NEED FOR UNIQUENESS - A SECOND ORDER CONFIRMATORY FACTOR ANALYSIS MODELING APPROACH FOR CONSUMERS OF KARACHI

Syed Muhammad Fahim[1], Masood Hassan[2] and Muhammad Adnan Bashir[3]

Abstract

In consumer research, this has been recognized that those consumers that have relatively a high degree of need for uniqueness (NFU) prefer unique products/brands. In this study, the original 31 items scale of consumer need for uniqueness (CNFU) is employed on a 5-point Likert scale with response anchors ranging from 1 to 5 with 1 is set as response anchor for strongly agree and 5 for strongly disagree. In the study, CNFU is treated as Hierarchical component model with first order constructs namely Creative Choice Counterconformity (CC); Unpopular Choice Counterconformity (UC) and Avoidance of Similarity (AS). The factor model of the study is a second order measurement model and the three constructs of CC, UC and AS are latent constructs reflectively measured at the first order level converged into the higher order construct of CNFU. Results indicate plausibility of the convergence of manifest variables into latent constructs and support for all the respective stated hypotheses. Finally, hypothesis is also supported which is related to the convergence of hierarchical component model, that is, CNFU by means of first order latent constructs of CC, UC and AS. This leads to the conclusion that self-esteem driven need for uniqueness is manifested in the inhabitants of Karachi, reflecting the existence of particular niche segment comprising of consumers with high levels of NFU.

Keywords: Creative Choice Counter Conformity, Unpopular Choice Counter Conformity, Avoidance of Similarity, Need for Uniquenes.

JEL Classification: M310, M370, M390

Introduction

The aspiration to be conventional or distinguished varies, based on an individual's need for uniqueness (NFU), which is conceived as the extent to which that customers pursue differentness

[1] Assistant Professor, Institute of Business Management (IoBM), Karachi. Email: muhammad.fahim@iobm.edu.pk
[2] Senior Lecturer, Institute of Business Management (IoBM), Karachi. Email: masoodhassan1@hotmail.com
[3] Assistant Professor, Institute of Business Management (IoBM), Karachi. Email: adnan.bashir@iobm.edu.pk

during their acquisition, utilization, and disposition of consumer goods (Ruvio, Shoham, & Brenˇciˇc, 2008) . In the consumer realm, it is established that elevated NFU persons encompass stronger priority for unique products in relation to stumpy NFU individuals (Ames & Iyengar, 2005; Tian, Bearden, & Hunter, 2001). Individualized products are a way for consumers to show their unique personality, as well as a kind of design service that psychologically meets customer's sense of self- actualization. This notion explains an intricate process of buying in which buying of a product cannot be equated with a simple buying procedure rather it is a complex mixture of consumers' different need levels and interplay of culture into this process as a covariate. The purpose of this study is to judge how consumer need for uniqueness is used to understand the consumer behaviour in purchase situations in the culture of Pakistan. Researchers in cross-cultural analyses have established that Western people tend to look for individualism, while Asians are inclined to go after compliance overall (Drolet, 2002; Kim and Markus, 1999 Tian et al., 2001). However it is noted by Morris, Chiu and Liu (2015) that cultural values and practices are not static. In this paper attempt has been made to find out the need for uniqueness of consumers in a mega-polis like Karachi (11th most populous city of Southeast Asia) to ascertain their degree of uniqueness in product choices and consumption patterns (World Census Organization, 2011). The objective of the study is to ascertain if the residents of Karachi have a high need for uniqueness so that marketers could devise their promotional strategies keeping in view ecstatic viewers (Fahim, Siddiqui, Mahwish, & Aziz, 2013) preferences with another underlying objective of the convergence of sub dimensions of consumer need for uniqueness into a second order construct.

Literature Review

Need for Uniqueness

Snyder and Fromkin (1977) introduced the origin of the concept ‘‘Consumer need for uniqueness” in the theory of uniqueness. From a uniqueness point of view, a person differentiates from others through purchases and the way of purchasing goods and then by visual display to exhibit uniqueness and differentiation. This shows proclamation of being one and only in the world in one's own perspective and no one is similar to him/her and he/she is not similar to others. Such a desire is the motivating force behind consumption (Belk, Ger, & Askegaard , 2003). Conceptually consumer need for uniqueness is considered as a personal trigger for behaviour in the context of brands (Bian & Forsythe, 2012). Self-expression is the phenomenon behind need for uniqueness and higher emphasis on self-expression by means using is placed by consumers with high level of NFU (Shavitt, 1989). The need for uniqueness is related to self-expression (SE). Consumers with high need for uniqueness are found to place a higher emphasis on expressing oneself, establishing an independent identity, and using unique brands (Shavitt, 1989).

Underlying First Order Constructs

Persons having an aggressive need for uniqueness are inclined to take on new products and

brands faster that are relevant to the industries linked with fashion and where one can witness fast changing styles and trends (Bertrandias & Goldsmith, 2006). Past research has indicated that high need for uniqueness induces status consumption (Chan, Peter, & Marafa, 2016). The consumer need for uniqueness is divided into three constructs: Creative Choice Counterconformity, Unpopular Choice Counterconformity, and Avoidance of Similarity (see Figure 1). The construct of Creative Choice Counterconformity refers to quest for societal distinctiveness by the way of consuming products which are also acceptable to others but different in their outfit (Knight & Kim, 2007). The second construct of Unpopular Choice Counterconformity refers to the situations in which consumers readily risk social displeasure to establish their uniqueness by consuming products considered outside group norms (Knight & Kim, 2007). The third construct avoidance of similarity relates to evading common products and the propensity to support products or brands that are unpopular or having the lesser probability to become popular (Knight & Young Kim, 2007). Yong (2019) acknowledges the dichotomy in between the life style and standards of Asia versus Europe by means of the two cultural dimensions named power distance and individualism. Individualism has a significantly positive effect in Europe but insignificant in Asia. In Western cultures, everyone focuses on being different from each other and when they purchase something, they keep in mind this factor and purchase unique, different and atypical goods. These goods help them to identify as a unique person or at least differentiated from others. So when marketers introduce new things this type of persons adopting the new goods and purchase stylish goods for being uniqueness (Kron, 1983). Considering the social milieu and strong societal close-knit networks, the second construct of Unpopular Choice Counterconformity does not fit well within the consumption patterns of Consumers in Karachi.

Conceptual Model

Figure 1: Conceptual model

Unpopular Choice Counterconformity occurs when customers feel that a specific product or a service is disapproved by the society then consumer withstand that product or service. Another way is that when a person is not able to differentiate from others but then opt for Unpopular Choice Counterconformity for individual image (Tian et al., 2001). Avoidance of similarity is one main reason for being unique, because people do not want to be appeared as similar to others. Thus, when one thing becomes so commonplace in the market, people does not use so much and simply stay out of fashion. Gradually people start using it less and many of them stop its usage. Mathematically the convergence of the three antecedents (CC, UC & AS) of Consumer Need for Uniqueness (CNFU) could be shown as follows:

CC+UC+AS=CNFU.....(1)

Consumers buy and exhibit material belongings for the rationale of being felt discriminated from other persons and as a result targeting with an assortment of marketing stimulus that endeavour to augment self-perception of uniqueness. Individuality or differentially occurs among consumers which causes consumer uniqueness. One of these social desires is the pursuit of uniqueness, and one way to differentiate the self from others is by possessing unique products (Synder, 1992). People display differentiated goods as to show their personal image and differentiate themselves from other people. This need is felt strongly when people think that they are not similar to others, and then they purchase or choose those things that differentiate them and show their personal image (Synder & Fromkin, 1977).

Dubois and Duquesne (1993) argued that many consumers seek for status labels or images associated with a brand in order to express their own values. Display of differentiated products depends on a person's affordability and desire for uniqueness. Geographical clusters of populace in a megapolis, which are marked with high levels of income, enjoy the privilege of being termed as forerunners of this slogan of need for uniqueness, irrespective of awareness level about this particular need and its underlying causes.

Latter, Phau and Marchegiani (2010) established a linkage between personality of consumers and their social consumption patterns. Promotion of self-image in front of others is the ultimate objective of status oriented and high NFU customers. Hence, status oriented consumption (Clark et al., 2007). Tambyah, Tuyet Mai and Jung (2009) defined status orientation as a motivational concept in which consumers who believe consider status symbols as important that sought after social standing and could achieved by means of status symbols. In terms of need for status, Han, Hsu, and Sheu (2010) categorized consumers into four groups, that is, patricians, parvenus, poseurs, and proletarians. The first two groups of patricians and parvenus are classified as prosperous consumers, but the difference is in their pursuit for status by means of status-oriented objects. On a continuum of low to high, patricians are classified as having a lower need level for need for status manifested by consumption related patterns. Conversely, parvenus are positioned on the higher end side of need for status.

Third and the fourth groups of poseurs and proletarians are less well off. Poseurs use counterfeit products to show status due to affordability issues, proletarians are not inclined towards status seeking behaviour, and as a result, they cannot be the prospective customer segment for luxury brands.

Consumers also avoid similarity because they do not want to become ordinary people so they sometimes purchase antiques goods, novelty goods and personalized items (Ruvio, Aviv, & Brencic, 2008). Marketers take advantage of this behaviour and introduce customized products and know that customers are able to buy customized items like cars, interiors, attires and sun glasses. Such customers choose different clubs and unique brands and then customize the products of those brands and all of this done because of need for uniqueness (Thompson & Haytko, 1997). The desire to become different from others sometimes results in choosing one brand online from different country and then claiming that quality of this product is better than goods available in the homeland country. Counterconformity motivation arises when consumers think that are highly different than others and they feel about their different identity when people comment on their similarity to another person. Then a person may start thinking about new and different trends that help him or her to differentiate from others (Tian, Bearden & Hunter, 2001).

Ruvio, Aviv and Brencic (2008) conducted another research with the title "Consumer Need for Uniqueness! Short form scale development and cross culture validation". They covered the developed topics and validated cross culturally, a short form consumer need for uniqueness scale. This research was conducted in Israel, Slovenia and Palestine as survey based data in these research shows that Consumer need for uniqueness is not bound in one country but consumer need for uniqueness is a personality factor that exists irrespective of the country of origin. Findings of this report may be helpful to advertisers to make advertising campaigns for unique products,

Another article published by Ruvio (2008), titled "Unique like everybody else? The Dual Role of Consumers' Need for Uniqueness" highlighted the positivity and social acceptance for uniqueness. However, they also argued that too much uniqueness may not be socially acceptable and the person may face some social hurdles. Miremadi et al. (2011) conducted a research in Iran and U.A.E. to find out the effect of fashion luxury brands on the consumer need for uniqueness. Their findings supported the idea of consumer's preferences towards expensive and high quality brands. This study showed the co-relation between two markets Dubai and Iran. Reich, Subrahmanyam and Espinoza (2012) conducted a research on social networks and concluded that on social networks, hype is created and this results in growth of individuals need for uniqueness. Finally, disregarding others' reactions, breaking rules and publicly disagree with others are ways of being unique, but they carry a risk of angering and alienating others. A person may have high quantum need for uniqueness but the explicit demonstration seems absent due to risk of failure (Lynn & Harris,1997). Recent research articles (Kauppinen-Räisänen, et al., 2018; Jahanshahi & Jia 2018) shed light on different aspects of need for uniqueness like combined effect of NFU with other variables on the choice of luxury brands and the use of green products as a reflection of need for uniqueness. Thus, these articles are unable to

confirm the convergence of the first order constructs of CC, UC and AS into the second order higher construct of CNFU leaving the room for provision of further research from a confirmatory perspective.

Methodology

The instrument used in this survey to measure CNFU was of Tian et al. (2001). The Instrument is divided into three latent constructs of Creative Choice, Unpopular choice and Avoidance of Similarity. All the constructs used five-point Likert scale to measure items and were adapted for minute local/cultural adjustments. CNFU was administered to 620 young consumers who took part in the study. The sample characteristics were 620 respondents in total from dispersed geographical locations of Karachi with a gender dichotomy of male 55.3 percent and remaining female respondents.

The unit of analysis for this study is university students enrolled in postgraduate, graduate and undergraduate programs. The selection of this particular unit of analysis is on purpose, as this unit is having awareness with the construct of NFU. Adopted instrument of Tien et al. (2001) is used for this cross sectional study with minor adaptations in the items suitable according to cognition skills of non-native English speaking respondents. Non-response rate is 11.5 % and twenty cases were rejected due to either non-normal distribution pattern or incomplete responses. The sample size of 620 is justified because of sample size heuristics for multivariate data analysis given by Hair et al. (2014) which states a sample size requirement of 15 to 20 respondents per item for multivariate data analysis and Siddiqui (2013) which explains heuristics for sample size determination. Questionnaires were administered in the presence of university faculty members inside classroom environment In the presence of faculty members the questionnaires were dispersed among clusters of students in classrooms. Classroom environment for administration of questionnaires is justified on two grounds. The firs reason is calm, disturbance free, controlled and dedicated environment with all the writing accessories and the second reason is the formal behaviour of students in classroom setting which is a pre-requisite for obtaining quick and thoughtful responses. This strategy worked well and majority of respondents did in-time completion of questionnaires with ease and understanding. Two of the items of the Tien et al. (2001) instrument were not included in the questionnaire based on their irrelevancy with Pakistani context. The conceptual model consisted of the three constructs named as CC, UC and AS. Modeling is carried in two steps of measurement and structural model estimation as suggested with maximum likelihood estimation function (Anderson & Gerbing, 1999).

Hypotheses

H1: 31 items of observed variables are convertible into three first order latent constructs of Creative Choice Counter conformity (H1a), Unpopular Choice Counterconformity (H1b) and Avoidance of Similarity (H1c).

H2: The three 1st order latent constructs (CC, UC and AS) were later convertible into 2nd order latent construct of Need for Uniqueness.

Analysis and Discussion

The theoretical model consists of three constructs of CNFU. Two-step modeling approach by Anderson and Gerbing (1988) was adopted and at first CFA (measurement) analysis was done and then causal structural model (hypothesized) was analyzed through SEM using AMOS. Maximum Likelihood (ML) estimation function was used.

Consumers' need for uniqueness (CNFU) has its conceptual framework manifested by three main facets which are Creative Choice Counterconformity (CC), Unpopular Choice Counterconformity (UC), and Avoidance of Similarity (AS). Each of the three CNFU dimensions is a first order factor and the latent structure is a higher-order (second) factor model (CNFU) which collectively accounts for these three manifestations (Tien et al., 2001). The CC dimension consisted 11 items, UC has 11 items whereas AS was measured with 9 items.

The metric of the three factors were defined as the three constructs CC, UC and AS have their first observed variables (CC1, UC1 & AS1) respectively were used as marker indicators constrained to 1. Byrne (2010) provided the simple formula to determine the data points that any researcher must calculate to know the available information related to gathered data. The information includes number of observed variables and their respective variances and covariances. For this study, there were total 496 data points. These data points in turn were used to resolve the identification issue of the hypothesized model of this study by comparing the estimated parameters with the number of data points determined by virtue of observed variables' variances and covariances.

There were total 31 observed and 4 unobserved variables in the study. For unobserved variables, error terms were 31; first-order factors were 3; second-order factor was 1 with 3 residual terms. Parameters were divided among fixed and unlabelled and for fixed there were in total 37 weights parameters and 1 variance parameter. For unlabelled, there were 31 weights parameters and 34 variances parameters. In total 136 parameters were to be estimated. It is mandatory that over identification as a pre-condition should be specified about the model prior further SEM analyses and interpretations but on the other hand (Byrne, 2010) suggested that specification of the model, being over identified, is a required but not sufficient fact. Byrne (2010) further added that sometimes certain parameters be constrained to reach at the over identification specification of the model under study of a researcher.

With the above pretext in perspective, for our hypothesized hierarchical second-order model, we checked its identification status. It is warned that higher order section of a model if contains only three first-order factors just-identification specification would emerge unless minimum one parameter

is constrained in higher order model (Bentler & Wu, 2005; Rindskopf & Rose, 1988). In AMOS this is called as critical ratio difference (CRDIFF) (Arbuckle, 2012). Checking for identification of hypothesized model, it was found that CRDIFF values between residuals of latent factors CC and AS turned out to be plausible for equality constraints as both of the values were less than threshold of 1.96. Given this, and following the warning and efforts to overcome just-identified specification of the model of this study, we had put the equality constraints on residuals of latent factors UC and AS by assigning the same labels that led the increase in degrees of freedom from 431 to 432.

As mentioned earlier above, CNFU was administered to 620 young consumers who took part in the study. The sample characteristics were: 620 respondents in total from dispersed geographical locations of Karachi with a gender dichotomy of male 55.3 percent and remaining female respondents. Almost 82% of the respondents were in the age bracket of 18 to 25. Majority of the respondents (66%) were holders of bachelor degree. 81% respondents were single. Respondents from Defence and Clifton comprised almost 20% of the sample size. Non-probabilistic purposive sampling was employed in data collection. For reliability and validity tests, results see Table 1.

Table 1
Reliability, Validity, and Correlation

Construct	∞	CR	AVE	CC	AC	AS	NFU
CC	O.91	0.89	0.71	0.84			
AC	0.87	0.84	0.66	0.22	0.81		
AS	0.94	0.90	0.74	0.56	0.33	0.86	
NFU	0.89	0.86	0.70	0.41	0.22	0.19	0.83

Notes: The square root of the AVE values are expressed with bold and italic. Correlation values are under the bold and italic values. CC = Creator Choice Counterconformity; UC = Unpopular Choice Counterconformity; AS = Avoidance of Similarity; NFU = Need for Uniqueness.

Reliability was established through Cronbach's alpha and composite reliability. The recommended threshold value for Cronbach alpha and CR is 0.7 (Hair Jr. et al., 2014; Chin, Marcolin, & Newsted, 2003). All the alpha coefficient and CR values are greater than 0.7 and ranged from 0.94 to 0.87 and 0.90 to 0.84 respectively. Construct validity established through convergent and discriminant validity. All the values of AVE are greater than 0.50, and establishing the fact that data fulfils the requirement of convergent validity (Hair Jr. et al., 2014). Discriminant validity established through Fornell-Larcker test i.e.,- square root of AVE for each construct should be greater than correlation value of each pair (Fornell & Larcker, 1981).

Data was collected based on all observed variables which were interval scaled and responses were collected on a 5-point Likert-type scale (strongly agree to strongly disagree). For test of multivariate normality (estimator assumptions tests), first individually all input indicator variables have been tested in SPSS with Levene's test of homogeneity of variance and found that none of the

variables have a substantive departure from multivariate normality. Missing data screening have been conducted and found out that none of the variables used in the study have missing data except a demographic variable "Income Level" had missing values may be due to the sensitive nature of the question. The variable was excluded from the study as the multi-group CFA analysis was not the focal objective of the study. For this study, we have used AMOS v16. Raw data file from questionnaire was prepared in SPSS v.20 software and then saved file was utilized in AMOS v.16 as an input file. For the analysis Maximum Likelihood estimator as a fitting function was used because of the nature of input data as interval-scaled for all indicator variables. The model was found to be recursive with sample size of 620. Minimum was achieved with $\chi 2$ (430) = 947.864, p = .000 (at $p<0.05$) for the hypothesized CFA model.

Once the specification of the model was ensured, goodness of fit indices was examined for model acceptability evaluation. The results were as RMSEA = .044 (90% CI = .040 - .048), PCLOSE = .995, TLI = .863, CFI = .874. The cut-off values of above indices are RMSEA ($\leq$.06, 90% CI $\leq$ .06), CFI ($\geq$ .95), and TLI ($\geq$ .95) (Hu and Bentler, 1999). Each of the above, goodness of fit indices reveals that the second-order CNFU model fit the data well.

Upon further consequential reviewing modification, indices were examined and it was found that co-variations between the error terms of items CC1 and CC2, and with items UC11 and AS1 needed to be applied to improve the model. Parameter change statistics reported were .470 and .271 respectively. Albeit, these were trifling estimates but eventually changes were made in hypothesized model. Additionally, Modification Indices (MIs) regarding regression weights were also found to be inconsequential. So with plausible goodness-of-fit indices along with negligible Measurement Indices, we substantially conclude that hierarchical second-order hypothesized model of this study has best possible structural manifestation of Karachi based consumers.

Further in analysis assessment of local strains in the solution output was done. Lack of localized strain areas support goodness of fit indices (Brown, 2006). Albeit, the goodness of fit indices highlighted a good fit of the hypothesized model, modification indices inspection was carried out. For the sake of slight improvement in the model, these modifications were carried out and could be seen in figure 2. There was also no focal strain of standardized residuals found either after evaluating the results output for it. All standardized residual values were found to be greater than the absolute value of 1.96. Overall there was an absence of areas of ill fit in results output but only the slight trivial modifications (Byrne, 2010) was reported and carried out likewise. All parameters are statistically significant and the unstandardized regression weights were all well above 0.8 except AS9 which is just above 0.6. For standardized estimates all are above 0.4 and likewise AS9 is just above 0.2. These estimates show that indicator variables are related to their respective factors (CC, UC, & AS) in a meaningful way. Additionally standard errors have also been mentioned there. For the sample size adequacy of the hypothesized model of the study, Hoelter values were well above 200 cut-off value. It was 314 and 328 respectively for Hoelter (.05) and Hoelter (.01). Hence, the above analysis

supports the plausibility of the aforementioned hypotheses.

The CNFU is based on 31 items that measure the personality trait of a consumer being different or unique relative to other consumers while acquiring, utilizing, and disposing consumer products for the sake of social and self-image enhancement and development (Tien et al., 2001). CNFU entails three trait antecedents as dimensions and they are: a) Creative Choice Counterconformity (CC); b) unpopular choice counter conformity (UC); and c) avoidance of similarity (AS). The latent causal structure is a second-order factor model in which these three dimensions are first-order latent factor models all converging to a second-order factor model termed as CNFU (Tien et al., 2001). A priori consideration of the model is as follows: a) in the model for CC (first-order latent factor), each of its respective items has a nonzero loading on it as per the original protocol of Tien et al. (2001) and similarly has zero loading on other two latent first-order factors (UC and AS); b) co-variation among the three dimensions is elucidated by their respective regression paths to CNFU (second-order latent factor); and c) each item of the respective latent factors have associated error terms which are uncorrelated (See Figure 2 of hypothesized model).

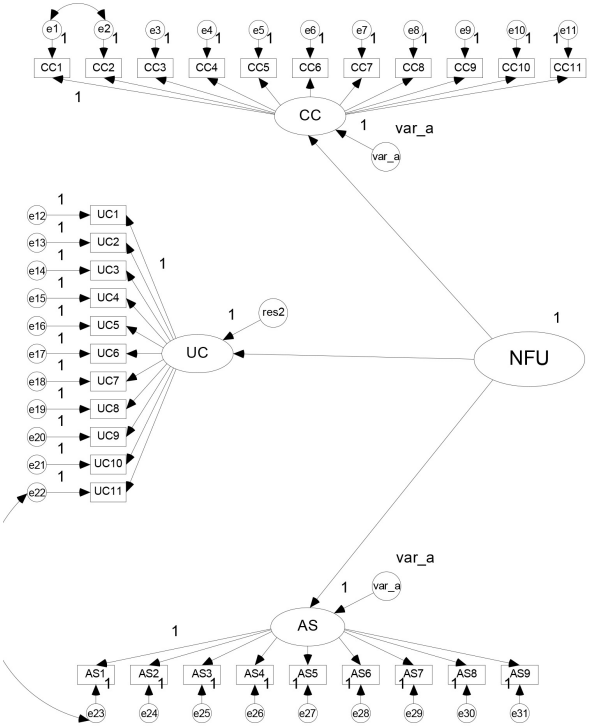

Figure 2: Hypothesized Second-Order CNFU Structural Model

Conclusion

The plausibility of the observed variables convergence to latent constructs is established because of data analysis culminating in the support of all respective hypotheses. The focal hypothesis of second order HCM of CNFU is also supported by means of the convergence of first order latent constructs of CC, UC and AS. The three antecedent dimensions of CNFU appropriately converge on it. The second-order CFA model analysis, albeit, highlighted few modifications to be acted upon but for the sake of confirmatory purposes, exploration was not adopted as modification leads to exploration and development of a model indigenously fit for unique data.

The findings of the study could be generalized to cosmopolitan cities like Karachi having similar socio-demographic indicators. Additionally majority respondents' age was between 18 and 25 inclusive from whom responses were administered and model turned out to be fit on their data. It was imminent for the sake of understanding of the scale used in the study for measuring psychological dispositions reflected through responses that respondents are supposed to be communicative in English language. Although, authors deem that those who speak native languages other than English may have their need for uniqueness inherent in their psychology and exploring into those clusters may enhance the scope of the study. This research is a manifestation of the existence of NFU as an important way of the possessions and holdings of that particular segment that have a relatively high need for uniqueness, and marketers could devise their strategies keeping in view the high NFU level of inhabitants of Karachi as part of psychographic segmentation basis.

References

Afshar Jahanshahi, A., & Jia, J. (2018). Purchasing Green Products as a Means of Expressing Consumers' Uniqueness: Empirical Evidence from Peru and Bangladesh. *Sustainability, 10*(11), 4062.

Ames, D. R., & Iyengar, S. S. (2005). Appraising the unusual: Framing effects and moderators of uniqueness-seeking and social projection. *Journal of Experimental Social Psychology, 41*(3), 271-282.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin, 103*(3), 411.

Arbuckle James, L. (2012). IBM SPSS Amos 21 User's Guide. *IBM,* US.

Belk, R. W., Ger, G., & Askegaard, S. (2003). The fire of desire: A multisited inquiry into consumer passion. *Journal of consumer research, 30*(3), 326-351.

Bentler, P. M., & Wu, E. J. (2005). EQS 6.1 for Windows. (www.mvsoft.com).

Bertrandias, L., & Goldsmith, R. E. (2006). Some psychological motivations for fashion opinion leadership and fashion opinion seeking. *Journal of fashion marketing and management: an international journal, 10*(1), 25-40.

Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research, 65*(10), 1443-1451.

Brown, T. A. (2006). *Confirmatory factor analysis for applied research.* Guilford Publications.

Brown, T. A. (2014). *Confirmatory factor analysis for applied research.* Guilford Publications.

Bruner, J. S. (1990). *Acts of meaning* (Vol. 3). Harvard University Press.

Byrne, B. M. (2010). Structural equation modeling with AMOS: basic concepts, applications, and programming (multivariate applications series). *New York: Taylor & Francis Group, 396,* 7384.

Chan, C. S., Peters, M., & Marafa, L. M. (2016). An assessment of place brand potential: familiarity, favourability and uniqueness. Journal of Place Management and Development, 9(3), 269-288.

Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. Information systems research, 14(2), 189-217.

Clark, R. A., Zboja, J. J., & Goldsmith, R. E. (2007). Status consumption and role-relaxed consumption: A tale of two retail consumers. *Journal of Retailing and Consumer Services, 14*(1), 45-59.

Comrey, A. L., & Lee, H. B. (1992). *A first course in factor analysis.* Psychology press.

Comrey, A. L., & Lee, H. B. (2013). *A first course in factor analysis.* Psychology Press.

Drolet, A. (2002). Inherent rule variability in consumer choice: Changing rules for change's sake. *Journal of Consumer Research, 29*(3), 293-305.

Dubois, B., & Duquesne, P. (1993). The market for luxury goods: Income versus culture. *European Journal of Marketing, 27*(1), 35-44.

Fahim, S.M., Siddiqui. K., Mahwish, A., & Aziz, F. (2013). Public Opinion towards Advertising: Factor Analytic Findings from Pakistan. *European Journal of Business and Management, 5*(6), 175-180.

Fahim, S. M., & Aziz, F. (2013). Public Opinion towards Advertising: Factor Analytic Findings From Pakistan. *Public Opinion, 5*(6).

Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2014). Multivariate data analysis 7th Edition. Pearson Prentice Hall. New Jersey.

Han, H., Hsu, L. T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism management, 31*(3), 325-334.

Hu, L..T., & Bentler, P. M. (1995). Evaluating model fit. In R. H. Hoyle (Ed.), Structural equation modeling: Concepts, issues, and applications (pp. 76-99). Thousand Oaks, CA, US: Sage Publications, Inc.

Kauppinen-Räisänen, H., Björk, P., Lönnström, A., & Jauffret, M. N. (2018). How consumers' need for uniqueness, self-monitoring, and social identity affect their choices when luxury brands

visually shout versus whisper. *Journal of Business Research, 84*(1)*,* 72-81.
Kim, H., & Markus, H. R. (1999). Deviance or uniqueness, harmony or conformity? A cultural analysis. *Journal of personality and social psychology, 77*(4), 785-800.
Knight, D. K., & Young Kim, E. (2007). Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. Journal of Fashion Marketing and Management: *An International Journal, 11*(2), 270-280.
Kron, J. (1983). *Home-psych: The social psychology of home and decoration.* Clarkson Potter.
Latter, C., Phau, I., & Marchegiani, C. (2010). The roles of consumers need for uniqueness and status consumption in haute couture luxury brands. *Journal of Global Fashion Marketing, 1*(4), 206-214.
Lynn, M., & Harris, J. (1997). The desire for unique consumer products: A new individual differences scale. *Psychology & Marketing, 14*(6), 601-616.
Mason, H. (2011). Candide, Voltaire-Haydn Mason (essay date 1992).
Meyer, J. P., Becker, T. E., & Van Dick, R. (2006). Social identities and commitments at work: Toward an integrative model. *Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior, 27*(5), 665-683.
Morris, M. W., Chiu, C. Y., & Liu, Z. (2015). Polycultural psychology. *Annual review of psychology, 66,* 631-659.
Reich, S. M., Subrahmanyam, K., & Espinoza, G. (2012). Friending, IMing, and hanging out face-to-face: overlap in adolescents' online and offline social networks. *Developmental psychology, 48*(2), 356-368.
Rindskopf, D., & Rose, T. (1988). Some theory and applications of confirmatory second-order factor analysis. *Multivariate behavioral research, 23*(1), 51-67.
Ruvio, A. (2008). Unique like everybody else? The dual role of consumers' need for uniqueness. *Psychology & Marketing, 25*(5), 444-464.
Ruvio, A., Shoham, A., & Makovec Brenčič, M. (2008). Consumers' need for uniqueness: short-form scale development and cross-cultural validation. *International Marketing Review, 25*(1), 33-53.
Shavitt, S. (1989). Products, personalities and situations in attitude functions: implications for consumer behavior. *ACR North American Advances.*
Siddiqui, K. (2013). Heuristics for sample size determination in multivariate statistical techniques. *World Applied Sciences Journal, 27*(2), 285-287.
Snyder, C. R., & Fromkin, H. L. (1977). Abnormality as a positive characteristic: The development and validation of a scale measuring need for uniqueness. *Journal of Abnormal Psychology, 86*(5), 518.
Snyder, C. R. (1992). Product scarcity by need for uniqueness interaction: a consumer catch-22 carousel?. *Basic and applied social psychology, 13*(1), 9-24.
Tambyah, S. K., Tuyet Mai, N. T., & Jung, K. (2009). Measuring status orientations: scale development and validation in the context of an Asian transitional economy. *Journal of Marketing Theory and Practice, 17*(2), 175-187.

Thompson, C. J., & Haytko, D. L. (1997). Speaking of fashion: consumers' uses of fashion discourses and the appropriation of countervailing cultural meanings. *Journal of consumer research, 24*(1), 15-42.

Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of consumer research, 28*(1), 50-66.

World Census Organization. Census of population: 2011 (Online): Islamabad-Pakistan (Cited 2011 August 16). Available from URL: www.census.gov.pk.

Yong, E. L. (2019). Understanding divergence of living standards between Asia and Europe: a proposition of regionally dominant cultural effects. *Asian Journal of German and European Studies, 4*(1), 1.