

Towards Female Buying Behavior in Beauty and Grooming Industry of Pakistan: Modeling the mediating role of Purchase intentions

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Abstract

Constructed upon female consumers' buying behaviour, this research study investigates the interrelationship of flow experience, hedonic values, utilitarian value, purchase intention and consumer buying behaviour. This study examines the role of purchase intentions as mediation and elaborated the study with the theoretical background of flow theory and consumer value theory. This study was conducted in the beauty & grooming industry, sampling 705 working women consumers of Pakistan and data was analyzed through SEM using Smart PLS. The findings supplement the creation of positive aspect in buying behaviour rather than letting consumer cashed by their psychological state and companies' tactics.

Keywords: Flow Experience, Hedonic Value, Utilitarian Value, Purchase Intention, Consumer Buying Behavior

Buying Behavior may be referred to the actions people take, and the decisions they make while buying services or products as an individual or as a group (Schiffman & Kanuk, 2011). It may alternatively be called consumer buying behavior. This behavior may also be taken in the context of organizational buying to business buying behavior. The buying behavior sets the basis for what would be bought, and why, by whom, when would it be bought, and where (Schiffman & Kanuk, 2011). This information is critical in the organizational world, especially when the competition may drive certain firms out of business. therefore, the firms in business have started looking to buy the wall of stated sales, and strive to find the answer for, why this much sales. Sales may just be an accounting figure in the Income Statement, the reason lies in understanding buying behavior (Kotler & Keller, 2009). Identification of the buying behavior requires the analysts and researchers to find out about the consumers and customers, as much as possible. The process of finding out includes delving into the attitudes of the buyers towards consumerism, a study of their belief systems, purchasing patterns, and behaviors in general. One may ponder that such a study may be about the psychometric mapping of the potential customers, closely related to the psychological aspects of the customers (Andersson, 2020). It may not be incorrect to state that "Knows Your Customer (KYC) forms the very basis for projecting sales" when it comes to studying the buying behavior of the customers.

The increased awareness about personal care among women in Pakistan has expanded this market by 6% (Euromonitor, 2020) this has attracted the attention of local and international market players in the beauty and grooming products industry. The market is consistently growing, while the influx of an array of brands, where offering choices to the customers, has also caused confusion among the buyers. The portfolio of the customers for the Beauty and grooming products is spread across Pakistan, ranging from urban to rural centers, depicting the diversity in purchasing powers of the customer groups.

This study takes up the same for understanding the constitution of the behavior of the Pakistani women for buying beauty and grooming products. These products are usually bought with one's own motivation to buy to address various sorts and types of restorative and healthy skin products including creams, cosmetics, skincare, fragrances, oral care, aromas, antiperspirants, bath and shower, hair care, and

cleansing, etc. The study of the buying behavior of the Beauty and grooming products has been studied in the context of Flow Experience (FE) Hedonic Values (HV) and utilitarian Values (UV) towards the formation of the Purchase Intentions (PI), which in turn provides the basis for the formation of the Buying Behavior (BB).

The beauty and grooming products sector lack documented information as to its segments, for the analysts to identify gaps in the market segmentation, and future growth (Ghazali, et. al., 2017). This lack of mapping and documentation in this sector was creating barriers, also offers opportunities for the researchers to contribute towards the identification of upcoming opportunities in this sector. The opportunities to the epistemological and ontological assumptions within this sector need to be explored for the practitioners to benefit from the fertile prospects within this sector.

This study is significant in this context, and the findings are expected to contribute towards adding to the existing body of knowledge, in addition to guiding the stakeholders in the beauty and grooming products market in rightly positioning their stake in the commercial opportunities and firms.

The contextual significance becomes even more relevant in the backdrop of meagerly known and disclosed limitations of FE, HV, and UV in the formation of PI, followed by subsequent investigation of BB. This study bridges this knowledge gap by identifying the extent of influence each of the FE, HV, and UV on BB, independently and distinctively, and they also thought the mediation of PI. This study would significantly help the academicians and practitioners in understanding the use, extent, priority, and timings of engaging FE, HV, and UV for stimulating the BB directly or through the intervention of PI.

Females account for 49 percent of the population in Asia, and 52 percent of the population in Pakistan. Females are thought to have the highest purchasing power for themselves and their families (World Bank, 2016). It's critical to comprehend the factors that influence women's willingness and intents to buy (Andersson, 2020). Asia's beauty and grooming business is increasing at a rate of 4.9 percent per year, whereas the EU is growing at 1.2 percent. In 2018, revenue to market was US\$99,278 million (CAGR 2018-2021). In Pakistan, the market is growing at a substantial rate of 6%. (Euromonitor, 2020). A review of relevant literature on the Pakistani market reveals that the subject of examination in this study for the unit of analysis, which in this case is the Pakistani market, requires major revision. This inclusion is expected to provide a solid foundation for marketers in Pakistan, allowing them to address the industry's current issues. To summarize this study is to "To understand Pakistan's females' buying behaviour towards".

Following research questions are proposed for the study based on identified gaps.

RQ1. Does Flow have an impact on consumer buying behavior in the beauty and grooming industry?

RQ2. Does purchase intention mediate the relationship between flow and consumer buying behavior in the beauty and grooming industry?

RQ3. Is there any impact of hedonic value on consumer buying behavior in the beauty and grooming industry?

RQ4. Does purchase intention mediate the relationship between hedonic value and consumer buying behavior in the beauty and grooming industry?

RQ5. Is there any direct impact of utility value on consumer buying behavior in the beauty and grooming industry?

RQ6. Does purchase intention mediate the relationship between utility value and consumer buying behavior in the beauty and grooming industry?

Theoretical background and Hypothesis development

Flow Theory

Mihaly Csikszentmihalyi defined the underground concept of flow as enjoyment in 1975. Previously, the flow was viewed from a qualitative perspective, with people's experiences being analyzed through in-depth interviews to determine their degree of focus and enjoyment (Zwick, 2005). Flow is

described as a state of complete absorption in the activity one is doing or undertaking. When people are in rhythm, they become hyper-focused and filter out distracting perceptions and thoughts. Individuals' levels of consciousness are gradually narrowing, and they only react to specific goals and definitive input (Csikszentmihalyi, 1975).

Developing a sense of empowerment through one's ability to extract, control, and influence the environment is referred to as a flow experience. Flow is created by a combination of skills and difficulty levels; if they are out of balance, a person will either be bored or anxious if their skill level is higher than their challenge level (Csikszentmihalyi, 1975). Purchase behaviour encompasses a variety of interactions that produce a sense of gratification and may lead to flow experiences (Mollen and Wilson, 2010; Teng et al., 2012).

Flow Experience and Consumer Buying Behavior

Flow has been theoretically functional to a variety of domains, resulting in a variety of flow principles that have been tailored to specific circumstances and perspectives (Hoffman and Novak, 2009). Chen (2017) demonstrated six dimensions of flow and concluded that there is still space for them in behavioural research. This analysis aims to choose similar dimensions based on context. To increase flow in human-computer interactions, researchers have embraced enjoyment and focus (Ghani et al., 1991; Ghani and Deshpande 1994). Power, curiosity, telepresence, interest, participation, and time distortion are among the new dimensions added to flow (Ozkara, et.al., 2017). It has been revealed that the most important dimensions that researchers have used in purchase behavioural research are attention and enjoyment (Hsu & Kuo, 2010; Hen, et al., 2017). The flow will help you understand more and change your mindset and actions (Novak et al., 2000; Korzaan, 2003; Chen 2018). At the point when consumers' progress toward becoming overwhelmed during the time spent on shopping, they may consider repurchase behaviour later (Cyr and Bonanni, 2005). Consumers who purchase on their phones may have pleasant flow experiences, resulting in emotions of contentment and happiness. Positive sensations pervade the flow, influencing consumers' thinking and buying inclinations. (Korzaan, 2003).

Flow Experience and Purchase Intentions

Flow experience, on the other hand, maybe one of the most important factors influencing consumers' personality and purchasing behaviour for specific goods and services provided by a business (Kim and Han, 2014; Mathwick and Rigdon, 2004). A positive shopping experience boosts customers' self-esteem and influences their future buying intentions (Korzaan, 2003). Furthermore, Yang (2010) recognizes that in complicated purchasing circumstances, consumers' behaviours had a significant impact on their purchase goals. An unpleasant experience, on the other hand, has the opposite effect (Bandura, 1986; Dabholkar and Sheng, 2009).

Despite being exploited so often, debates mentioned in previous studies on in what way flow formed have raged on for an extended time, and the flow's ambiguity persists (Finneran and Zhang, 2005; Guo and Poole, 2009; Hoffman and Novak, 2009; Esteban-Millat et al., 2014). The vagueness of the flow's effects on purchasing intention and behaviour is investigated, and it is discovered that this is a significant problem in literature (Ozkara et.al, 2017; Chen 2017).

H_{1a}: There is a positive and significant relation between flow experience and consumer buying behaviour

H_{1b}: There is a positive and significant relation between flow experience and purchase intentions.

H_{1c}: Purchase intention significantly mediates the relationship between flow experience and consumer buying behaviour.

Consumer Value Theory

For a long time, the effect of individual values on human behaviour has caught the interest of social and management researchers from various fields. Rokeach (1973), a renowned social scientist, asserted that, in general, all social marvels are the outcomes of human beliefs, and that consumers social

values are therefore the most important variables to understand human activities. Values well-defined as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence" (Rokeach, 1973). Moreover, a value possesses "a transcendental quality to it, guiding actions, attitudes, judgments, and comparisons across specific objects and situations and beyond the immediate goals to more ultimate goals" (p. 18). Since the preceding explanation, a value can be described as a conviction that arises from human involvement over communications through numerous social bodies. Individuals typically pursue ideals by participating in or advocating for such activities (Bardi and Schwartz, 2003). The expected outcomes in consequences are determined by the individual's choice of behaviour (Bardi and Schwartz, 2003). Values may verify to be the added important explanations of, and influences on, consumer behaviour," Clawson and Vinson (1978) strained the characteristics of individual values in consumer behaviour. Attitudes, product characteristics, gradation of discussion, product arrangements, and routines livelihood can all contribute equally or more than they do to other important constructs.

Hedonic Value and Consumer Buying Behavior

Consumers may be classified as "problem solvers" or "fun seekers," according to Hirschman and Holbrook (1982). Consumer shopping behaviour can be viewed as a complete mode triggered by emotions and abilities that provide people with utilitarian and hedonic cognitive and affective values, respectively. As a result, the core distinction between the dualistic values remains that utilitarian consumption values are all psychologically defined, such as beneficial, educational, real-world, and target-oriented (Batra and Ahtola, 2004, Childers et al. 2001), however hedonic values are all inwardly determined, such as pragmatic, pleasure, multisensory, and pleasure steady (Batra and Ahtola, 2004, Childers et al. 2001). However, hedonic values are further interiorly decided, such as pragmatic, pleasure, multisensory, and enjoyment steady, hedonic values are all the added interiorly resolute (Nili, et. al, 2013 and Overby and Lee, 2006). Market values theory's prior habit of considering consumers' shopping behaviour has identified hedonistic and utilitarian values as main elements in forecasting consumers buying intents and behaviour (Blazquez, 2014, Cheng, et. al, 2010; To, Liao and Lin, 2007; Childers et al, 2001; Fiore, et. al, 2005; Bridges and Florsheim, 2008).

Hedonic Value and Consumer Buying Behavior

Though, from a hedonic perspective (Hirschman and Holbrook, 1982), shopping is portrayed as an initiative for joy and pleasure. Hedonism is synonymous with the experiential goal of shopping and encompasses "pleasure, curiosity, fantasy, idealism" (Scarpi, 2012;2014). According to Fiore and Kim (2007), in this shopping experience, finding knowledge is usually associated with "cognitive or sensory enhancement or satisfying curiosity." Langrehr (1991), depicting the purchasing process, revealed that "the procurement of goods can be incidental to the experience of shopping." People buy to shop, not shop to buy". As a result, shopping involvement is an additional imperative than item security (Park et al, 2006;2008). Furthermore, hedonism delivers the opportunity to find pleasure in daily routine (Chapman et al., 1976).

H_{2a}: There is a positive and significant relation between hedonic value and consumer buying behaviour.

H_{2b}: There is a positive and significant relation between hedonic value and purchase intentions.

H_{2c}: Purchase intentions significantly mediates the relationship between hedonic value and consumer buying behaviour.

Utility Value and Consumer Buying Behavior

Individual beliefs have been shown to have a substantial effect on consumer behavior, such as green consumptions (Pinto, et.al, 2011; Kim and Choi, 2005), organic personal care product purchases (Kim and Chung, 2011), and Internet shopping motives (O'Brien, 2010; Sakar, 2019; and Tou et. al, 2007). Although some new scholars claim that meaning is further multifaceted and multidimensional, dual leading values i.e., utilitarian and hedonic established ample consideration from both professionals and academics

in consumer research (Batra and Ahtola, 1991; Voss et al. 2003; Dhar and Wertenbroch, 2000; Wertenbroch, 2016; Chitturi et al. 2007). While several values occur as shopping priorities, maximum typologies reflect instrumental (utilitarian) values to be central to understanding consumer shopping behavior since they have a consistent underlying presence through consumption phenomena (Childers, et. al, 2001). Consumer values were limited to the utilitarian viewpoint until the mid-1970s, because, in the traditional view, consumers buy products because they are necessary (Holbrook and Hirschman,1982; Bloch and Bruce, 1984). Nonetheless, in the 1980s, scholars extended viewpoints on consumer' values of shopping, claiming that consumers are guided by both valuable and emotional desires (Babin, et. al, 1994).

Utility Value and Purchase Intentions

Shopping is portrayed as work from a utilitarian perspective, the sense that consumers emphasise buying goods in a fruitful and simple means to attain goals (Griffin, et. al, 2000; Sherry, et. al, 1993; Fischer and Arnold, 1990). Utilitarian values are rational and concerned with completing a mission or achieving a goal; they represent the fact that consumers purchase products out of need rather than desire (Scarpì, 2011). It demonstrates how consumers buy out of necessity professionally and thoughtfully (Babin et al, 1994). Consumers are often seen as "logical problem solvers" from this perspective (Sarkar, 2011). As a result, utilitarian shoppers characterize their spending trips as "an errand," "jobs," and "consumers are glad just to get by it" (Babin et al, 1994). Comfort searching, variety searching, scanning for product and service quality, and fair value in return are all utilitarian shopping thought processes (Sarkar, 2011). Hirschman and Holbrook (1982) labelled it the "customary conventional information processing buying model," which views buying as a rational discerning mechanism that resolves problems to obtain a significant product or service benefits.

H_{3a}: There is a positive and significant relation between utilitarian value and consumer buying behaviour.

H_{3b}: There is a positive and significant relation between utilitarian value and purchase intentions.

H_{3c}: Purchase intentions significantly mediates the relationship between utilitarian value and consumer buying behavior.

Consumer Buying Behavior and Purchase Intention

Consumer buying behaviour, not only aid in understanding the consumers' needs and wants for buying any product or services from any business but also helps in establishing the fact that why consumer buy any product or service (Mihart, 2012). Other factors like why, when or how consumer do buy are also addressed by consumer buying behaviour. Moreover, understanding consumer consumption behaviour and the role and reasons of products and services disposition are also assisted by consumer buying behavior (De Mooij, 2010). All of this information may help the business to completely understand the consumers and also help in changing the position of their offerings as well as a product of services following consumers' demands. The post-purchase behaviour of consumers' may also be understood by studying consumer buying behaviour (Solomon *et al.*, 2012). Hence, the businesses need to understand the whole buying behaviour of consumers i.e., pre-purchase behaviour, behaviour while purchasing and post-purchase behaviour.

Various factors that affect consumer buying behaviour includes social factors, cultural factors, personal and psychological factor (Kotler & Armstrong, 2015; Wood 2014; Solomon, 2014). These factors are essential for any business to understand to sell their product or services to the targeted consumers in relevant time. "*Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behaviour*" (Ajzen, 1991). Overall, the more focused a consumer's decision to engage in action is, the more likely it is that it will be performed. (Ajzen, 1991; 2011).

Businesses fail in the market when these factors are not considered significant for understanding consumer needs and want, so the buying behaviour, eventually the product or services fails to meet the consumer desire. An example of a skincare product, lip balms for dry lips, certain factors influence the consumer decision to buy that product that must be considered for a selected market. Conception and

comprehension of the concept and theories of consumer behaviour are essential to study for understanding consumer buying behaviour as consumer buying behaviour influential stances cannot be comprehended directly by the observations (De Mooij, 2010). Consequently, foreseeing the consumer buying behaviour and its comprehension is complex itself, which requires businesses to continuously understand and apply the various aspects, concepts and theories for developing market strategies to cope up with the targeted market.

H₄: There is a positive significant impact of purchase intention on consumer buying behaviour.

Table 1. *Operational Definition*

Variable Name	Operational Definition	Source
Flow Experience	“When experiencing flow, “people become highly focused and filter out irrelevant perceptions and thoughts”. Individuals’ level of consciousness is slowly narrowed, and they give response merely to particular targets and conclusive feedback.”	(Csikszentmihalyi, 1975).
Utilitarian Values	“Utilitarian values are logical and concerned with task or goal completion, reflects that consumer buy a product because of necessity rather than. It shows consumer purchase out of need proficiently and careful way”	Scarpi, (2011); Babin et al, (1994).
Hedonic Values	“Though, shopping is depicted as an enterprise for delight and excitement from the hedonic perspective. Hedonism categorizes as fun, perkiness, is associated with the experiential aim of shopping, and incorporates “pleasure, curiosity, fantasy, idealism”	Hirschman and Holbrook, (1982); Scarpi, (2012;2014).
Purchase Intention	“Intentions are assumed to capture the motivational factors that influence a behaviour; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behaviour”	Ajzen, (1991)
Consumer Buying Behaviour	“A consumer’s buying behaviour is defined by what they buy, where they buy it from, how they buy it, and how often they buy it”	Cant (2010:102)

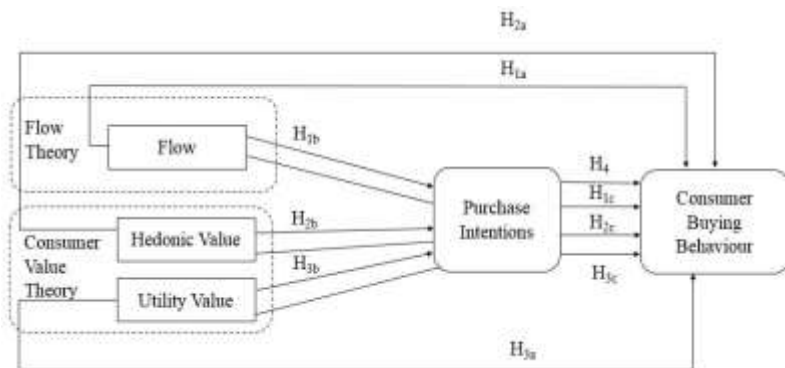


Figure 1. Theoretical Model

Methodology

The primary objective of this study is to synthesize the role of Flow Experience (FE), Hedonic Values (HV), and Utilitarian Values (UV) in the formation of the Purchase Intention (PI), which in turn form the Buying Behavior (BB). Interpretivism forms the philosophical basis for this study while employing deduction as its approach to meet the objective. The primary survey has been deployed as the data collection tools from the females of 18 years and above from urban centers of Pakistan. 706 valid responses have been received from across Pakistan, and smart PLS has been deployed as the data processing tool.

Population, sample and data collection

The study grasped the urban females of Pakistan from the north to the south region. The populace for this examination study comprises of ladies utilizing. Working ladies, housewives and undergrads were reached through an up close and personal talking technique utilizing the google survey form. Data was collected from 705 females of Pakistan from the urban population of provinces Punjab, Gilgit Baltistan, Khyber Pakhtunkhwa, Sindh and Baluchistan.

Instrumentation

The study includes a total of 38 items to measure the variables flow experience, hedonic values, utilitarian values, purchase intentions and consumer buying behaviour. Likert scales were utilized for getting the responses from respondents scaling from strongly disagree as 1 to strongly agree as 5. Details of a construct can be seen in Table 1.

Table 2: *Source of measurement instruments*

Variable	No. of Items	Source
Flow Experience	11	Laura B. et al., (2013)
Hedonic Values	11	Babin et. Al., (1994)
Utilitarian Values	04	Babin et. Al., (1994)
Purchase Intentions	08	Baker & Churchill, (1977) and Dodds et al., (1991)
Consumer Buying Behaviour	04	Ting et al. (2011)

Data Analysis and procedure

Smart PLS 3.2.8 is being used in this study for data analysis using a technique of partial least squares structural equation modelling (PLS-SEM) for analyzing quantitative data. For the social sciences study, smart PLS-SEM is utilized for efficient data analysis (Hair et al., 2014). The study pursues to exam existing theories and encompasses intricate. This method is more suitable when the structural models (Ringle et al., 2018). PLS-SEM contains a dual examination: a description of the measurement model and an analysis of the structural model (Ringle et al., 2018; Wong, 2013). The structural model will be used if the measurement model description ensures that those constructs have adequate indicator loading, convergent validity, composite reliability, and discriminant validity. The evaluation of path coefficients and their significance is a part of structural model assessment. Furthermore, the PLS-SEM tool has been used in recent empirical research in the management field for data analysis (Sahibzada et al., 2020).

Data Analysis and Results

Measurement model assessment

For the measurement of a model, primarily 38 items were intricate in the process. In examining the measurement model, all the items were considered for the analysis based on results recognized in table 2. The value of factor loadings for all the items of variables are above the value of 0.6, whereas the standard required values must be between 0.6 to 0.95 (J. F. Hair et al., 2016). Values of Cronbach Alpha are above the

value of 0.6 which means the instrument is valid. The Average Variance Extracted (AVE) and values for Composite reliability and average variance extracted are above the value of 0.7 and 0.5 that reflects the overall scale for the measurement of the model is valid and reliable (table 2). Moreover, Table 3 shows the discriminant validity results using Fornell and Larcker (1981), where, the value of the variable is greater than their associated variables.

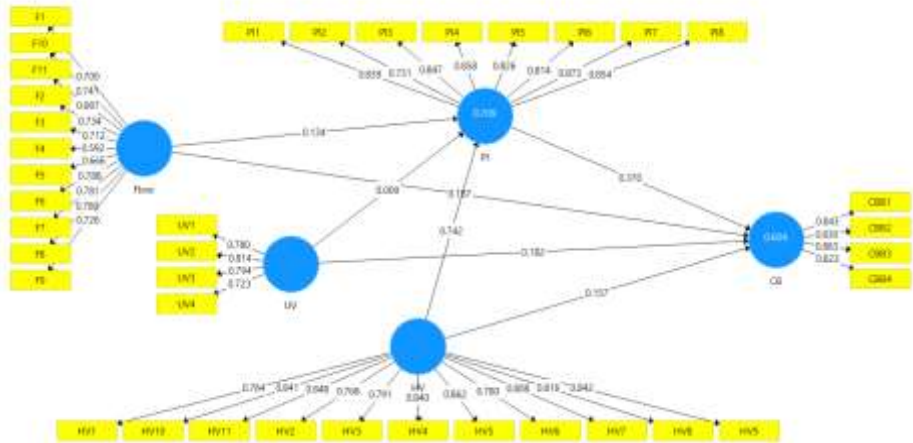


Figure 2. Measurement Model

Table 3. Item loadings, Reliability and Convergent Validity

Variable	Items	λ	α	CR	AVE
Consumer Buying Behaviour	CBB1	0.843	0.866	0.909	0.714
	CBB2	0.830			
	CBB3	0.883			
	CBB4	0.823			
Flow	F1	0.700	0.907	0.922	0.520
	F2	0.734			
	F3	0.712			
	F4	0.592			
	F5	0.666			
	F6	0.788			

F7	0.781
F8	0.780
F9	0.726
F10	0.741
F11	0.687

Hedonic Value		0.949	0.956	0.665
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HV1	0.764
HV2	0.768
HV3	0.791
HV4	0.840
HV5	0.862
HV6	0.780
HV7	0.808
HV8	0.816
HV9	0.842
HV10	0.841
HV11	0.848

Purchase Intention		0.936	0.947	0.691
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PI1	0.839
PI2	0.731
PI3	0.847
PI4	0.858
PI5	0.826
PI6	0.814
PI7	0.873
PI8	0.854

Utility Value		0.786	0.860	0.606
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UV1	0.780
UV2	0.814
UV3	0.794
UV4	0.723

Table 4. Discriminant Validity (Fornell and Larcker Criterion)

	CB	Flow	HV	PI	UV
CB	0.85				
Flow	0.66	0.72			
HV	0.69	0.66	0.82		
PI	0.71	0.63	0.79	0.83	
UV	0.60	0.69	0.56	0.52	0.78

Note: CBB: Consumer Buying Behavior, HV: Hedonic Value, PI: Purchase Intention, UV: Utility Value.

Structural model assessment

Measurement of the model exhibits adequate results with all the acceptance of the items for the variables. Subsequently, the structural model was examined in Table 4, which reflects the association between the variables directly. There is a direct and significant influence of all the variables on consumer buying behaviour, only hypothesis 3b does not exhibit the significant result. Referring to table 4, Flow influences positively and significantly on Purchase intentions ($\beta = 0.134, t = 3.419, p < 0.001$) and Consumer buying behaviour ($\beta = 0.187, t = 3.473, p < 0.001$), therefore the H1a and H1b are supported. Similarly, Hedonic values does influence positively and significantly on Purchase Intentions ($\beta = 0.742, t = 25.378, p < 0.001$) and Consumer buying behaviour ($\beta = 0.157, t = 3.103, p < 0.002$) This outcome also accept the H2 and H3. Correspondingly, Utilitarian values does influence Purchase Intentions ($\beta = 0.009, t = 0.197, p < 0.844$) and Consumer buying behaviour ($\beta = 0.182, t = 4.128, p < 0.000$). Here results depict H3a is supported statistically but H3b is not supported as the results are insignificant. Likewise, Purchase intentions does positively and significantly impact consumer buying behaviour ($\beta = 0.369, t = 6.308, p < 0.000$), which supports H4.

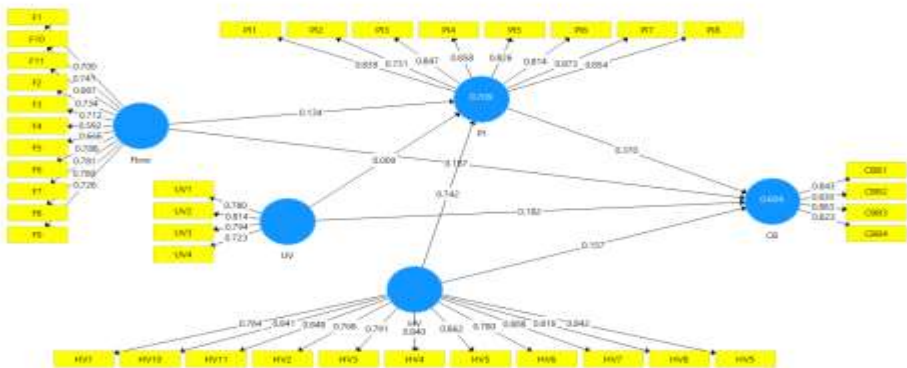


Figure 3. Structural Equation Modeling

Table 5. Results of structural model path coefficient (direct relationships)

Hypotheses	Relationship	β	SD	t-value	P Value	Decision
H1a	Flow -> CB	0.187	0.054	3.473	0.001	Supported
H1b	Flow -> PI	0.134	0.039	3.419	0.001	Supported
H2a	HV -> CB	0.157	0.051	3.103	0.002	Supported
H2b	HV -> PI	0.742	0.029	25.378	0.000	Supported
H3a	UV -> CB	0.182	0.044	4.128	0.000	Supported
H3b	UV -> PI	0.009	0.041	0.197	0.844	Rejected
H4	PI -> CB	0.369	0.059	6.308	0.000	Supported

Mediation analysis

Mediation results are processed in Hypothesis H1c, H2c, and H3c. H1C depicts the significantly partial mediation ($\beta = 0.050$, $t = 2.830$, $p < .005$). H2c depicts no mediation ($\beta = 0.003$, $t = 0.198$, $p < .844$). H3c reflects the partial mediation ($\beta = 0.274$, $t = 6.117$, $p < 0.000$). The results of mediation analysis are presented in table 5.

Table 6. Summary of Mediation Results

Total effect (Flow->CB)	P-value	Direct effect (Flow->CB)	P-value	Indirect Effects of Flow on CB			
				Coefficient	SD	T value	P Values
0.23	0.000	0.18	.001	H1c: Flow->PI->CB 0.050	0.017	2.830	0.005
Total effect (HV->CB)	P-value	Direct effect (HV->CB)	P-value	Indirect Effects of HV on CB			
0.43				0.000	0.15	0.002	H2c: HV->PI->CB 0.003
Total effect (UV->CB)	P-value	Direct effect (UV->CB)	P-value	Indirect Effects of UV on CB			
0.18				0.000	0.18	0.000	H3c: UV->PI->CB 0.274

Discussion, Conclusion, and Implication

Discussion

The present study evaluated the impact of Flow Experience (FE), Hedonic Values (HV), and Utilitarian Values (UV) on the formation of Buying Behavior (BB). The impact has been evaluated from two aspects. First, the impact of FE, HV, and UV on the formation of BB, independently, distinctively, and exclusively. Second, the same impact has been evaluated through the mediation of Purchase Intention (PI), that too independently, distinctively, and exclusively for each of FE, HV, and UV.

First, the FE has shown impacting the BB directly, in its own independent and distinctive capacity. The significance of the impact is evident from the result flow influences positively and significantly on Purchase intentions with t value of 3.419. This finding stands in confirmation with the previous studies (Wai, et. al. 2019). Furthermore, the FE has also been found to impact the BB through the mediating role of the PI. This supports the overwhelming impact FE has on BB, either directly, or through the mediation of PI, simultaneously or independently.

Second, the HV has found to be influencing the BB directly in its distinctive and independent capacity with t value of 3.103 and a significance level of 0.002, but this impact has not been observed when it comes to HV's impact on the BB with the mediation of PI with t value of 1.98 and significance level of 0.198. This is an interesting finding as to the synthesis of HV having an impact on the formation of BB. The findings of HV's direct influence on the formation of BB stands in conformation to the findings by Andersson (2020), but the dilution in the same for the HV towards BB, with the mediation of PI, adds the novelty to this study.

Third, an observation similar to the second one stands valid for the UV, in this study. UV has been observed to impact the formation of BB with t value of 4.18 and a significance level of 0.000. The same impact has been observed when it comes to impacting the BB through the intervention of the PI with t value of 6.117 and a significance level of 0.000.

The discussion about the findings based on the results from data analysis has led to the findings stated in the next section.

Conclusion

The study has addressed buying behavior of women in Pakistan. their buying behavior has been evaluated on its linkages with the formation of the purchase intention, for which their flow experience, hedonic values, and utilitarian values have been studied.

It may be concluded that Flow Experience (FE) and Utilitarian Values (UV) has significant contribution towards formation of the Purchase Intention (PI), which in turn forms the Buying Behavior (BB). Meaning thereby that women in Pakistan are significantly influenced by their flow of shopping and focus on what they intend to buy rather than getting distracted by the products not falling in their preview of focus. The same amount of contribution towards the formation of Purchase Intention (PI) is not found when it comes to shopping for pleasure in a product and also reflected in previous studies (Andersson, 2020). This finding is particularly interesting in the backdrop of women's focus vs. the fun part of the value in a product or service (Peterson, 2017; Sun, 2002).

It may further be concluded that buying behavior is independent of the formation of Purchase Intention when it comes to the Hedonic Values (HV), and the Utilitarian Values (UV). Both these values have earlier been found to have an insignificant and significant impact on the formation of the Purchase Intention (PI). This consolidates the finding that Hedonic Values (HV) and Utilitarian Values (UV) directly form the Buying Behavior (BB), rather than routing it through the formation of Purchase Intention (PI). While, when it comes to the Flow Experience (FE) and Utilitarian Values (UV), it acts both ways, i.e., not only forms Buying Behavior (BB) directly but also supports its formation through constituting the Purchase Intention (PI) (Andersson, 2020; Spinelli, 2019; Hermansen et. al., 2020).

Implications

The study contributes in a novel way to develop a holistic understanding of the formation of buying behavior in the context of its contributing factor, connection with the sub-factors of these factors. Though the scope has been kept limited to the FE, HV, and UV's impact on the formation of BB independently or through the intervention of the PI, the other factors along with their respective sub factors offer a future area of research for the upcoming studies on the same subject of investigation. The findings have deep implication for both researchers on the subject, and practitioners in the personal care products business.

Firstly, the significant impact of all three independent variables used in this study, i.e., FE, HV, and UV on the formation of BB is straightforward, as eminent from the result of the current study and supported by previous ones (Andersson, 2020). The loss in the significance of impact for HV on BB whilst the PI mediates, is what opens the avenues for the explanation of the reason, which might be found within the theory of planned behaviour. This might be one more area for future studies to elaborate upon.

Secondly, the practitioners may draw meaningful insights from the findings of this study to prioritize the elements to be given importance while positioning their products in the market. For instance, the purchase intention needs to form in the pre-launch of a product, hence requiring attention on instigating FE and UV more than HV. As FE and UV are the only influencing variable towards the formation of the BB. Subsequently, the post-launch drive to impulse the buying, all three elements., FE, HV, and UV, need to be worked upon. Equal attention gives to all three, without having an understanding of their ability to form PI and subsequently, BB is expected to discount to product penetration drive on the part of the marketer.

Limitations and direction for the future research

Like other studies, this too has the limitation towards its conception, scope, and utility. Firstly, this study has been kept limited to the Pakistani women buying behavior towards personal care products in the context of FE, HV, and UV. Buying behavior can be factored into more than just these three variables and replicated on non-Pakistani women or other territorial limits incorporating the cultural diversity and preferences. Secondly, convenience sampling may be replaced with any other purposeful way of sampling to dig deeper into an evaluation of any segments buying behaviour. Thirdly, for utility and implementation of the findings for practitioners, the segment studies may be carried out for further ingress into the understanding of any targeted customers' buying behavior.

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