The Relationship of Consumer Identities and Purchase Intention: An Empirical Study of Electronic Gadgets Buyers

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Abstract

The purpose of this study was to identify the social as well as personal factors that force consumer buying intentions towards electronic gadget. To achieve the objective of the study, survey was conducted. The collected data was analyzed through regression analysis to determine the casual relationship of consumer identities and consumer buying intentions. The major results of this study were: a significant and positive relationship between social identity and purchase intention; a positive but partially significant relationship between personal identity and purchase intention; product involvement significantly and positively moderates the relationship of social identity, and purchase intention and price consciousness significantly moderates the relationship of personal identity and purchase intention. Pervious researches mainly focused on the effect of motivational factors like perceived usefulness, commitment and satisfaction of consumer behavior, and very few considered the social or personal influence on purchase intention. This study tries to fulfil this gap by investigating the effect of social and personal identity on buyer's intention.

Key Words: *Buying Intention, Electronic Gadgets, Social Identity, and Personal Identity.*

Introduction

Technological Innovations have re-cultivated researcher's interest (Saaksjarvi, 2003). The rapid pace of technology has made it possible for firms to offer an ever increasing variety of consumer goods at a constantly increasing pace (Sultan, 1999). In an era of rapidly growing globalization, marketing managers are facing wide range of challenges and opportunities in developing a suitable marketing plan and strategy for customers of different geography and characteristics. In the modern business, the competition is

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switched from price to non price that requires not only markets but also the tools of marketing which must be thoroughly researched. As marketers increase their focus on non-price tools like sales promotion, product differentiation, branding and advertising, so they require information in a huge amount to effectively utilize these tools. On the other hand, consumers have more knowledge of products and are well aware about variety of domestic as well as foreign products and brands (Lin, 2010). So, Marketers have to alter their strategies concerning need recognition, product development, pricing, distribution, and branding (Kotler, 2011).

Another important challenge for marketing management is to understand the basis on which consumer takes decision between different available alternatives (Chiu et al., 2014; Lin, 2010; Nwankwo et al., 2014). As, there are some fundamental differences in the way, consumer gathers and processes information (Bettman and Jacoby, 1976). There is a significant difference in adoption of a product especially newly launched products. Difference, while adopting a new product is not only due to the characteristics of the product itself but also due to the distinctive behavior and characteristics of the consumer. An organization has a clear competitive advantage when consumer accepts their innovative products rapidly (Coelho et al., 2010). The positive feedback of early buyers play an important role in success of a new product/service as it is a guideline for other segments and also has potential to increase the diffusion speed of the innovative products or services (Bowden and Corkindale, 2005). Ziamou et al., (2012) said that the more important decision while marketing an innovative product is accurate identification of early adopter market and its characteristics.

Pakistani market has a reasonable size and can offer substantial opportunities but still lagging far behind in marketing and business activities than the rest of the world. It is due to lack of adoption of latest marketing practices, slow pace of e-commerce, price variations for same products and lack of awareness about quality. Most of the marketers do not follow the sophisticated research techniques to explore and analyze the markets and consumers properly, so they can't develop marketing strategies accordingly (Sidique et al., 2010). There is a need to search for appropriate strategies to create strong brand association with consumers. The motive behind such associations lead towards positive intention to buy and develop consumer's loyalty that results in increased financial performance of company (Park and Boo, 2010). Successful marketing strategies depend upon the harmonization between the product attributes and customer identities like attitude, characteristics, value, life style and social role (Papadopoulos et al., 2011). So, it is important to understand how consumer identities effect consumers purchase intention regarding different available choices (Nwankwo et al., 2014).

Since, there has been no research study investigated the influence of consumer identities on purchase intention towards electronic gadgets in the context of Pakistan. The purpose of this paper is to have a better understanding about the relationship between consumer identities and purchase intention. Therefore, this study seeks to address the following research questions:

Do social identity and personal identity significantly affect purchase intention?

Does product involvement moderate the relationship between social identity and purchase intention?

Does price consciousness moderate the relationship between personal identity and purchase intention?

Consumers are attached to a product or brand aligned with their identity. Consumer identities may include membership groups (gender, religion, and culture), social role (mother, father, daughter, and son), his peer group, and personality traits. Consumer's social identification of a culture, role in family, gender, and set of peers can be the basis of favourable purchase intention (Reed, 2002).

Literature Review

Purchase Intention

Consumer purchase intention is composition of assessment, attitude and external factors. Purchase intention is an important factor for the forecasting of behavior (Ajzen and Fishbein, 1977). Purchase intention is the measure of consumer willingness to buy a product or service, higher purchase intentions are the resultant of higher willingness to purchase a product/service. Purchase intention reveals that consumer will follow their preference, past experiences and collect information from external environment, evaluate the possible alternatives and decide about the purchase of a product/service (Schiffman and Kanuk, 2000; Yang and Jolly, 2009). Prior researches testified that through effective advertising positive purchase intention can be developed as consumers develop associations in their mental map by relating brand/product with endorses. Product/Brand image, preferences and familiarities will also be positive influential factors on purchase intentions (Laroche et al., 1996). Wang (2006) verified the relationship between brand image and purchase intention and reported a positive relationship between brand image and purchase intention. Fournier (1998) identified if a particular product meet consumers need, consumer will develop psychological and unique association with the product that ultimately raises the purchase intention of consumer. Moreover, consumer purchase intention comes from the consumer awareness regarding benefits and purchase intention is influenced by perceived value and perceived quality of the product. Consumer perception is high regarding a product, if product is matched with the personality of the consumer. Social group would also be a major contributor for the development of perception regarding product (Zeithaml, 1988).

Social influence

Social influence is the change in the feelings, thought, attitude, intentions and behavior of an individual that results from the association or membership of a social group. John Jr et al., (1959) discussed the early formulation of social influence on the bases of social power. They argued that norms and roles also act as a change agent along with individual and group. They explored five dimensions of social power: coercive powers, legitimate power, reward power, expert and referent power (Raven, 1993). According to psychology principles, People mould their opinion, attitude and intentions with respect to the social group to whom they feel association (Friedkin, 2006).

Venkatesh and Davis (2000) explored the role of social influence in acceptance and behavior and recommended that the theoretical distinction of social influence developed by Kelman (1974) can be considered as theoretical base. Kelman (1974) proposed three different processes (compliance, identification, and internalization) of social influences. Social Influence framework proposed by Kelman's (1974) has been widely used to explain collective and group behavior (Bagozzi, 2007; Bagozzi and Lee, 2002). Many of the scholars argued that normative component cannot tap the important aspect of social influence (Shen et al., 2007). In the social influence framework, identification and internalization play an important role due to the group behavior. Shen et al., (2007) reported that the identification (social identity) has higher inflation effect as compare to compliance and internalization.

Tajfel and Turner (1979) developed social identity theory to understand the psychological factors of intergroup discriminations. According to social identity theory, an individual has several selves that are affected by the group associations. An individual has a number of social identities. According to Hogg and Vaughan (2002), social identity is individual perception regarding self-concept derived from membership of social group. Tajfel and Turner (1979) identify three dimensions of social identity: identification of association for self concept, the extent to which context provide base for comparison between groups and relevance of comparison.

Ellemers et al., (2002) explored that social identity involves cognitive, affective and evaluative components. Cognitive social identity implies individual awareness regarding membership in the social group; it may include both similarity and dissimilarities with social group. Affective social identity represents feelings of belongings and attachment toward the social group. Evaluative social identity implies a sense of evaluation of one's self-worth within a social group (Bagozzi and Lee, 2002). Active participation and simultaneous communication can encourage the sense of community and improve the awareness, knowledge of group associations. Social identity influences the knowledge and awareness of an individual (Shen et al., 2007), that ultimately affects the purchase intention positively. Therefore, the following hypotheses have been developed to measure the impact of social identity.

H1a: Cognitive social identity has a significant positive influence on purchase intention.
H1b: Affective social identity has a significant positive influence on purchase intention.
H1c: Evaluative social identity has a significant positive influence on purchase intention.

Personal Identity

Personal Identity can be conceptualized on a number of theoretical perspectives and each of them provides an exclusive contribution for the understanding of differences in experiences and behavior (John and Srivastava, 1999). Personal identity is a sum of different personality traits. Scholars have different views regarding personality traits. The set of personality traits can be used to differentiate an individual from others as a set of personality traits reflect behavioral characteristics, emotions, expression and thought model (Tsao and Chang, 2010).

In the field of personality psychology the Trait Theory is considered as the most influential school of thought and many scholars conclude similar results in their studies of personalities. Trait theory can be categorized into two schools of thought. According to first school of thought, people have same set of traits but the level at which they expose their traits is different. However, the second school of thought argues that every individual has his/her own set of traits that are different from others (Sternberg, 2000). Allport is considered as the originator of personality psychology and portrayed the personality as "a real person" and categorized personality traits into three types: central trait, secondary trait and cardinal trait. Ackerman, (1996) claimed that personality can be grouped into two groups: source traits and surface traits. Barrett and Eysenck (1984) classified personality traits into three major classes: neuroticism, extroversion and the psychotic(Lin, 2010). From the last two decades, researchers have been adopting the big five personality traits for their research studies. The big five personality traits classified traits into five factors: extraversion, agreeableness, conscientiousness, neuroticism and openness (Costa and McCrae, 1992).

Norman (1963) found five factors (agreeableness, conscientiousness, extroversion, neuroticism and culture) through factor analysis of personality traits. For the support of Big Five Model Goldberg (1990) extracted five major traits from a new variable. The present Big Five Model is slightly different from the proposed one by Norman. McCrae (1987) revised the factor 'culture' proposed by Norman to openness, as culture carried small factor loading as compared to openness. To measure personality traits McCrae (1987) used "Big Five Model" at the nine-point Likert scale. According to Tsao and Chang (2010), on the bases of extensive literature review Costa and McCrae, they defined the big five personality traits as follow. Extraversion refers to the quantity and intensity of individual's interpersonal interaction and activity level in a social group. The more extroversive person is more sociable, lively, and passionate and has more attraction towards sensory gratifications and excitements. Agreeableness refers to the degree to which an individual follows the rules and regulation defined by the group. The more agreeable persons are more polite, friendly and have more trust in others. Conscientiousness refers as the intensity to which a person is committed to his or her objective. The more conscientious persons are well organized, efficient, reliable and self controlled. Neuroticism is the assessment of individual's experiences regarding negative emotions like anxiety, instability and aggression. The more neurotic persons are very sensitive, emotional, and can't

handle stress. Openness is a personal identity dimension that portrays someone who is rational, curious and tries to seek novel experiences and explore innovative ideas. The more open persons are more action-oriented, realistic, and imaginative and risk taker. Lin (2010) proposed a positive relationship of personal identity and brand loyalty. Therefore, it can be proposed, personal identity has a significant and positive influence on purchase intention. The following hypotheses have been developed to measure the impact of personal identity.

H2a: Extroversion has a significant positive influence on purchase intention.
H2b: Openness has a significant positive influence on purchase intention.
H2c: Conscientious has a significant positive influence on purchase intention.
H2d: Neuroticism has a significant positive influence on purchase intention.
H2e: Agreeableness has a significant positive influence on purchase intention.

Product involvement

Product involvement has a significant influence on consumer information processing while purchasing a product. It can play a fundamental role in the success of various marketing activities and strategies (MacInnis and Park, 1991). Product involvement is the degree to which an individual perceives that the product is relevant (Celsi and Olson, 1988). Park and Young, (1986), also argued that the degree of personal importance or relevance defines the involvement of a person. Richins et al., (1992) argued that the degree to which a consumer is interested in a product is called consumer involvement. On the bases of pervious literature, Malär et al., (2011) defined involvement as a personal relevance of the product which is determined by the extent to which the product is interesting and important to the consumer. According to the previous studies, product involvement is positively related to purchase intention and brand loyalty (Quester and Lin Lim, 2003). Consumers have s psychological attachment towards a product/brand as they relate the product with their sense of identity and ego (Traylor, 1981). Traylor (1981) argued that product involvement is positively related to the intentions of the consumers and is treated product involvement as a dichotomous variable. Kapferer and Laurent (1985) argued that product involvement is a multidimensional variable and it should be treated as multidimensional variable. According to (Fournier, 1998), when product involvement is high, then consumers gather more information and prefer brand verified by others and if product involvement is low, then they are not willing to process more information and no verification is required. Therefore, following hypothesis has been developed to measure the impact of product involvement.

H3:   Product involvement significantly and positively moderates the relationship of social identity and purchase intention.

Price consciousness

Price is considered as the fundamental part of purchase intention (JD, 1974; Lichtenstein et al., 1993; Magnusson et al., 2001). Price can influence purchase intention into two different ways: positively as it is an indicator of high quality and negatively as for the purchase of a products/service a certain amount of money is paid. The term price consciousness is first used by (Zeithaml, 1988). Lichtenstein et al., (1993) conceptualized the concept of price consciousness as the extent to which customer focuses on paying low prices. From the last few years, awareness of consumer is increased and they are focusing on price consciousness for the maintenance of their living standard. Therefore, price conscious people are always in search for low price products and they get entertainment and emotional value from lower price products (Alford and Biswas, 2002). Price consciousness would be an important motive behind the purchase intention of consumer (Sinha and Batra, 1999). Consumer price consciousness is considered as a key issue in the development of sales promotions. Prior researches have suggested that the price consciousness moderated the relationships of purchase evaluations, purchase intentions, and store loyalty. Therefore, on

the bases of prior research different segments can be explored. Jayasingh and Eze (2010) reported that price consciousness strength the relationship of social influence and personal innovativeness toward behavioral intention. Therefore, following hypothesis has been developed to measure the impact of price consciousness.

> *H4:*   Price consciousness significantly and positively moderates the relationship of personal identity and purchase intention.

Theoretical Framework

Consumer identities have been classified into two basics categories: core and contextual identities. The core identities of an individual described his/her inner identity or inside self, while contextual identities described outside. The core identities have been composed of set of personality traits and contextual identities have been influenced by intergroup and outer-group relationships (John and Srivastava, 1999). Kelman (1974) explored three social influencing norms: subjective norm, social identity and group norm (Dholakia et al., 2004; Sheng and Zolfagharian, 2014). Zhou (2011) showed that the most important influencing factor on participant intention and behavior was social identity as compared to subjective norms and group norms. The subjective norms did not significantly affect the intention and behavior of participant and the score for group norms is also less than social identity. According to Ellemers et al., (2002) the social identity is a second order factor as it includes three dimensions: cognitive, affective and evaluative social identity. Social identification has a positive impact on the purchase intention as it influences the awareness and knowledge of an individual and develops a sense of community (Shen et al., 2007).
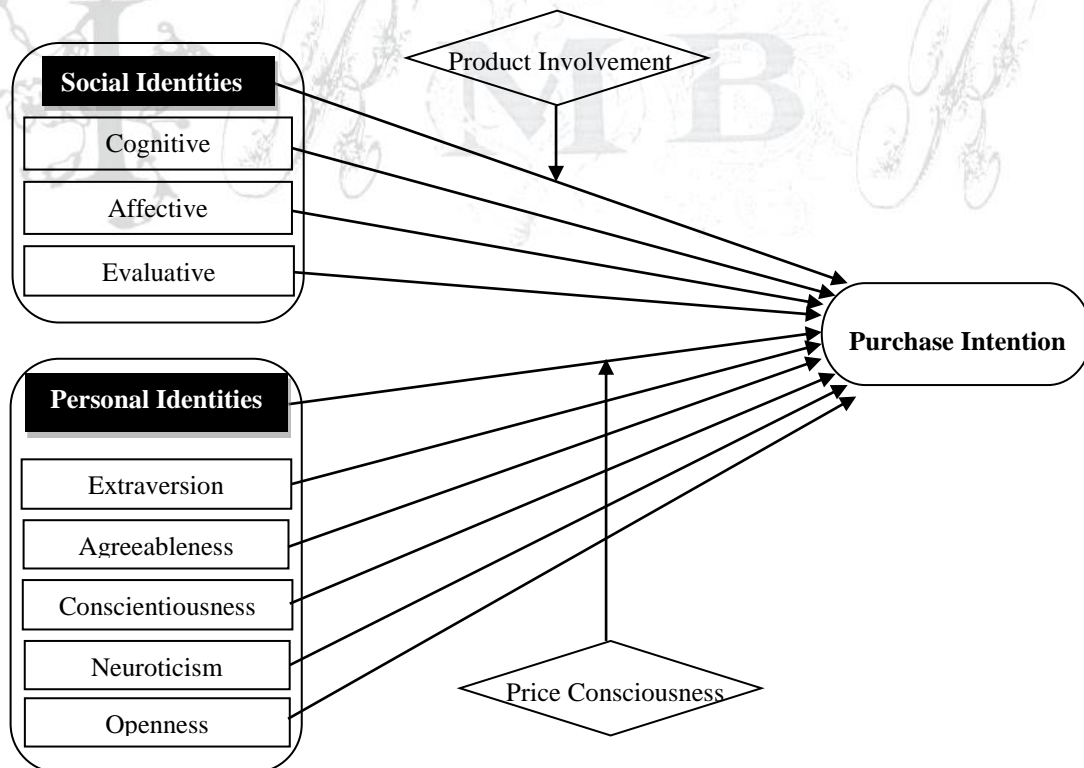

Figure 1.

Personality psychologists broadly adopted The Big Five Model proposed by Costa and McCrae (1992), which is composed of extroversion, agreeableness, conscientiousness, neuroticism and openness. Consumers associate products/brands with their personality (Lin, 2010), so there is a positive relationship between personal identity and purchase intention. Psychology research shows that considerable cognitive efforts are required for purchase intention and intentions are favorable when people are motivated to process deeply. Thus, high product involvement will leads a consumer to invest more cognitive efforts required for purchase intentions (Malär et al., 2011). According to Quester and Lin Lim (2003) many of the research studies treated product involvement as a dichotomous construct, but it seems too simplest. (Kapferer and Laurent, 1985) argued that that involvement is a multi-dimensional construct and it is appropriate to view product involvement in term of involvement profile. Price consciousness is an awareness of price of the product (Sinha and Batra, 1999). Consumers have favorable intention when they are fewer prices conscious. As price consciousness significantly moderates the relationship of personal innovativeness and behavioral intentions (Jayasingh and Eze, 2010). It can be proposed that price consciousness moderates between personal identity and purchase intention.

Research Design and Methodology

A survey design with the help of self administrated questionnaire was used to achieve the research objectives. The population for this study consists of electronic gadgets users. Data is collected from the students of different universities of Pakistan. Convenient sampling was used to collect the data from the respondents. A total of 300 questioners were floated, 246 valid questionnaires were collected. It represented a valid return rate of 82.33 percent. This study is limited only to focus the university students' purchase intention, as university students are more interested in electronic gadgets.

University students were chosen because of four main perspectives; firstly, due to an intense and easily accessible population sector as according to Central Intelligence Agency (CIA) World Fact-book (2010), 64.4 % of total population of Pakistan ranges from 18-65. Secondly, from an economic perspective, as university students have purchasing power that shows they can purchase electronics gadgets (Noor and Ainin, 2005). Thirdly, from a social perspective, as university students are considered heavy users of electronic gadgets (Majid and Fanilievna Abazova, 1999). Fourthly, from utilitarian perspective, as university students have need for electronic gadgets like laptop, desktop PC, printer, storage devices etc (Shen et al., 2007)

Respondents Profile

The sample is consisted of 54 percent of males and 46 percent of females. The age of the respondents were 74.4 percent between 19–23 years of age, 11.4 percent were between 24-29 years of age, 8.5 were between 30-34 years of age and only 5.7 percent were above the age of 35 years.

Table.1 Demographic analysis

		Frequency	Percentage
Gender	Male	133	54
	Female	113	46
Age	18-23	183	74.4
	24-29	28	11.4
	30-34	21	8.5
	Above 35	14	5.7
Area of Interest	Management science	88	36
	Computer sciences	69	28
	Natural Sciences	54	22
	Law	35	14

The 36 percent of the respondents were from management science department, 28 percent of respondent were from computer science, 22 percent were from natural science and 14 percent were from law department. The results of demographic are shown in Table1.

Measurements

To measure the constructs existing scale was adopted from various sources. The scale regarding three dimension of social identity was adopted from Shen et al., (2007) consisting of three items each. The scale regarding personal identity was adopted from John and Srivastava (1999), extroversion is consisted of four items and other four personality traits are consisted of five items. Product involvement was measured on three items adopted from Van Kleef et al., (2005). Price consciousness was measured on four items adopted from Lichtenstein *et al.*, (1990) and product involvement was measured on three items adopted from Ajzen (2001).

Data Analysis

To measure the constructs existing scale were adapted as adapted scale are considered as a best tool for data collection. The validity and reliability of existing scale had already been established. However, validity, reliability and assumptions of ordinary least square (OLS) were ensured before conducting. The EFA is performed for data reduction and to assure that all the concerned items were properly loaded on a single variable. The results of factor loading are depicted in (Table 2). Cronbach's was computed for the internal reliability of the constructs. From the results, it could be conclude that all the results were above the acceptance level, so all the constructs meet the condition of validity and reliability Pallant (2001) and O'Leary-Kelly and Vokurka, (1998). The data also fulfilled all the assumptions of OLS.

Table 2 Factors Loading for the Variables

Constructs	CSI	ASI	ESI	EPI	OPI	CPI	NPI	API	PD	PC	PI
Item 1	.832	.700	.589	.634	.772	.881	.630	.836	.832	.633	.847
Item 2	.846	.592	.843	.705	.693	.509	.782	.781	.846	.704	.560
Item 3	.706	.722	.750	.739	.775	.864	.916	.748	.706	.737	.813
Item 4	-	-	-	.759	.564	.777	.662	.505	-	.753	-
Item 5	-	-	-	-	.629	.575	.796	.627	-	-	-
Eigen Value	1.908	1.34	1.620	2.02	2.39	2.717	2.918	2.125	63.584	50.165	1.419
% of variance Explained	68.583	65.393	54.06	50.51	47.808	54.339	58.356	42.494	1.908	2.007	47.302
K. M. O	.640	.669	.645	.644	.668	.751	.738	.697	.640	.599	.681
Bartlett's Test	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000

Regression Analysis

Multiple regression analysis was used to test the impact of social identities (cognitive, affective, evaluative) and personal identity (extraversion, agreeableness, conscientiousness, neuroticism, openness) on purchase intention as dependent variable. A total of 246 respondent's responses were analyzed. The results for regression analysis are shown in Table 3. From the regression analyses a significant model emerged. From the value of R Square (0.579) it can be concluded that the approximately 58 percent variations in purchase intention is explained by the regression model. The F- value 0.00< 0.05 was statistical significant means model is best fitted. The beta coefficients of all the variables expect extraversion and agreeableness are significant as p- values for all the variables are less than 0.05.

From the results, it can be concluded for the hypothesis that social identity positively affect the purchase intention, for cognitive social identity $\beta= 0.067$, $t = 2.138$ and $p= 0.017 < 0.05$ which are statistical significant, means cognitive social identity positively affect the purchase intention (H_{1a}). For affective social *identity $\beta= 0.117$, $t = 3.594$ and $p = 0.017 < 0.05$* reveals statistical significant results, means affective social identity positively affect the purchase intention (H_{1b}) and for evaluative social identity *$\beta= 0.127$, $t = 2.237$ and $p = 0.000 < 0.05$* demonstrate statistical significant results, means evaluative social identity positively affect the purchase intention (H_{1c}).

Results against the hypothesis show that personal identity positively affect the purchase intention, for extraversion *$\beta= 0.054$, $t = 0.838$ and $p= 0.403 > 0.05$* exhibits statistical insignificant results, means extraversion has no significant impact on purchase intention (H_{2a}). For *openness $\beta= 0.088$, $t = 3.306$ and $p= 0.001 > 0.05$* which means openness has positive and significant influence on purchase intention (H_{2b}). For conscientiousness $\beta= 0.097$, $t = 2.283$ and $p= 0.005 < 0.05$ which is statistical significant, means conscientiousness has positive influence on purchase intention (H_{2c}). For neuroticism *$\beta= 0.029$, $t = 2.2883$ and $p= 0.774 > 0.05$* which is statistical insignificant, means neuroticism has no significant impact on purchase intention (H_{2d}). For agreeableness *$\beta= 0.223$, $t = 1.866$ and $p= 0.043 < 0.05$* which is statistical significant, means agreeableness has positive influence on purchase intention (H2e).

Table. 3 Multiple Regression Analysis for Predictor variables and Purchase Intention.

Independent variables	β	t Stat	P-value	
Constant	0.431	2.138	0.034*	Significant
Cognitive Social Identity	0.067	2.415	0.017*	Supported
Affective Social Identity	0.177	3.594	0.000**	Supported
Evaluative Social Identity	0.127	2.237	0.026*	Supported
Extroversion	0.054	0.838	0.403	Not supported
Openness	0.088	3.306	0.001**	Supported
Conscientiousness	0.097	2.835	0.005*	Supported
Neuroticism	0.029	0.288	0.774	Not supported
Agreeableness	0.223	1.866	0.043*	Supported

Notes. $R^2= 0.579$; $F(8,238) = 40.809$; $p = 0.000$
*$p \leq 0.05$, **$p \leq 0.01$

The moderation effect of product involvement on the relationship of purchase intention and social identity and price consciousness on the relationship of purchase intention and personal identity has been analyzed through graphical analysis (Lowry and Gaskin, 2014). The results revealed a positive and significant moderation (H3, H4).
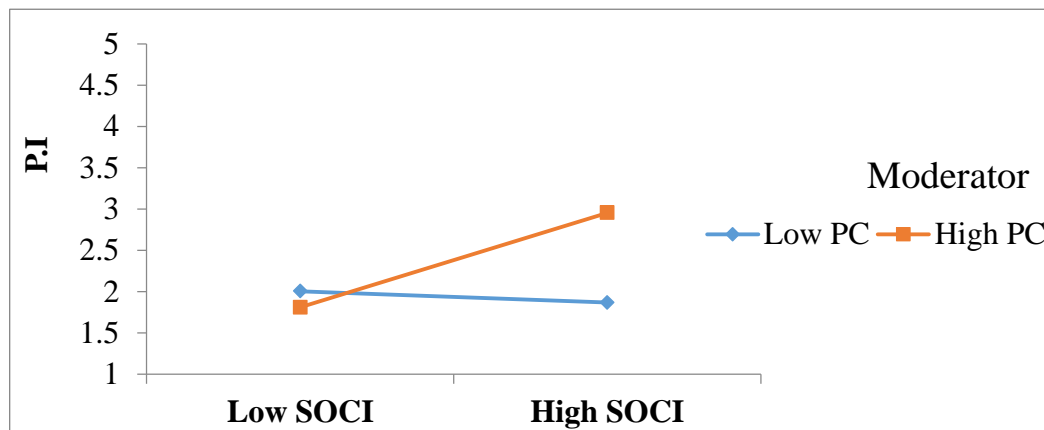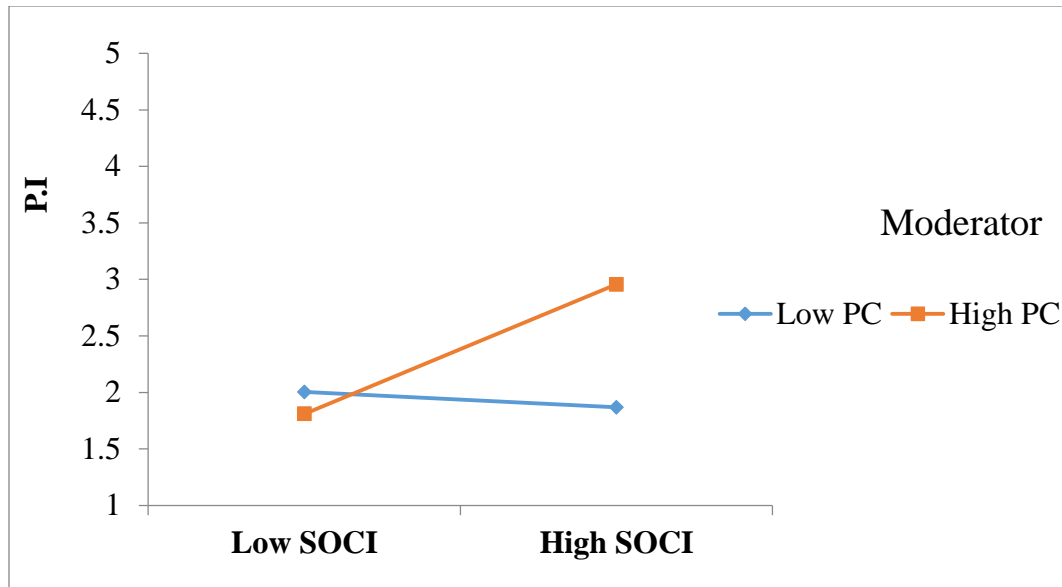

Figure 2

Figure 3

Discussion

Current study probed the structural relationship of customer identity (personal and social) and purchase intentions. Three dimensions cognitive, affective and evaluative were highly loaded on social identity. All of the three dimensions have strong, positive and significant impact on purchase intention. The findings of this study regarding social identity are exactly in accordance with the view point of Shen et al., (2007) and Zhou (2011). On the bases of these results, it can be concluded that purchase intention is influenced by social factors and consumers develop their attitude and intentions in accordance with group culture, traditions, norms and trends of his peer as well as outer group. The results regarding openness, conscientious, and agreeableness all have significant and strong impact on purchase intention. The findings of this study regarding personal identity are not exactly match with the results of Lin (2010). The extroversion has a strong positive impact on purchase intention is not fully supported. The reason behind this result may be the respondents of the study. As the respondents of the study were university students, so they have more interest and attention in their studies and could not participate in social activities actively. The result of neuroticism is also not fully supported. As neuroticism is the reflection of the negative emotional state. So, the reason behind this result may be that consumer are less motivated and have very low intention when they are mentally distressed and annoyed. From the findings, it can also be concluded that product involvement strength the relationship of social identity and purchase intention. It means if the product involvement is high, then social factors (social identity) have strong influence on the intentions of consumers and vice versa. The results regarding the moderation effect of price consciousness revels that if price consciousness is high, then personal identity strongly influences the purchase intentions.

Theoretical and Practical Implications

Theoretical Implications

In this study one factor of social influence theory influence theory and Big Five Factor model was adapted. Multiple theories (social network theory, trust theory, social cognition theory, and commitment theory) have been used in previous researches to explore consumer intention and social influence on consumer

behavior has got less intention (Zhou, 2011). Thus, the results of this study contribute with the help of previous literature by examining the social as well as personal influence on purchase intention.

Managerial Implication

From managerial perspective, results of this study suggest that marketing managers must have a deep concern regarding social identification to develop a positive attitude of a consumer towards a product/brand. They cannot only focus on the consumer motivations like perceived usefulness and overlook the social influence. Consumer as a member of a social group may also receive a community influence. Marketing manager can develop marketing campaigns for the improvement of consumer's social identity, including scene of membership, belongingness and influence. The results regarding personal identity suggest that there is a need to consider the personal identity of the consumer as well as personality which also influences the consumer purchase intentions. So, markets should design marketing campaigns through which consumer's associate product with their personality.

Limitation and Future Research

Although a keen attempt was made to be prudent and objective in this survey but this study has its limitations, such as sample size is relatively low for the evaluation of Pakistani consumer intentions. Data was collected from few universities of twin cities. University graduates were the respondents of this study. Young students may get more influence by others. So, this model can also be tested for different samples like working professionals. This study provides the results of respondents belonging from collectivistic culture only. This effect may strength the relationship of social identity on purchase intention. This model may present different results in individualistic cultural settings. Thus, this model can also be tested in individualistic cultural settings and a cross cultural comparison can also be analyzed. Similarly, only one product category was considered in this research. So, this model can be replicated for different product categories which may provide different results. The design of study was cross-sectional. However, consumer intention and behavior is dynamic. Thus, to get more insight regarding consumer intention and behavior a longitudinal study may be helpful.

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