shoulders of marketers to make the strong position of their brand and to generate positive word of mouth because after the advertising the second imports thing considered by the consumer is the experiences of others they mostly buy some products when they influence by other buyers. In the mid part of this study conspicuous consumption and relation with repurchase intention and other is discussed so when a person buy conspicuous goods it will satisfy their need as well as make the identity of that person in social group and make him prominent among the social circle the conspicuous are not the goods which are the necessity of a person but they will pay premium for that good because it will make the position and relate to the status consumption in the society and give pleasure feelings. Further it is discussed the status consumption is beneficial for the growth of the economy because if there is the circulation of wealth in the society then the society will improve or grow and in status consumption a person is trying to buy status products that are high in cost and they buy it to make the strong status position in the society so if one person in the society will buy luxury product then their influencers will also try to buy that product and if more and more people will spend money on luxury good it is beneficial for economy in the same way if the upper class will pay premium for the luxury product so the seller of that product will receive the money so the money is circulating in the society.

According to Wang, and Griskevcius (2014) this study highlights the very important role of branded goods. And explain the consumer behavior of luxury consumer and how they feel after consuming the branded products and what is the role of their partners. Perceived Men's devotion to their partner, product types, making strategies, intention to pursue are the variables used in this study. The study is based on experiment. In this study researchers take the help of five experiments to complete the data collection step. The important thing which is discussed in this study is that women use conspicuous products to show it to other women that have devoted partner and their partner are loving and caring. And showing that they are in the strong and happy relationship with their mate. It is true that women like to use conspicuous products although they also want to show their branded buying to rival women. It is the

perception of most of the women that women with branded or luxury products or branded gifts which they receive from their partner are in the happy relationship and have devoted partner. One function of using branded products is that conspicuous consumption and status consumption is that it satisfied the need of individual and the other function is to pose to their rival women it also give them pleasure and happiness. This research is based on five important studied. It is concluded that women desire to have conspicuous products to attract the intention of their rival women and it is shown that women want gift from their partners to show that they are in strong relationship and they are in the romantic relationship. They mostly like Jewelry, dresses, bags, flowers, cards and gifts.

Belleza, Paharia, and Keinan (2016) examine the conspicuous consumption related with time, in this study researchers discusses the busyness and workload. So many previous studies show that busy person wants human capital characteristics. This study is based on North American consumers and European consumers basically researchers compare the culture of both North American consumers and European consumers and find the difference between these two cultural values. The variables of this study are busyness level, human capital, scarcity status. So status is considered as the dependent variable and busyness level is considered as independent variable and human capital is considered as mediator and scarcity status is also considered as mediator. This study is based on one pilot study data of more than one thousand status conscious celebrities are gathers and after the pilot study 3 other studies are used to support the research. The finding of the study shows that the one independent variable that is busyness level which indicates that busy individual has higher human capital characteristics. It is concluded that busyness of a person is indicates the signal of status in the eyes of others. In this research paper time is used as conspicuous consumption. And when we talk about the model or conceptual framework so busyness at work vs. leisurely style is used as independent variable and that possess the impact on human capital that is human capital that is mediator that have impact on independent variables that is scares and status inferences and busyness have direct impact on status inferences that is dependent variable.

Dehghan (2017) examine the antecedence of repurchase intention. This study was conducted in Iran, Tehran to understand the repurchase intention of luxury brands intention of luxury brands consumers, as it is found that market of luxury consumers is increasing day by day and the market of branded goods are growing rapidly. Our society is divided into three major groups or SEC social economic classes that are SEC A, SEC B and SEC C. these classes are also known as upper class, middle class and lower class. After the major division these classes are further divided into sub classes that are upper upper class, upper middle class, and upper lower class. The second one is middle upper class, middle middle class and middle lower class. The other one is lower upper class, lower middle class and lower lower class. In the past the word luxury or brand was related with the upper upper class and upper middle class of the society. And they are the icon of the society and they are the trend setters for the society. But from past few days this word is also related with middle upper class they use the branded clothes and accessories for showing the symbols of status in the society. Now a day's people are more aware about the trends, fashion, style so they want to adopt it quickly and it is because of the technology and internet which includes social media and magazines and TVCs, due to the social media blogs and pages and YouTube video and instragram stories people remains up to dates with the fashion updates that what is in the fashion and what is out of the fashion and

what will be the next upcoming fashion so it is easy to follow the fashion and as the prices of the branded clothes become in the reach of the upper middle class so that is why they are also consuming the branded consumption. This study was conducted by using the qualitative research methodology and the instrument that was used in this study to collect the data was a well define questionnaire data was gathered from 423 consumers who consume branded products and the target consumers were selected from the top luxury shopping malls of Iran, Tehran. The variables of this study are conspicuous values, experimental values, functional values, hedonism, luxury brand perception, materialism, novelty lovers, perceived guilt, and personal values, repurchase intention and social values perception. After the data collection data was applied on different statistical software and different techniques were applied like linear regression and multiple regression. In this study most of the respondent were female and declare that there most favorite luxury product is handbags. The results shows that novelty lovers and perceived quality have strong influence on repurchase intention and functional experimental and symbolic dimension have significance influence on repurchase intention, hedonism and materialism have significance influence on repurchase intention.

2.4.2 Style Consumption:

According to the Ki and Kim (2016) determine the sustainable luxury purchase (SLP) and Conspicuous luxury purchase (CLP) and examine the concept of luxury purchases and explain that consumer select conspicuous products to show the style and for long lasting quality of branded products. The variables of this study are seeking personal style, environmental consciousness, social consciousness, seeking latest fashion, public self-consciousness, status consciousness, sustainable luxury products, conspicuous luxury products, positive affect and repurchase intention. This theory is based on self-determinants theory (SDT), this theory is based on intrinsic and extrinsic motivations. After that the model of the study is first divided into two parts the first part is intrinsic values it includes seeking personal style, environmental consciousness, social consciousness. And the second part that is extrinsic values includes seeking latest fashion, public self-consciousness, status consciousness. These variables effect the second part of the model that is sustainable luxury products and conspicuous luxury products and it will further effect on positive affect and after that it will effect on repurchase intention. The sample size of the study is based on 452 respondents and after that the data was applied on a statistical technique that is statistical equation modeling. The result of the study shows that the sustainable luxury products have more influence on positive affect and it will leads to the repurchase intention. And conspicuous luxury products have less influence on positive affect and it will leads to the repurchase intention.

According to Alserhan, Bataineh, Halkias, and Komodromos (2014) this research paper examines the relationship between female consumers of luxury brand and their religion. Study is based on the target audience of UAE. Islamic religiosity and female consumers are considered as independent variables and luxury consumption is considered as dependent variables. This study also highlights market of luxury products or brands are more dominated by women as compared to the man. In this paper according to the different Islamic scholars products are divided into four types Dharuiyyat (necessities), Hajiyyat (needs), Kamaliyyat (Improvements) and Tarafiyyat (Luxuries). The research is the mixture of both quantitative and qualitative in nature. Research is more exploratory and descriptive. The quantitative part is based on interview questions and focused group discussion. And the qualitative part is based

on the survey questionnaire distributed to 750 female of different age groups. Questionnaire is consisting of 5 point likert scale. Mean and regression coefficient are different techniques which are applied to run the test on SPSS software. The research discusses that as compared to other Arab women Arab golf women are more conservatives culturally and religiously. In Arab it is noticed that married women spend more on luxury consumption then unmarried women as they have more disposable income than unmarried women because their luxury spending involves their on spending on luxury products as well as gifts which they get from their husband. It is concluded that there is no prominent relationship between religion and luxury consumption. It is recommended that first women have to fulfill their necessities (Dharuiyyat) after that if they are able to spend more in terms of money than they have to fulfill their needs (Hajiyyat) after need if they are able to spend more so they have to fulfill their improvement (Kamaliyyat) after the improvement rich people move towards the fulfillment of luxuries (Tarafiyyat). Islam allows us to spend on Hallal products and restrict us to spend on Haram products.

Chan, to and, chu (2015) this paper discusses about the people who are materialistic and they are crazy about the unique products. The aim of the study is to discuss the luxury items and about the consumer of luxury goods and their behavior also discusses the status consumption and why people are giving importance to status consumption what motivates them to make their status high and also discusses about the audience to consumer for status consumption and their need for unique products. And in the next part of the study they discusses about the materialistic people and the definition of materialism further discuses about the affective response and the intention of consumer which motivates them to repurchase. The variables that are used in this paper are need for uniqueness, materialism, status consumption, affective response and repurchase intention. The random sampling that is very common is used in this study and data is collected by questionnaire which is distributed to 600 people and after the exclusion of incorrect data questionnaire the remaining and useful questionnaire were 568. Data was run on different statically software SPSS and AMOS after that there were some technique which are applied on the data for further continue the study that are Reliability, validity, CFA confirmatory factor analysis, EFA exploratory factor analysis and SEM structural equation modeling. The findings of the study shows that affective response have strong and direct impact on repurchase intention and after that need for uniqueness and materialism have indirect impact on repurchase intention. Affective response is the satisfied feelings of a person and it indicates the pleasure emotion so that is why the affective response have direct impact on repurchase intention. Need for uniqueness and materialism somehow relates with the self-oriented behavior which is style consumption and the social oriented behavior that is conspicuous consumption and which further leads to repurchase intention.

Geo, Winterich and, Zhang (2016) investigate the relationship between PDB power distance belief and style consumption. This research is based on four studies. The first study's data was collect by author first in 2012, the second study's data was collected by 2nd author in 2014, the 3rd study's data was collected by author 2nd and 3rd in 2015, and the study's 4th data was collected by author 1st in 2015. After the data collection study presented the conceptual model in which we have some independent variables, mediator and dependent variables, PDB power distance belief, signaling effectiveness, need for status, style consumption. It is concluded that power distance belief is high so consumers are less likely to

engage in style consumption. Need for uniqueness and signaling the effectiveness mediate the style consumption and underlie the effect of power distance belief on the consumption which leads to repurchase intention.

Shin, Eastman and, Mothersbaugh (2017) aims to discuss the effect of limited edition of luxury brand. The data was collected from two target group that are collage and post collage age group. Study was collected on the population of only one country that is the United States (Millennial) and generalized the results and finding on it. This target was selected because of the reason that USA is the largest market of branded luxury products. The model of this study is based on six independent variables and one dependent variable. The variables of the study are satisfaction, positive word of mouth, brand interest, self-presentation motives, need for uniqueness, Style consumption. The research is based on two studied and in both the studies researchers used 7 point likert scale. The finding shows that the limited edition of branded products enhances the attitude of consumers towards branded products and increases the repurchase intention. The finding also highlights that collage age millennial are strongly socially influence by style consumption.

2.4.3 Consumer Pleasure:

Ha and Lendon (2010) Explore the effect of pleasure and arousal in different situation of borrowing and purchasing. There are so many sampling style researchers use in the research and in the case of this research simple random sampling is used. The data is collected by 1634 collage female students. Survey is based on online shopping and purpose is to understand the pleasure and arousal situation in purchasing and borrowing conditions. The model is based on three parts stimulus, organism and response. There are three stages of this model the first stage is stimulus in this stage the causes are discussed why these responses are occurs so in this case the stimulus contains High task relevant cues and low task relevant cues and in the second stage that is organism stage it contains to emotions pleasure and arousal and after that in the next stage the outcomes of these emotions are discussed or we can say that the responses were discussed because the third stage is response so it contained satisfaction, purchase intention and approach behavior. There are so many variables that are very important for understanding the purchase intention but in the case of this study the important variables are Pleasure and arousal positive impact on outcome variables High task relevant cues, low task relevant cues, situation involvement, pleasure, arousal, satisfaction, purchase intention and approach behavior. Further this study is supported by different techniques like PRELIS program and CFA and EFA were run to check the data. The result shows that pleasure and arousal have positive impact on purchase intention, approach behavior and customer satisfaction. Visual merchandising have important role in two emotion pleasure and arousal and which leads to increase the customer satisfaction, approach behavior and purchase intention. In this study it is concluded and recommended that for online products it's important to develop the web site that is very attractive for purchasers and borrowers as well so they can attract by it and make the expenditures and get benefited and in the return the company is also benefited.

Elbachir and chenini (2016) stated that this study is based on Algerian context. Emotional feeling are very important to make the strong attachment between product and consumer so it is very important to measure the emotional values of your consumers for this purpose the aim of this study is to design or create the measurement scale for measuring the

emotions. The scale is based on non-English language the purpose is that to make this scale easy to understand. In this study the independent variables are pleasure and arousal and dependent variables are state of emotions. For collection of data researchers use the help of semi structured interviews 60 semi structured interview are distributed to the audience. In this interview questions it is ask about the pleasure feelings so when the data is collected it was seen that target audience use 31 new vocabularies in the first stage of data collection. They use different vocabulary to express pleasure emotions. After the data collection different statistical techniques war applied that are KMO and Bartlett test, PCA analysis, factor analysis and cronbach Alpha. It is concluded that the purpose of this study is to create a scale that is used to measure the emotional state. So if we talk about consumers pleasure mood it is very important element for a seller because it is mostly seen that people with pleasant feelings or pleasant emotions ware buy more or spend more so it is the duty of distributor or seller in stores to create the pleasant atmosphere for the consumers, because pleasant atmosphere play effective role in creating pleasant moods. The result is implemented on Algerian consumers so study is based on non-English instrument the purpose is to find the emotional state of consumers and what type of mood a consumers poses when enter into the store to buy any products. Non English scale allows this study to get different opinion from different consumers. The designed scale is very short and understandable by all types of consumers in Algeria and also easily implemented by managers because the nature of the study is exploratory so there is strong understanding of consumer's behavior. The research is based on the resident of Algeria. This scale is focused on only two dimensions, pleasure and arousal that have very strong impact on repurchase intention but for future research it is recommended that there are so many important emotions which can be studied in future for understanding the emotions of consumers and design the measuring scale for emotions.

Jani and Han (2013) determine some questions related to BFF Big Five Factors, the first question was that can BFF Big Five Factors facilitates the social comparison (SC), the second question was that can BFF Big Five Factors explain the emotional response, the third and fourth questions was that do CS social comparison and EC consumption emotions mediates the personality and influence the level of satisfaction. In this study a questionnaire survey method was used, a well-defined questionnaire was used to collect the data, and the sample of 564 was used in this study. After the data collection statistical technique was applied like multiple regression analysis. The variables of this study were OCEAN openness to experience, conscientiousness, extraversion, agreeableness and neuroticism. Social comparison, positive consumption emotion, negative consumption emotion, customer satisfaction, repurchases intention and word of mouth. The results shows that the personality five factors that are OCEAN have significance impact on consumer emotion and social comparison. Social comparisons have significance impact on consumption emotions. And high consumer satisfaction has impact on positive consumption emotions. Less consumer satisfaction have less impact on negative consumption emotions. Positive consumption emotions have further positive impact on positive word of mouth and have impact on repurchase intention or revisit intention. In the same way less satisfaction have negative consumption emotion and have negative impact on negative words of mouth and further impact on repurchase intention or revisit intention.

2.4.4 Consumer Guilt:

Hanks and Mattila (2014) this paper highlights very important factors of repurchase intentions and also talked about the antecedents. First talk about the financial guilt that a consumer faces after that the antecedents of that guilt after that the influence that financial guilt and also talked about the gender and what is the effect of gender on mood and the feelings and emotions. The study is further continue and discusses the variables that are consumer guilt, impulse purchase and guilt, gender, purchase mood, anticipated satisfaction. There are different methodologies which are used in different researches in case of this study this study is the bland of both qualitative method and quantitative method. For the quantitative part this study takes the help of survey and for quantitative part this study takes the support of interview. The instrument of the quantitative part is questionnaire which was distributed to the sample of this study to gather the data. After the data gathering the most important thing is to test the data the test is completed by different statistical techniques. The statistical techniques that are used in this study is Hierarchical regression. The result of this study shows that women experiences more consumer financial guilt then men. That affects their repurchase intention the more the increase in guilt the more there is a chance to decrease in repurchase intention.

Aydin and Unal (2015) conducted a study on university students. This study investigates the two dimensions of emotions and both the emotions are negative in nature, and determine the pre and post impacts of emotions. It is discussed in this study that the impact of these emotions which produced after the purchases and the impact on repurchase intention. The objectives of this study are to fine out the cause of these emotions and after that determine the coping strategies of the two negative emotions. The study is based on two models the first model is based on coping with consumer guilt and the second model is based on coping with consumer shame. The study is further continued by the support of variables and the variables that are considered in this study are impulse buying, guilt, planning to reduce impulse buying, planning to reduce monetary loss. The variables of the second model are impulse buying, shame, mental disengagement, blame others, resignation, rational actions, mental undoing, social support, repurchase intention. This study is further supported by the theoretical background, the theory that is used in this study is negative self-conscious emotions, and the theory is based upon the hypothesis of this study. After that this study presented the model of the study this study is supported by two models. The first part represents the impact of guilt and the second part represents the impact of the shame. This study is based on quantitative research methodology in which it takes the support of survey and the sample size is 500 university students of Istanbul was chosen, there are so many sampling techniques so in the case of this study the convenience sampling was applied, variables were designed on 5 point likert scale, after the collation of 500 data the useful data was 496 and this data was used to run different statistical techniques, they used confirmatory factor analysis, structure equation modeling, and descriptive statistics. These tests were applied on tow software namely SPSS 20.0 and LISREL 8.7. The results of this study explore very important understanding about buying and repurchase intention. The result shows that guilt have positive impact on planning to reduce impulse buying strategy after that on planning to reduce impulse buying strategy have negative impact on repurchase intention, in the same way guilt have positive impact on planning to make up monetary loss strategy, after that on planning to make up monetary loss strategy have negative impact on repurchase intention.

2.4.5 Arousal:

Babin and Darden (1995) examine the effect of consumer self- regulation on shopping emotion and consumer evaluations of the shopping experience. They use consumer self-regulation as a moderator. The study is based on different independent and dependent variables. Pleasure, Arousal, Domination, resources, expenditure, hedonic shopping values, utilitarian shopping values they are the variables used in this study. The data is consist of interview questions, distributed to ten stores in different departmental stores, discount stores, and malls. Data is collected by different customers who enter into the malls and stores. This study is based on 130 samples. And interview in design on likert scale items. After the data collection different techniques are applied like CFA confirmatory factor analysis and reliability. The result shows that retail atmosphere cannot affect same on every consumer, because all have different values, different source of pleasure and arousal, all have different hedonic and utilitarian values, pleasure and arousal leads to positive intention to purchase. But this study provides detail and dept understanding of consumers and their behaviors. So this study is very helpful for understanding the retail atmosphere and very useful for retail managers and store designers as well.

Mattila and Wirtz (2000) determine the effect of pre consumption effect on post purchase evaluation. In this study the main focus is to analyze the effect of pleasure and arousal on repurchase intention. This study is supported by Russell's circumplex model of affect and the variables of this study are preprocess service environment, pleasure, arousal, Disconfirmation, global satisfaction, repurchase intention. The data is gathered from four places, the first one is a beauty parlor, the second one is a passport office, the third one is a roller coaster ride, and the fourth and last one is a dental clinic. These places were chosen to find the level of emotions that are pleasure and arousal, so it is found that in a beauty parlor the pleasure level is high and arousal level is low, the second place, a passport office here the pleasure level is low as well as the level of arousal is also low, the third place that is roller coaster ride, here the pleasure level is high as well as the level of arousal is also high, the fourth and last place is dental clinic, here the pleasure level is low but the level of arousal is high. The different level of pleasure and arousal is due to the different places because these all please have different ambiance. And atmosphere or environment of a place is the reason of changing the mod and the reason for creating different emotions. Good environment can leads to positive emotion and the bad environment can leads to the negative emotions. The methodology of this study is quantitative method which is further continued by the well define instrument. The instrument that is used in this study is questionnaire; questionnaires were distributed to the audience of these places and gather the data from these places. The sampling style of this study is simple random sampling used to collect the data from defined sample size. Different quadrant of the Russell's circumplax model was used to test the hypothesis. The result indicates that two emotions that are pleasure and arousal can determine the post purchase evaluation and determine the repurchase intention of a consumer. This study have contribution in marketing discipline and this study highlights the consumer behaviors', consumer's psychology, buying behavior, decision making process these topic ware uncovered in this study and the marketers can get benefits by this study in their own way.

2.4.6 Repurchase intention:

Hsu, Chang, Chu, and Lee (2014) examine the antecedents of repurchase intention; this research is based on quantitative method which is completed after the sample size of 253 customers. This is the Taiwan study because data is collected from Taiwan and implemented on Taiwan. The dependent and independent variables of this study are reputation of web site, perceived size of web site, reputation of seller, perceived size of seller, trust in web site, trust in seller, perceived quality of web site, perceived quality of seller, satisfaction with website, and satisfaction with sellers and repurchase intention. And demographic and control variables are gender, age, education, experience and income. There are so many methods used in different study and in the case of this study qualitative research method is used. Study is based on questionnaire which is designed on 5 point likert scale from 5 to 1. Strongly disagree to strongly agree. After the method the research is further precede by statistical technique and in this case reliability, convergent validity, discriminate validity, VIF variance interference factors and multi co linearity. The result show that satisfaction with web site, satisfaction with sellers and perceived quality of web site has positive influence on repurchases intention. Whereas perceived quality of sellers and satisfaction with seller and trust in sellers with sellers significantly impact on repurchase intention. For online selling the web site design, its ease, its connectivity and all the things related to the customer satisfaction is related to the web site and if we talk about the physical or not online selling the important thing is seller. So according to the nature of the business the important thing is to understand your customer needs.

Shukla, Banerijee, and, sing (2014) this paper discusses the deep knowledge of luxury brand and the commitment of consumer, this study explore the antecedent and consequences of luxury brand commitment, two important parts of commitments are discusses that are how a consumer become the loyal to a brand and why a consumer become loyal these two things are very important when we are talking about the loyal consumer or loyalty, Because loyal consumer are the revenue maker of the brand. For any type of company repurchase is more important than purchase because one time buying make the sale but repurchases make the high profits for the company and if a consumer become loyal consumer of your brand then he or she will never switch from your brand to another brand and he or she will become loyal customer and loyal customer are the assets for the company. But to convert a customer into a loyal customer is not a child's play, there are so many things that must keep in the mind to make loyal consumer these important factors are social switching cist, service quality, trust, lost benefits cost, alternatives attractiveness, subjective norms these are used I this study as an interdependent variables along with these factors there are so many other factors which are also very important. The data is collected by the help of questionnaire which is design on five point likert scale the study is based on quantitative research method, and to run the data different statistical techniques are applied like structural equation molding, confirmatory factor analysis, reliability, it is concluded that these antecedent and consequences are very important for the growth of the brand.

3.0: Methodology

This chapter discusses the methodology of the study, by which technique the research is conducted, sample of the study, the nature of the study and the procedure of the study. So

this chapter is based on eight parts. The first part is research design in which research approach and research purpose will discuss. Followed by the second part that is sampling and procedures. This part will explain the sampling techniques and the sample size. The third part is research instrument. This part will explain the measurement of the items, from where the items or instruments were adopted. The forth part of the study is face and content validity of the instrument. In the fifth part reliability of the measuring scale will discuss and in the sixth part statistical model of the study will discuss that will shows the relationship between independent variables and dependent variables. In the second last part of this chapter the ethical part will discuss in which all the ethical parts and ethical consideration will discuss. And the last part is conclusion which includes the summary of the chapter.

3.1: Research approach

In the research world research may be conducted I number of ways, 3 main approaches of research are qualitative approach, quantitative approach and mixed method. In qualitative method the inductive approaches is required to collect the data usually we have open-ended questions in this type of study and it is and emerging type of approach. In quantitative method deductive approach is required to collect the data usually we have closed ended questions in this type of study and it is a predetermined approach. And the third method is mixed method in this method we have both inductive and deductive approach and we have both open ended and close ended questions in it. This study is based on quantitative methodology and researcher use deductive approach in which the close ended question of consumption and emotions that effect on repurchase intention are discussed.

3.2 Research Design:

This study is based on quantitative method in which researcher use the correlation techniques to explain the model. This technique is helpful for the quantitative research method.

3.3: Research purpose

In the research world researches mainly have three types: explanatory, exploratory and descriptive (De RaedtBessiere & Dubois, 2012). Exploratory in this type of research the aim of the researchers is to observed and explores something and to explore new ideas. Descriptive in this type of research the aim of the researchers is to discuss the variables in detail and to fill the gaps. The third one is explanatory research in which the aim of the researches is to explain the ideas and variables. Because variables have been identified and nothing new will be explored instead hypothesis will be tested on the basis of secondary researches so this research is based on exploratory type (Salkind, 2010).

3.4: Research Instrument:

This research applied the quantitative research methodology. The common research instrument for quantitative research is questionnaire so this study also used the well-defined questionnaire to collect data from the respondents. A set of questionnaire containing 35 questions which are on conspicuous consumption, style consumption, consumer pleasure, consumer guilt, and arousal and repurchase intention and all the 31 Likert scale question shows the repurchase intention of branded clothes. All the 35 questions were divided into 2 sections. The different section of the questionnaire were 1) Demographic section and 2) Likert Scale items. The demographic sections include 4 question and the Likert scale items was based on 31 questions.

3.5: Sampling and Procedures:

3.5.1 Sampling technique and Sample size:

The process of selecting the correct sub set from the population is called the sampling (Sekaran, 2003). The sampling technique which we used in this study is Non-probability convenient sampling. We use non probability sampling due to the reason of population get unequal chance to be selected and we use convenient sampling technique due to the ease of this study and short time. The reason of selecting this technique is that it is convenient and less time consuming. The data is collected from two universities that are the Iqra University and Jinnah University and two shopping Mall that are Lucky one and Pari Mall, we have selected 3 faculty that are media science, fashion designing and business administration. These are the departments from where we collected our quantitative data. Furthermore, the data is collected from the consumers of branded clothes who have some idea about branded consumptions. Respondents may be students, employees, professional and others included. The data gathered from the different universities and shopping mall of Karachi. In the first stage of data collection researcher have done the pilot study of 50 sample size and the result of reliability of the pilot study of first variable that is conspicuous consumption is 0.749, the second variable that is status consumption is 0.713, the third variable that is consumer pleasure is 0.783, the fourth variable that is consumer guilt is 0.845, the fifth variable that is repurchase intention is 0.834, the sixth variable that is arousal is 0.773 and the total reliability is 0.901. Moreover, the sample size for main study is chosen is 250. Sample size calculation has been estimated by A- Prior sample size of Daniel Soper's calculator for SEM. The sample size decreased to 226 when the outliers were removed. A total of 24 total outliers are found during the data screening which include 15 univariate outliers and 17 multivariate outliers by using standard Z-score and Mahalanobis distance $\chi 2$ value at $p < 0.001$ (Tabachnick and Fidell, 2007). As discussed that the data was collected from the consumers of branded clothes who are the visitors of shopping malls and the students of different universities. The researchers approaches to them and ask for their voluntarily contribution and distributed the questionnaire one to one.

3.5.2: Population of the study:

People, event, through or something that the researchers are going to investigate or examine is called population (Sekaran, 2003, p.265). The purpose of the study is to find out the impact of emotions which leads to repurchase intention and also investigate the consumption style which affect the repurchase intention. So for gathering the relevant data from the population we selected 250 people, resident of Karachi and belong to the upper class of the society. They are highly educated and relate to the high income groups. And in this study we include both the gander male and female for the data collection. Furthermore the study is based on very narrow size so the people who are brand conscious and make the branded consumption are the target of this study. The aim of this study is to uncover the understanding of the emotions and consumption relates to the branded consumption. So for gathering the correct or relevant information the people below from the age 15 are not supposed to the part of this study and not included in this study. The targeted population of this study is male and female in age group above 15 years.

3.6: Face and Content Validity of the Instrument:

Content validity is shown that the variables and items are doing their job perfectly which means they measure the construct with utmost adequacy and representativeness. It is the approval of the instrument by the experts from the relevant industry. In this study the instrument was approved by two marketing specialist. Hair et al. (2010) and Sekaran (2003) requested to check whether there is any repetition in the instrument or not. In the approval stage researcher get some remarks about the language of the instrument and some expert give opinion about the repetition of the instrument. After the correction the expert allow us to go for pilot study data collection.

Furthermore, Sekaran (2003) said face validity is used to check the ease of the instrument, it is used to check whether the responded are comfortable to fill the form or they can easily understand the instrument or not. This study approached three potential respondents for this purpose and ask for their suggestions about correctness of item used in the questionnaire. The researcher asked them to check the statements and their wordings, formatting and concept of the instrument. After their opinion and suggestion we focus on it and consider it. And after the suggestions of respondent and our marketing experts we make the correction and make our instrument ready for the pilot study.

3.7: Reliability of the Measuring Scale

Reliability is used to check the consistency of the instrument. That the items or variables used in this study is consistent or not. By using the Software, "Statistical Package for Social Sciences (SPSS)" we analyze reliability as Cronbach Alpha. The value of Cronbach Alpha of this study is $\alpha = 0.901$. According to Hair et al., (2010) the value should be < 0.70 and above coefficient of alpha is considered standard. This quantitative instrument is based on 31 items from Section B. Our coefficient of alpha is greater than 0.70. And there is no need of deleting any item. This concludes that the instrument used is reliable.

3.8: Operational Definition of Variables:

This research is based on five independent variable and one dependent variable, the variables which were discussed in this study are conspicuous consumption, style consumption, consumer pleasure, consumer guilt, and arousal and repurchase intention.

3.8.1: Conspicuous consumption:

Conspicuous consumption is the expenditure on prestige goods or services. It is the prestige consumption. Conspicuous consumption is used to display the well-being of the individual in the society, this type of consumption is used by individual to show their wealthy life style. It reflect the extrinsic motivation of a person to consume branded goods and she there status and standing in the society (Truong & McColl, 2011).

3.8.2: Style consumption:

It is the buying for making the status and this consumption reflects the lavish consumption. This type of the consumption is adopted by the individuals of the society to satisfy his or her on taste and personal satisfaction. It refers to the intrinsic motivation which shows his or her personal style (Cho et al., 2015; Ki & Kim, 2016; Tai, 2005).

3.8.3: Consumer pleasure:

Pleasure is one of the positive mode of a person. It is due to the positive actions, experiences, or words. This emotions occurs when a person is happy, satisfied or glade. Pleasure is the positive feeling of a person induce by the enjoyment, favorable or desirable,

delight, and gratification (Green & Jordan, 1999). Pleasure is the feelings of achievement and success. Feelings of pleasure is drive from the fulfillment of customers personal needs (De Barnier & Valette- Florence, 2013). The pleasure feelings refers to the state in which a consumer feels happy and good with the consumption (Donovan & Rossiter, 1992; Mehrabian & Russell, 1974).

3.8.4: Consumer guilt:

Guilt is one kind of emotion, which reflects the unpleasant mood of a person. It is the regret of a person due to any of his action, experiences or words. Guilt denotes the unpleasant emotions of an individual which an individual express after the dissatisfaction. (Baumeister et al., 1994). Guilt feelings arise when a consumer realize that the purchasing is not satisfactory (Dedeoglu & Kazancoglu's 2010).

3.8.5: Arousal:

Arousal is the feeling or emotion to awake; it is the awareness of the mind to know about anything. Arousal is the act or action to be aroused. The feelings of arousal refers to the state in which the person feels active, stimulated and excited with the consumption (Donovan & Rossiter, 1992; Mehrabian & Russell, 1974).

3.8.6: Repurchase intention:

It is the second time purchase of any good or services. It refers to the planning to purchase again in the future. Repurchase is the buying back. Repurchase intention refers to the probability of purchasing any product or service again (Hellier et al., 2003).

3.9: Statistical Technique:

The statistical technique which is used in this study was Structural Equation Molding which is applied on Amos (analysis of a moment structures). This is used to show the relationship between individual variables and dependent variables conspicuous consumption and style consumption, consumer pleasure and consumer guilt and arousal are used as independent variables and repurchase intention is used as dependent variable.

3.10: Data Collection Process:

I have started the data collection from the target audience in the month of July this was the 1st stage of data collection that is pilot study data collection and is based on 50 sample size after that the 2nd stage was main data collection in this stage the sample size is based on 250 sample this data collection was started in Beginning of August and completed in mid of the September I have consume 1.5 month for the data collection. The data collection is based on two method in the first method I physically go to the respondent and ask them to fill the questionnaire and in the second method I used Google form because it is easy to use and it is error free and it is convenient and easy to communicate. By physical method I have collected 120 questionnaire and from google from I have collected 130 questionnaire.

3.11: Ethical Considerations

This section of the study is very important part of the study. Researchers could not neglect this section in the research. This section should be consider as an important part of the study and all the researchers must consider all the ethics must be fulfill while doing this section, we as are researcher are doing the same. Our study is to examine the effect of consumption mood and consumption emotion on the repurchase intention of branded goods especially for branded clothes. We are trying to make all the contribution of this research ethical and honest

and while doing the data collection we also trying to do this ethically and consider all the ethics in our mind. All the contribution in this research is based on ethics, honesty and fairness.

4.0 Data Analysis and Discussions

This chapter will discuss the data analysis and discussion of the results of that data. The first part is pilot study in which we discuss the reliability and validity of the instrument. In the part of pilot study two more parts will discuss that are Zero-order correlations and Reliability analysis using Cronbach alpha. The second part is Data screening in that part there is three more things to discuss those are assessing out-of-the-range values, if any, missing values analysis, Reverse coding, if required and Multivariate outliers. In the third part the main study will discuss. In this part some important test and techniques will discuss those are Composition of data (demographic variables only), Exploratory factor analysis (EFA), if applicable, Confirmatory factor analysis (CFA), if applicable, Hypothesis testing using either path analysis or SEM. Followed by the fourth and last part of this chapter is discussion part in this part we discuss the finding and the analysis of the data in detail.

4.1 Pilot study (n=50)

The pilot study test or pretest was conducted to check the reliability of questionnaire and to assess the wording of the items of questionnaire (Gay, Mills, & Airasian, 2006). The sample size of the pilot study is smaller than the sample size of the main study and it should be ranges between 15-30 respondent (Malhotra, 2008). If the sample size increases from 30 respondents so the study become stronger. Therefore in this study researcher use the sample size of 250 respondents, they were invited to fill the questionnaire based on their repurchase intention of branded products. The pilot test was conducted only the user of branded clothes, so for this study 50 respondents were targeted for pilot study who consume the branded clothes. Pilot study was used to measure the internal consistency of the measuring instrument. Pilot test ensure that the instrument is free from error and is reliable and valid and ready to collect the main data.

4.1.2 Reliability analysis using Cronbach alpha

The internal consistency of the instrument was measured by using the cronbach alpha value, according to the Hair et at. (2010) if the reliability is > 0.7 so it is expectable and the instrument is ready to conduct the main study which is consist of large sample and we can say that the instrument is reliable because the cronbach Alpha value was greater than 0.7 for pilot study.

Table 4.1

Reliability Analysis (n=50)

S. No.	Variable name	No. of Items	Alpha
1	CC	6	0.749
2	SC	6	0.713
3	CP	5	0.713
4	CG	4	0.845
5	RI	4	0.834
6	A	6	0.773

In the case of this study the sample size of the pilot study is n = 50 the above table shows the results of reliability test and presents the cronbach Alpha values so in the above table there are six variable that are conspicuous consumption, style consumption, consumer pleasure, consumer guilt and arousal and repurchase intention. And we can see that the cronbach alpha value for the variable conspicuous consumption is 0.749, the cronbach Alpha value for Style consumption is 0.713, the cronbach alpha Value for the consumer pleasure is 0.782, the cronbach value for the variable consumer guilt is 0.845, the cronbach Alpha value for repurchase intention is 0.834 and the cronbach alpha value for the variable arousal is 0.773. so we can say that the cronbach Alpha values for all the variable are greater than 0.5 and there is no need to delete any of the variable and we can say that tall the variable used I this study are reliable and ready to further proceed the research.

4.2 Data screening

If there is any missing values that are present in the data set so different statistical tools and techniques cannot be applicable on that data or we can say that the statistical tools and techniques are not applicable on missing data set (Schumacker & Lomax, 2004). That is why it is very important to first complete the data screening tests which include five basic tests the first test is out of the range values the second test is reverse coding the third test is missing values analysis the forth test is univariate analysis the last test is multivariate analysis. Data screening increase the quality of the data set and also make the data stable and organized (Kristenesen & Eskildsen, 2010).

The data screening test make the data free from missing values and missing responses so it is extremely important part of your study before going for the main tests. Data screening ensure that the data was entered correctly. The reason of missing or incorrect data entry could be due to the difficult language of the instrument, due to the lack of interest from the respondent side to participate in the research, due to the difficulty to understand the questions in the questionnaire (Sekaran & Bougie, 2010). Missing data could be found in data analysis or in data set and it was advocated by Hair et al. (2010). There are so many methods to handle the missing values from the data set and one of the common method is just drop the response (Tabachnick & Fidell, 2007).

In the case of this study one of the best method suggested by Hair et al. (2010) was adopted and this method suggest you to replace the missing value with the imputed value in SPSS (Statistical Packages for Social Sciences) and there are two types of imputed values one is multiple imputation and the other one is mean imputation method and if the p-value of Little's MCAR is <0.05 so it is indicate the significance value and denotes the NMAR (Not Missing at Random) and if the p-value of Little's MCAR is >0.05 so it is indicate the insignificance value and denotes the MCAR (Missing Completely at Random). If the case is NMAR so we apply Multiple Imputation and if the case is MCAR so we apply Mean Imputation and in the case of this study the p-value of Little's MCAR is <0.05 so it is indicate the significance value and denotes the NMAR (Not Missing at Random) so we apply Multiple Imputation. After the imputation of missing values the next step is to find out the outliers in this case we find out 15 univariate outliers and 17 multivariate outliers the total 0f 24 outliers were removed during the univariate and multivariate analysis (Case ID: 7, 9, 17, 26, 29, 39, 129, 132, 141, 149, 161, 169, 170, 182, 184, 196, 200, 204, 210, 211, 212, 233, 242, 245). After the removal of outliers the data is ready for the main tests.

4.2.1 Assessing out-of-the-range values

There was no out of the range value found in the above table, all the values lie in between 1 to 5 which is the range of Likert scale items.

4.2.2 Missing values analysis:

NMAR:

Since the significance value of this study was less than 0.05 means (0.001) therefore it shows that there is a systematic pattern of missing ness. So the multiple imputation method was applied.

MI:

Out of 31 likert scale items, only 14 items (14.16%) have complete data and 17 items (54.84%) have missing values. Out of 250 rows, 231 rows on cases (92.4%) have complete data, however, only 19 rows on cases which account for 7.6% have missing values. There are 7,750 (31x250) cells in the data set for all likert scale items out of 7,750 count/ values 7,728 only 22 cells have missing values only 22 cells have missing values (0.284%) in other words 7,728 (99.72%) cells have complete values.

Figure 1

Overall Summary of Missing Values
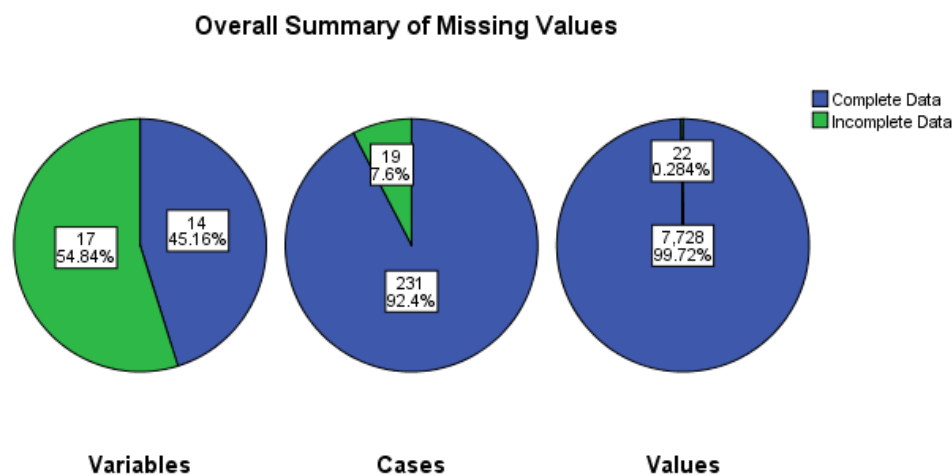
4.3 Main study (n=250)

4.3.1 Composition of data:

This study used four control variables those are Gender, Age Group, Qualification and Education the summary of the demographic variables which used in this study are illustrated below in detail, as shown in Table 4.1.

Table 4.2

Respondents' Profile

Demographic	Indicator	Frequency	Percentage
Gender	Male	78	34.50%
	Female	147	65%
Age Group	Below 25	132	58.40%
	25-30	73	32.30%
	31-35	13	5.80%
	36 Above	8	3.40%
Occupation	Students	112	49.60%
	Professional	86	38.10%
	Housewife	24	10.60%
	Other	4	1.80%
Education	Matric	12	5.30%
	Intermediate	53	23.50%
	Bachelors	123	54.40%
	Others	38	16.80%
Total		226	100%

Demographic variables describe individual's status in terms gender, age, income, religion, education, qualification, marital status, household size, etc. these are the indicator which represent the individual status. The above table shows the demographic variables which are gender, age, occupation and education. As it is shown in the above table that the first demographic variable is gender which is further divided into male and female, in the first part it is shown that 226 respondents took part in the study from which male are 78 or 34.5% while the remaining 147 or 65% respondent were female. The second demographic variable is age group it is highlighted that from 226 respondent 132 respondent were below the age of 25 years which are 58.4%, while the 73 respondent or 32.3% people lies between 25-30 years and 13 respondent or 5.8% people were in between 31-35 years and remaining 8 respondent or 3.4% people were above 36 years.

4.3.2 Exploratory factor analysis (EFA):

Exploratory factor analysis is the technique which make factor of related items. It is used to measure the relationship between measured variables. The value ok KMO (Kaiser-Meyer-Olkin) is used to measure the sampling adequacy and the threshold value of KMO is 0.7 and the Barlett's test is the test of Sphericity, and the threshold value of Bartlett's test it should be significant.

Table 4.3
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.8
Bartlett's Test of Sphericity	Approx Chi-Square	2661.042
	Df	300
	Sig	0

And according to this study the value of KMO is 0.800 and the value of Bartlett's test is ($x^2 = 2661.042$, DF=300, p< 0.000). These values shows that factors can be established.

Correlation matrix is not an identity matrix and the factor of this study is unbiased (Leech et al., 2005).

Moreover, Tabachnik and Fidell (2007) explain that varimax is the variance maximization procedure of factors and the goal of varimax is used to maximize the variance of the factor loading. Table shows the Eigen values of 6 constructs, the Eigen values should be > 50% and we can see in the table that the Eigen value is 65.55% which is greater than 50% which means that 6 constructs cumulatively explained over 65.55% of the total variance.

Table 4.4

Exploratory factor analysis:

	Component					
Eigenvalues	3.332	3.232	2.81	2.716	2.159	2.14
% of Variance	13.33	12.93	11.24	10.87	8.637	8.56
Cumulative %	13.33	26.26	37.5	48.36	56.997	65.56
CC3	0.857					
CC2	0.842					
CC1	0.769					
CC6	0.763					
CC5	0.68					
A5		0.79				
A4		0.769				
A3		0.769				
A6		0.694				
A2		0.678				
CP3			0.745			
CP4			0.705			
CP2			0.693			
CP5			0.692			
CP1			0.623			
CG3				0.838		
CG2				0.835		
CG4				0.818		
CG1				0.75		
SC2					0.845	
SC3					0.752	
SC3					0.662	
RI4						0.847
RI3						0.831
RI2						0.6

Above table shows the values of rotated component matrix, which includes eigenvalues, percentage variance explained, cumulative percentage of variance explained and factor loading of each variables. If the value of factor loading is > 0.5 so it is considered as good model (Tabachnick and Fidell, 2007; Hair et al., 2010). As it can be seen in the above table that the values of factor loading is 0.5 and there is no cross loading found so we can perform the CFA.

4.3.3 Confirmatory factor analysis (CFA), if applicable.

Confirmatory factor analysis is performed by using IBM AMOS version 22 for measuring the outer model of the study and for confirming the construct validity. Confirmatory factor analysis is the step next to exploratory factor analysis used to determine the factor structure of your data set. In CFA we confirm the factor structure which e extract in the EFA.

4.3.3.1 Goodness of fit:

It refers to how well your proposed model is, it is the correlation between the variables of the dataset. If the goodness fit values are above the threshold values so we can say that the model is fit and if it is not meeting the criteria so the model is not fit. According to Bentler (1990), Byrne (2010), Kline (2011) and Marcoulides and Schmecker (2001) we can check the goodness of fit with the help of these values: degree of freedom (CMIN/DF), GoF index (GFI), adjusted GoF index (AGFI), normed fit index (NFI), Tucker-Lewis Index (TLI) also called non-normed fit index, comparative fit index (CFI) and root mean square error of approximation (RMSEA) with PCLOSE. According to this study the degree of freedom (CMIN/DF) was 1.732 which is less than 3 and it means it is acceptable. Byrne (2010) recommended that (p-value=0.00). It is notable that if the model have significant p-value of CMIN/DF so the model is good fit with the sample size is less than 250 with 12-30 observed variables (Hair et at., 2010). Model including other model fit indices GFI = 0.881 it is blew the benchmark, AGFI = 0.845 it is also not meeting the criteria, NFI = 0.852 it is also not equal to benchmark, TLI = 0.917 it is acceptable, CFI= 0.930 it is also acceptable, and the REMSEA = 0.118 (P. CLOSE= 0.000) the overall results shows that CFA (measurement model) is good model fit between the latent variables and observed variables.

Table 4.5
Discriminant Validity Analysis

|	CR	AVE	MSV	MaxR(H)	SC_	CC_	A_	CP_	CG_	RI_
SC_	0.719	0.460	0.354	0.720	**0.678**					
CC_	0.856	0.555	0.158	0.927	0.132	**0.745**				
A_	0.836	0.509	0.252	0.949	0.253	0.397	**0.713**			
CP_	0.776	0.465	0.354	0.957	0.595	0.373	0.502	**0.682**		
CG_	0.822	0.608	0.023	0.965	-0.150	0.104	0.041	-0.152	**0.780**	
RI_	0.793	0.564	0.233	0.970	0.331	0.296	0.474	0.483	0.035	**1**

4.3.3.2 Convergent and Discriminant Validity:

Convergent validity is used to ensure that the variables or items are theoretically related or not. Researcher used convergent validity to check the relation between factors or construct in the measuring model. There are three types of estimates in the convergent validity that are factor loading, composite reliability (CR) and Average variance estimates (AVE) these estimates are used to established the convergent validity and these estimates are suggested by (Hair et al. , 2010).

The table above shows the values of CR and AVE. firstly, composite reliability (CR), shows the consistency of latent variables in the model. The threshold value of CR is 0.70 or more which means if the loading value is 0.70 or more so it is considered as the acceptable (Fornell & Larker, 1981; Hair et al., 2010). It can be seen in the table above that the values of CR is greater than 0.70 for all the variables. Which means the consistency of latent variables is present in the model. Secondly, average variance extracted (AVE), it shows the common variance between the latent variables of the study (Hair, Anderson, Tatham, & Black, 1998). The threshold value of AVE must be greater than 0.50 (Fornell & Larker, 1981: Hair et al., 2010). As it can be seen in this above table the values of AVE is greater than 0.50 for all the variables except SC and CP. SC and CP have 0.460 and 0.465 AVE values respectively. If the values of AVE is 0.50 or greater so it represent the model fitness and we can say that the items are effective and effectively explained the variance between latent variables but if the value of AVE is less than 0.50 so we have to remove the latent variables but as we have only three variables remaining so we cannot do anything.

Thirdly, Discriminant validity (DV), it is used to confirm the contract validity of the outer model or measurement model and use to ensured that all the measures are relating with their respective items of variables or not. For checking discriminant validity the threshold value of DV should be less than 0.7 (Fornell and Larker, 1981). The above table shows that the values of square root of AVE are greater than other values from the row and column and we can see in the above table that the values of DV is greater than 0.7 and the square root of AVE are greater than the other values of the column and rows. These values confirm the convergent validity of the model.

Figure 2
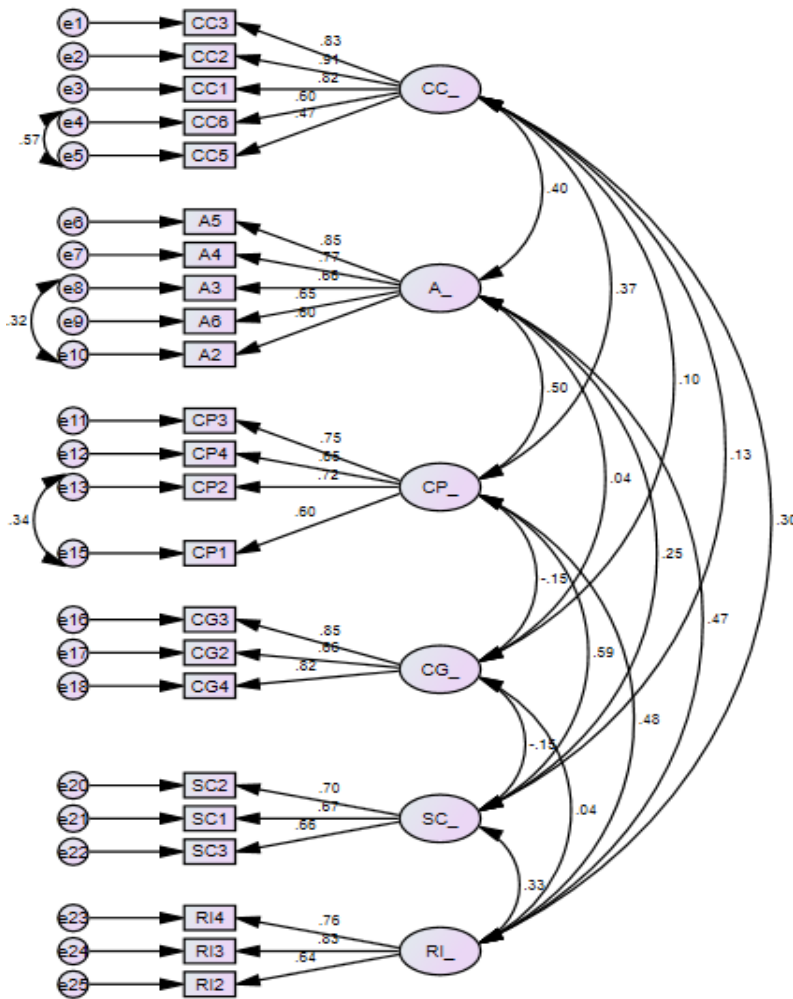
4.3.4 Structural Equation Modeling SEM:

Structural equation modeling is the combination of factor analysis and multiple regression. It is used to show the structural model of the study. SEM is basically used to show the relationship between latent variable or unobserved variables and the measured or unobserved variables (Hair et al., 2010; Schumacher & Lomax, 2010). The main purpose of the SEM is to test the theory in the quantitative form, like it is used to check the hypothesis testing (Schumacker & Lomax, 2010, p.2). SEM is the confirmatory technique rather than exploratory technique, as we have already done the exploratory work in EFA (Exploratory Factor Analysis). The first purpose of SEM is to find out the relationship between latent and observed variables and along with this there are so many other purpose of SEM like variance and covariance estimation, linear regression, hypothesis testing and CFA (confirmatory factor analysis) (Joreskog & Sorbom, 1996). SEM is also used to check the reliability and validity (Hair et al., 2010; Kline, 2005).

Moreover the CFA technique is used to check the measurement model or outer model in which addressed the model fit and in SEM technique we check the structural model or inner model of the study in which we address the hypothesis and go for the results and provides the

discussion. As it was discussed earlier that the model is complex and there is interrelationship between the variables exist and these types of approach mostly used in marketing research (Hair et al., 2010). This study use two stages approaches (Anderson & Gerbing, 1982). In the first stage measurement model was established and after that the structural model was established in SEM. In the comparison with EFA the CFA or SEM used to estimate the convergent validity, discriminate validity and hypothesis testing (Gefen & Straub, 2005).

Table 4.6

Squared Multiple Correlation:

Variables	R Square
CG_	0.047
CP_	0.516
A_	0.236
RI_	0.311

The above table shows the R square of dependent variable. The first variable which is the dependent variable shows that Consumer Guilt is predicted by 0.047 or 4.7% by independent variable. The second variable which is the second dependent variable Consumer Pleasure is predicted by 0.516 or 51% by the independent variable. The third variable that is the third dependent variable Arousal is predicted by 0.236 or 23% by the independent variable and the last dependent variable which is Repurchase intention is predict by 0.311 or 31% by independent variables.

4.3.4.1 Hypothesis Testing:

Following are the hypothesis generated by using the SEM technique. These hypothesis shows the relationship between the dependent and independents variables and represent the model of the study. These are the results of the data and also represent the responses of the respondents.

Table 4.7

Hypotheses Summary

Hyp.	Hypothesized Path	Decision
	Direct Relationships	
H1	Conspicuous Consumption -> Consumer Pleasure	Supported
H3	Conspicuous Consumption -> Arousal	Supported
H4	Style Consumption -> Consumer Pleasure	Supported
sH6	Style Consumption -> Arousal	Supported
H7	Consumer Pleasure -> Repurchase Intention	Supported
H9	Arousal -> Repurchase Intention	Supported
H2	Conspicuous Consumption -> Consumer Guilt	Not Supported
H5	Style Consumption -> Consumer Guilt	Not Supported
H8	Consumer Guilt -> Repurchase Intention	Not Supported

The results of overall hypothesis are given in the above table. The test of H1 supported the relationship between Conspicuous Consumption and consumer pleasure (β= .174, p < 0.000). H2 not supported the relationship between Conspicuous Consumption and consumer guilt (β=.086, p=.091). H3 supported the relationship between conspicuous consumption and arousal (β= .360, p < 0.000). The H4 supported the relationship between the style consumption and consumer pleasure (β= .781, p < 0.000). The test of H5 not supported the relationship between style consumption and consumer guilt (β= -.283, p=.025). H6 supported the relationship between style consumption and arousal (β= .579, p < 0.000). The test of H7 supported the relationship between consumer pleasure and repurchase intention (β=.431, p < 0.000). H8 not supported the relationship between consumer guilt and repurchase intention (β=.073, p=.328). The results of H9 last hypothesis supported the relationship between arousal and repurchase intention (β=.232, p < 0.000). Furthermore testing the overall model by R Square which means model can explain the variance on the dependent variables.

4.4 Discussion:

In this part of the study researcher is going to discuss the finding of the study based on the results which was performed on statistical tools and technique. This part provides the theoretical implication in detail on the basis of findings and also discuss the managerial implication on the basis of results and highlight vary important findings and which are very useful for marketers and brand managers of branded products. The results shows that one of the independent variable that is conspicuous consumption have significant impact on consumer pleasure and have insignificant impact on consumer guilt but again having significant impact on arousal. Another independent variable that is style consumption have significant impact on consumer pleasure and arousal but have insignificant impact on guilt. After that one variable playing the role of independent variable as well as dependent variable which is consumer pleasure have significant impact repurchase intention, while consumer guilt have insignificant impact on repurchase intention and in the last arousal have significant impact on repurchase intention.

4.4.1 Theoretical Implications:

This study gives so many contributions and implication for theory. In past some studies use Affect balance theory to predict repurchase intention of branded consumption (Ki et al., 2017) but in past there was little contribution on affect balance theory on branded consumption specially for branded clothes. In past study the role of Pleasure and guilt was checked for luxury consumptions (Ki et al., 2017). The previous research did not find the effect of arousal on repurchase intention of branded clothes. But this study find the effect of pleasure, guilt as well as arousal on the repurchase intention of branded consumption.

In this study the two consumption mode that are discussed in the affect balance theory, so this study divided the consumption into two parts that are conspicuous consumption and style consumption one express the extrinsic motivation and other one express the intrinsic motivation, conspicuous consumption shows the extrinsic motivation and style consumption shows the intrinsic motivation. The findings shows that conspicuous consumption have positive impact on consumer pleasure, consumer guilt and arousal but style consumption have negative impact on consumer guilt but positive impact on consumer pleasure and arousal. So the findings of the study provides strong base for future researches in future the effect can be

further explored in future considering different type of consumption like (frugal appeal consumption, fashion consumption, ecologically conspicuous consumption and socially conspicuous consumption) and different values can be discussed I predicting the repurchase intention like (uniqueness values, status values, hedonic values, conspicuous values, experiential values, functional values, personal values, and social values) (Dehghan, 2017; Sauer & Teichmann, 2013).

The second theory which was discussed in this study was theory of Leisure class in this theory the upper class is discuss who consume the luxury products and make branded consumption which shows the conspicuous consumption and style consumption to show their life style and their social standing in the society in which they life. In this study conspicuous consumption and style consumption was discussed to predict the emotions of consumers and which leads to repurchase intention. In future researches different consequences can be discussed like consumption satisfaction, advocacy intention and word of mouth etc. (Shukla et al., 2016; Jani & Han, 2013).

Both the theories discusses about the consumption of upper classes who consume the branded consumption in their daily life. As the consumers of branded consumption or branded products consume branded products to make their personality attractive, beautiful and prominent in the circle and make the social standard in their society that's why they are ready to pay more for their branded products and also they are willing to consume it at any cost. As they are ready to pay premium for branded products as compared to non-branded products because they are more conscious about their beauty, style and personality and as well as their living standard and their standing in the society.

Theoretically this study shows that conspicuous consumption and style consumption collectively predict the consumer pleasure, consumer guilt and arousal and also show that conspicuous consumption have positive impact on consumer pleasure and consumer guilt as well as arousal but this study show different results for style consumption. We see some negative impact in style consumption like style consumption have positive impact on consumer pleasure and have positive impact on arousal but we see the negative impact of style consumption on consumer guilt these consumption mood and emotion leads to repurchase intention for the branded consumption specially for branded clothes. The theory of Leisure class explain the concept of conspicuous consumption and relation with the upper class of the society, who on the branded goods and present themselves like the fashion icon in the society. Conspicuous consumption is the driver of satisfaction for that class of the society. But in economical point of view this class of the society is not considered as the productive part of the economy because they own their own business and are businessmen instead of working labor while the middle or working class of the society who are employed in any business are considered as the productive part of the society or productive class of the society. This theory reflect that class of the society who are high standard people and are the trend setters of the society. In the same way this study shows the repurchase intention of that class and find the impact of conspicuous consumption and style consumption on consumer pleasure, consumer guilt and arousal and its further impact on repurchase intention on branded clothes.

4.4.2 Managerial Implication:

Along with the theoretical implication there are so many managerial implication which manager should consider. Conspicuous consumption reflects to extrinsic motivation, to make

the personality prominent in the social circle, to gain the respect from their followers, to gain the respect as it is the perception people who use to wear branded clothes give the more respect and if the carry branded things so it is easily noticeable and highly visible to others. So these are the perception of branded users as well as non-branded users. So there is a chance for brand managers to play with these perception and mind set, they can make branded products more noticeable and visible for their consumers, manager can use Porter differentiation strategy to make their product different from their competitors as their customer want differentiation in their products specially the loyal customers. Brand manager of the branded clothes have to work on differentiation strategies. Series of previous studies shows the positive influence of conspicuous consumption on status of a person (Bellezze et al, 2016). So marketers should add uniqueness in their brand to create the conspicuous feelings. Brand familiarity, brand image and brand symbols leads to the conspicuous consumption (O' Cass & Frost, 2003).

If a marketers become successful in creating the brand prominent and creating the positive image in the mind of consumers so it is easily to capture the loyal customer and these uniqueness create the essence of conspicuousness in your brand. Marketers can use the strategy of first mover advantage because of the move first into the uniqueness and values addition so it will beneficial to attract the customers in the same way to attract your customers you can go for the market penetration, market penetration will help to capture customers from different market and different geography because if the marketers decide their target audience so they can go for different city or country for the same target audience and conspicuous consumption is use to attract the others instead of satisfying their own need so marketers can also look into this factors like if a person is using particular brand like khaadi so he or she also want to use different products of khaadi like perfume, shoes, hand bags etc. It is the diversification strategy which marketers can adopt to promote its brand.

Style consumption is refers to intrinsic motivation to use branded goods, it relates with the internal satisfaction of a consumer with the particular brand. The consumption is expensive and unnecessary goods which fulfill the consumers' need and will satisfy them and purpose of consumption is to satisfy personal needs (Bergman, 1992). So for this purpose marketers can use porter's five generic strategy's one dimension which focus best value brand managers will go for best value and create value addition in the product because this is the main point of differentiation between branded and non-branded products.

Customers want satisfaction in branded products to stick on it and it will satisfy their need. Needs for uniqueness and materialism create status consumption mode that creates affective response and affect the repurchase intention (Chan et al., 2015). It is the psychology of consumer that if a brand satisfy their need so they will become loyal for that brand so considering this concept in mind marketers can go for product development, line extension, product extension etc. to fulfill all the needs of their customers. Social values in terms of styles values has significance influence on repurchase intention (Dehghan, 2017). Style consumption reflect to person's own style, personal test and interest, and quality, style so marketers can do R&D on consumers' behaviors and find out the consumers' needs.

Consumer pleasure reflect the positive feelings or good feelings, happy feelings, pleasure feelings of a person which satisfy them. Consumer pleasure emotion have positive influence on consumer satisfaction and further leads to repurchase intention and create positive word of mouth (Jani & Han, 2013).so it is the responsibility of brand manager to understand

the nature of consumer that who he can satisfy their consumer by doing market research of consumer. Satisfaction leads to repurchase intention and trust (Hsu et al., 2014).

Affective communication play important role in consumption satisfaction and advocacy intention (Shukla et al., 2016). If a company want to make the consumers satisfied and create the pleasure feelings for them so they need to focus and concentrate on their R&D development there are so many ways to understand their customer, their needs, their wants, and their perception about a particular brand. Company can get the information about their customer by the help of survey, feedback, forms, short interviews, by providing free trials, demos, free sampling and soon.

Consumer guilt is the dissatisfaction of a consumers or we can say that it is one of the negative emotions and is the it is the reason of so many negative feelings like shame, embracement, regret and soon. Negative consumption emotion have negative impact on repurchase intention. And further leads to negative word of mouth (Jani & Han, 2013). Negative emotions like guilt have negative impact on recollection ad storytelling and which never leads to repurchase intention. If a consumer have not satisfied experience with any particular brand so there is very less chance to repurchase it. So again it is responsibility of a brand manager to leads his team in the way they can achieve the goal in terms of their consumers' satisfaction in terms of positive feelings and try to make stop negative feelings of their consumers. The guilt feelings is due to the lack of the communication between what the customers' desires is and what companies providing. So organization should check its weakness they can go for SWOT (strength, weakness, opportunities and threats) analysis to address their weakness and creates their opportunities and grab them. Women are more likely to express their purchase guilt then men (Hanks & Mattila, 2013).

Women feel the guilt and quickly express it in front of others so R&D departments can go for consumers' behavior survey and understand their nature. Tow negative emotions that are guilt and shame have negative impact on repurchase intention (Aydin & Unal, 2015). The negative impact is the big threat for your organization because it stops the repurchase of your brand manager should consider their problem seriously and also solve it on the correct time.

Arousal of a consumer is the state of awaking and refers to the awareness of person about the emotional state. Arousal represents the awaking, encouraging, urging and excitement state. Pleasure and arousal are the two dimensions of emotional responses which leads to satisfaction and further leads to repurchase intention (Mattila & Wirtz, 2000). Managers can create the awareness and get the competitive advantages over their competitors they can show that they are different from their competitors and they can achieve the trust of their customers. Arousal and pleasure create the responses of repurchase intention (Ha & Lennon, 2010; Bigne et al., 2005).

Customer can make the pleasure feeling in arousal state and company can make the huge campaign for the brand and also go for the promotion programs ad also use 360 degree campaign, use ATL (above the line), BTL (Below the line) strategy, billboards, fliers, broachers, magazine, OOH promotion (Out of home). These strategies can attract customer and they become in exciting position to purchase that brand and these promotion programs encourage the consumers to select your brand over your competitors. Arousal is the emotion state which play vital role in consumers' satisfaction (Elbachir & Chenini, 2016).

Repurchase intention is the second time purchase, repurchase intention is the again purchase of a good or service. Repurchase of any product is the success factor of your company. Repurchase is not just a word it is the success point and on the back of repurchase there are so many struggle and strategies behind it. Managers can use these strategies in the organization. Managers should understand the target audience of their brand.

Women attract more with the branded products as compared to non-branded products as branded products have more status values then non branded products (Sauer & Teichmann, 2013). Percived quality, satisfaction, good quality, trust have positive impact on repurchase intention (Hsu et al., 2014; Shukla et al., 2016).

Repurchase intention also have further impact on word of mouth if a brand become successful in creating the positive image and creating the satisfaction in the mind of consumers and it will leads to repurchase intention and will create the positive word of mouth and if they will not become successful in making their customer satisfied so it will leads to negative word of mouth so it is the duty of managers to make their customer satisfied and look into the competitive profile matric (CPM) in this way a company can compare it brand with competitors and make the possible changes in their brand according to what their competitor are providing. One of the strategy to increase the repurchase intention of your branded product is to make it for the limited time. Now a day's many companies are following this strategy.

Limited edition can increase the repurchase intention (Shin et al., 2017). Market development is the development of your market size it is the increase of your market like moving into different city, country, region etc. so it is the strategy to increase the repurchase intention of your brand and managers should consider all these strategies according to the product types.

5.0 Conclusion:

The objective of the study is to examine the influence of consumers mode in terms of conspicuous consumption and style consumption on emotions related to branded consumption for this purpose researcher take the support of past studies which support the relationship between consumptions and emotions and after that the second objective of the study is to examine the influence of emotions on repurchase intention and for this purpose we also take the support of past studies in terms of empirical studies and support the hypothesis of the study and find the relationship of emotion and repurchase intention for this purpose researchers take the support of two theories one is Affect Balance Theory and the second one is theory of Leisure class after that researcher make the hypothesis and these hypothesis were supported by theory and after that adopt the research instrument to gather the data collection from respondents and collected the data by the help of questionnaire and the items of the questionnaire reflect the variables of the study. First the researcher gather the data of 50 respondent for pilot study after that want for main study which was based on 250 respondents.

Furthermore, different statistical techniques were applied on the data like regression, correlation, factor analysis and structural equation modeling and after the test different results were appeared. Which shows the relationship between consumption, emotions and repurchase intention. The results were present in the form of tables and all the significance results are

presented and explain the relationship between the dependent variables and independent variables.

5.1 Recommendations:

This study shows that conspicuous consumption have significance impact on consumer pleasure so the managers should add some values in their brand which create pleasure feelings in the conspicuous consumption buying. If the consumers feel pleasure in the branded product so there is more chance to create positive word of mouths about that brand or company. Pleasure feeling is also create the satisfaction in their consumers.

The another finding of this study is conspicuous consumption have significance impact on consumer Arousal so here is the duty of brand managers to create the urge, excitement, verity and thrills in their brand so it will create the arousal feelings in the consumers' mind. Arousal is the arousal state of a person and it will mostly associate with the pleasure feeling and it a consumers have arousal feelings so there is a chance to create conspicuous consumption.

Style consumption have significant impact on consumer pleasure and as style consumption relates with the intrinsic motivation to satisfy their own need to by branded products. So if the intrinsic motivation to satisfy their own need is high so it will create the pleasure feelings. The style consumption is high so pleasure feelings is high. It is recommended to brand manager to create more uniqueness in the products because the uniqueness always attracts the consumers.

It is also one of the finding of this study that style consumption have significant impact on arousal. It is recommended to marketers to create the thrills and excitement in the brands so customers are internally motivated to consume branded products. If a consumer internally motivated and want to satisfy personal taste and become successful so they become excited that's why style consumption have significance impact on arousal.

It is recommended to managers that they have to create the pleasure feeling in the customers mind because if a customer have pleasure feelings so there is a chance to repurchase that brand. Good and happy feelings have more probability to purchase that brand again. Or we can say that pleasure feelings or satisfied feeling have more likelihood to purchase again that brand.

Arousal have significant impact on repurchase intention. It is one of the finding of this study. Arousal relates to the awaking state of mind, arousal is the excitement, variety seeking, and urge to buy so it is the responsibility of managers to creates their components in the products so it will create the arousal feelings and which is automatically leads to repurchase intention and repurchase intention is key to success for your brand because if a consumer have repurchase intention so it will shows the loyalty of your customer.

5.2 Directions for future research:

Following are the directions for future researchers which are produce on the basis of findings of the study and limitations of the study.

- In the future, the researchers can consider different products like shoes, watches, hand bags, cars, mobiles etc. different services will be consider for understanding the repurchase intention of branded consumption like restaurants, hotels etc.

- In future the researchers can particularly select any brand like HSY, Khaadi Khaas, Asim Jofa, Generation, J., and Deepak Perwani.
- Furthermore other consumption mode will be explored in future, and different emotions will be used in future and different antecedents and consequences will be discussed in future which will contribute in the research world.
- It is further suggested to consider other demographic aspects like Income, Number of buying in different time frame and soon for understand how the consumers in different group behave.
- As this study is based on the respondent of Karachi so in future this study was applied in different cities like Islamabad, Lahore etc.
- As it is shown in the finding of the study that the two variables that are style consumption and consumer pleasure are problematic and not truly represent the latent variables and items so in future these two variables will be considered in addition of different Likert scale items so the results will be more appropriate.
- In this study the model is based on the underpinning theory " Affect Balance Theory " but in future model will discuss with different theory.

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