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Motives and Role of Religiosity towards Consumer Purchase Behavior in Western Imported Food Products

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Abstract: The undertaken study examines the influence of the marketing mix, consumer attributes, and the role of religiosity towards consumer purchase behavior regarding western imported food products in Pakistan. The study has used the theory of planned behaviors as underpinning foundations for testing factors. In total, 1080 respondents from eight cities in Pakistan—Karachi, Lahore, Islamabad, Quetta, Peshawar, Hyderabad, Larkana, and Faisalabad—were part of this study. Path analysis performed through SEM (structural equation modeling). The result unveiled that product attributes, price, self-concept, brand trust, personality, and religiosity positively correlated with consumer's purchase intention in a Muslim country. The result of this study will also help potential future candidates for the food industry, especially those aimed at using the Asian consumer market. The penetration of western imported food may also bring convergence where the nation can feel upgraded and privileged. The study also adds to the academic literature on Muslim consumer behavior by combining numerous factors on a single model, grounded in the theory of planned behavior. Limited study has analyzed religiosity and other factors in context with a Muslim majority population. This study is a preliminary effort to understand the Muslim consumer food purchase behavior inadequately investigated by the consumer researcher.

Keywords: religiosity; western imported food; theory of planned behavior; Muslim consumers; consumer buying motive

1. Introduction

Religion is documented as an essential factor that profoundly influences consumer buying decisions [1]. Religion may serve to link consumers to a style of life that determines the pattern of consumption. Studies examining the effect or impact of religion on consumer behavior are based on two aspects: religious affiliation and religiosity [2,3]. The religious association mainly explored in comparison with the denominational association or the religious identification of a person

(e.g., Catholic, Protestant, and Jewish). Although religiosity (in other words, religious commitment) is a significant construct to identify the effect of ethical behavior on a consumer's consumption and purchase behavior [4,5].

Islam, as a religion, presents a comprehensive way of life and controls the behavior of Muslim buyers, to achieve satisfaction with this life and hereafter [6]. Religious beliefs (e.g., concerning halal food) are the best guiding principle to identify food consumption choices for Muslims who actively follow religious guidelines as these rules address the Islamic tenets of food consumption [7]. Over the next 40 years, Islam will grow more rapidly than any other dominant faith. If current trends persist, by 2050, there will be nearly as many Muslims as Christians in the world [8]. This rapid increase of the global Muslim population indicates an opportunity for researchers to investigate more about Islam and Muslim consumers' behavior in various contexts such as food consumption. Investigation of Islamic consumption patterns may add value to the academic literature on consumer behavior [9].

Among Muslim consumers, Islamic rules administer the culture, which assists as a direction in their daily lives. Muslims must spend their money for explicit purposes only such as for general living, education, health, and aiding the poor and those in need. Hence, the concept of moderation is encouraged and Muslims are told to base their usage on strict observance to this practice [10]. The Pakistani population is 97 percent Muslim with different religious beliefs as compared to the western part of the world [11]. In spite of these Islamic guidelines on appropriate food consumption and moderate spending, money spent on western imported food has been increasing in Pakistan [12]. Therefore, it is advantageous to know the consumer perception or motives behind the purchase of western imported food. Especially, as this is an increasing trend as the population grows and the general economy has developed so that there is increased discretional personal spending for the middle and upper classes in Pakistan [12,13].

Pakistani Muslim consumers may have different perceptions about western imported food products (concerning the marketing mix, personal, social, and cultural elements). Their religious commitment indeed expresses the intensity of their faith and is indicated in part through their consumption choices about western imported food products [14]. Hence, it is particularly interesting to investigate the Pakistani Muslim consumer's motives behind the purchase of western imported food products and the role of religiosity in determining their purchase behavior. The reasons for this behavior have scarcely been studied in prior research and yet there is an opportunity to explore the factors mentioned above for the western imported food products in a Muslim dominated country like Pakistan [15–19]. This research proposes an essential contribution to the field of Muslim consumer's behavior, and it also adds value to the literature on consumer behavior by employing a model wherein the single conceptual framework tests the elements, based on the theory of planned behavior. Religion is a critical element of Pakistani culture that directly affects the behavior of Pakistani consumers [20].

Furthermore, religion expressively governs cultural and social behaviors in Asian and Middle Eastern societies as compared to western nations. For these reasons, the level of religiosity needs research as an essential factor in shaping Muslim's purchasing behavior regarding western food items in Pakistan. This area is still under-researched and many studies have suggested exploring the influences of religiosity in defining Muslim consumer's purchase behavior in these regions in particular [21–24].

The national religion in Pakistan is Islam, in which 97% of the population is Muslim—numbering 207,774,520 inhabitants [11]. Interestingly, the people of Pakistan spend 42% of their income on food-related items; the total trade and wholesale of 17% consists of food items [11]. Pakistan's middle and upper class spend money on imported western food items [25,26]. Throughout the first six months of the 2018 fiscal year, Pakistan spent US$312.5 million on the importing of coffee, tea, beverage whiteners, and spices, the second-largest spending category in the food products sector [27]. Pakistan has spent US$908.9 million on the import of animal or vegetable fats and oil products. In this period, the country also spent US$500.9 million on imported oilseeds and 'oleaginous fruit', which is the part of a plant used to produce vegetable oil [27]. It can be a fruits (e.g., olive), seeds (e.g., sesame), or nuts

(e.g., walnut) [27]. Pakistan is an emerging market for the consumption of imported food items [28]. The market context for the study discussed next with an explanation of its research objectives.

- To investigate factors affecting Muslim consumer's purchase behavior in western imported food products in Pakistan.
- To identify the relationships that exist between each of these factors and western imported food products purchase behavior.
- To determine the moderation of demographic profile on a relationship between contributory factors and consumer's purchase behavior.

Integration of Theory of Planned Behavior

The undertaken study employed the theory of planned behavior (TPB) to know the behavior intentions of Muslim consumers of western imported food products. This study is an attempt to comprehend the purchasing intention of food items consumers using the TPB model from a Pakistani perspective. According to Donald et al. [29] and Armitage and Conner [30], the TPB model mainly dominated by attitude, and several psychological new dimensions have studied with the TPB model. Such as in organic food products' research by Robinson and Smith [31] investigated self-congruity concerning environmental consumerism. Moral obligations are tested for organic food by Arvola et al. [32], Reviews by Armitage and Conner [30] explains that TPB framework accounts for 39–50% variations in intention leading to 27–36% of the difference in a consumer's behavior. However, Ajzen's [33] original model assumptions verified by several studies that antecedents potentially correlate with each other [34–36]. Hence, the present research has included constructs such as product attributes, price, promotion, brand loyalty, brand trust, customer satisfaction, religiosity, subjective norms, self-concept, personality, lifestyle, and social class besides the TPB factors for evaluating Muslims' customers' purchasing aim in the context of western imported food products. This study is an attempt to comprehend the consumers' purchase behavior employing the TPB framework in the Pakistani Muslim consumer's context. The element of religiosity is a combination of religious dimensions, which was described in Glock and Stark's [37] study. Since this study is based on Muslim consumer behavior in the context of western imported food, the combine notion of beliefs, practices, and knowledge about Islam and its linkage with food buying behavior is presented to explain how Muslim consumers take their food-related purchase decisions. New constructs added to TPB in prolific recent literature [34,35,37] specific to various domains. Extensions of the Ajzen [33] model over a few years have proved an improvement in the explanatory power of the framework.

The rest of the paper organized as follows: Section 2 demonstrates the review of literature and hypotheses formulation, Section 3 deals with materials and methods, Section 4 comprises of results, Section 5 deals with discussions, and Section 6 presents the conclusion. Next, the study presents practical applications and followed by theoretical contributions. Lastly, limitations and future research directions have discussed.

2. Literature Review and Hypotheses Development

2.1. Product Attributes

Product attributes are the features of products through which brands recognized and distinguished. In other words, product attributes denoted to be the descriptive aspect of a marketing plan that characterizes the consumer's evaluative standards when selecting specific goods or services [38]. Product characteristics are discussed in terms of being either intrinsic or extrinsic. Intrinsic product attributes are specific to a product, unchangeable, and comprise features such as form, ingredients, flavor, color, and smell. Extrinsic characteristics are not a crucial part of the physical product such as value, brand name, and country of origin [39]. A study from Norway Torjusen et al. [40] reported that the traditional food quality aspects such as appearance, freshness, and taste, which they named 'observation traits', were important to all respondents. Most of the respondents were concerned about

aspects related to food production and processing, they chose food with no harmful substances and the least possible additives. According to Dahm, Samonte, and Shows [41], the taste is as equally as an important attribute as quality, followed by price, appearance, and availability [42]. Knight [43] highlights the importance of factors like 'country of the producer' and 'product quality' and its impact on buying decision making in globally available product classes. The researchers reported that, when the imported goods are of a higher value, customers are willing to pay a higher price. Product attributes play a vital role in this research, which investigates these key attributes' influence on consumer buying behavior concerning western imported food. These have identified during the qualitative focused interviews as flavor, taste, nutritious value, and healthiness. Understanding these attributes from a consumer's perspective may assist the manufacturers in developing a refined marketing strategy. Thus, the above information leads to the development of the following hypothesis:

Hypothesis 1 (H1): *Product attributes are positively associated with consumer's buying intention towards western food products.*

2.2. Price

Price has always remained a cornerstone for any food item in every society; therefore, pricing strategy always considers segmentation, market condition, trade margins, competitors' price, and marketing and internal cost [43]. It is directed at distinct consumers alongside competitors [44]. Price is a major factor in determining consumers' choices. Even though many other factors unrelated to price are important in the literature, the price is the main determinant of the purchase decision for large segments of consumers across many countries [45,46]. Thus, the above information leads to the development of the following hypothesis:

Hypothesis 2 (H2): *Price is positively associated with consumer's buying intention towards western food products.*

2.3. Promotion

Marketing communication has a positive and vital impact on consumers' purchase intentions and companies' sales volumes. In particular, the advertising plan has an influence on the attitude and the purchase intention towards a brand [46]. Another study by Song, Safari and Mansori [47] reveals the effects of five marketing stimuli, which include marketing communication and promotion of the food items on the perceived value of consumers. Afterward, the effect of this perceived value on the actual purchase decision examined. The results showed a relationship between marketing communication and perceived customer value among organic food consumers of Malaysia. In contrast to the existing literature, findings for the same study revealed no relationship between sales promotion and product perceived value. [43,45]. Hence, the above information leads to the development of the following hypothesis:

Hypothesis 3 (H3): *Promotion is positively associated with consumer's buying intention towards western food products.*

2.4. Personality

Marketers accept the buyers experienced brands as a means to comprehend their personalities. We have taken a modified questionnaire in which we used the modified items for the brand personality from the previous study [48]. According to Banerjee [49], both individual and brand personalities have an important influence on brand preference in the consumer's mind. Consumer Preference implies that at the time of brand choice, consumers give prominence to individual personality and the personality of the chosen brand. In food products, such a relationship has also been found. According to Chang,

Tseng, and Chu [50], few consumer traits lead to a positive consumer perception about food traceability, which means food items processing, production, and delivery to the consumers. The researchers used the Big Five Factor model to assess various traits of consumers and a 3M framework of motivation and personality (market, means, and motivation) for analyzing consumer's perceptions regarding food traceability [47,50]. Among elemental traits, it was found that openness, conscientious and extroverted personalities, combined with actual material and bodily needs, tend to be linked with compound traits such as health consciousness and the need for learning. These compound traits influence situational traits (consumer perceptions of food traceability and the concern for food value) and initiate the intention to purchase. Hence, the above information leads to the development of the following hypothesis:

Hypothesis 4 (H4): *Personality is positively associated with consumer's buying intention towards western food products.*

2.5. Lifestyle

The lifestyle to a certain extent defines patterns or trends of consumption. It is observed by looking at individuals' organization, space and time, leisure activities, working hours, housing, appearance, and other daily activities. In other words, lifestyle is one important variable, which expresses consumer's choices [51,52]. Ahaiwe et al. [53] reported several factors, which may influence consumers' buying behavior and their brand preferences for goods and services. Among these are cultural factors, social class, values and beliefs, interests, lifestyle, and personality. These factors jointly referred to as psychographic variables, which play a considerable role in consumers' preferences for products [54]. In a Chinese study comparing lifestyles and their impact on purchase intentions for domestic and imported food products, three groups identified which each had different behaviors: risk-takers, traditionalists, and experiencers. It was found that risk-takers and traditionalists were associated with purchasing imported fruits [55]. Another study suggests a food-related lifestyle model comprised of five components to explain consumption behavior: quality, methods to shopping, food consumption situation, manner of cooking, and purchasing motives [51,56]. Hence, the above information leads to the development of the following hypothesis:

Hypothesis 5 (H5): *Lifestyle is positively associated with consumer's buying intention towards western food products.*

2.6. Family (Subjective Norms)

A subjective norm generally explained as a person's awareness about what essential others consider the individual should comply with [57]. The association between subjective norms and attitudes towards behavior has been verified and tested. For example, researchers have established the pathway from subjective norms to attitudes towards behavior and found it significant [58]. Within the framework of subjective norms, reference groups somehow affect the values and behavior of others. Reference groups, particularly buyer groups of references—for example, institution and trade, professional institutions, social organizations, friends, family members—influence product selection and the choice of a specific brand. Most purchases influenced by the opinions of the groups of references, which include friends and professional institutions [59]. Parents have an impact on a person's purchase decision. Moreover, the dominance of the preference of the husband or the wife differs from the product category. Thus, in food items, the wife is predominantly the key decision-maker. However, children also influence at the time of purchasing [60]. Hence, the above information leads to the development of the following hypothesis:

Hypothesis 6 (H6): *Family is positively associated with consumer's buying intention towards western food products.*

2.7. Social Class

Social class is used as a basis for market segmentation because members of different classes reflect different consumption patterns [61]. Especially in those countries where class differences exist, social class significantly impacts on consumer decisions [62]. When it comes to consumers' response to a new product, research indicates differences between the low and high socioeconomic classes. The low socioeconomic class is less likely to purchase a new product or one with new technologies. According to Majabadi et al. [63], there is a class difference in consumer preferences towards food products, prices, and concepts of value. This social class research has been investigated as an important factor to explore if it influences consumer's purchase behavior. Social class also is shown to connect with patterns of media usage, language patterns, source credibility, and spending behavior [56,62]. Social class is yet another important factor that needs to be studied in the context of food buying behavior. In a country such as Pakistan, with its complex history and deeply rooted perceptions of social class, social class may impact the purchase of western imported food products. Since this study based on the purchase behavior of western imported food in Pakistan, understanding the social classes in this context is a prerequisite. Hence, the above information leads to the development of the following hypothesis:

Hypothesis 7 (H7): *Social class is positively associated with consumer's buying intention towards western food products.*

2.8. Self-Concept

The congruence of brand personality and the consumer's self is a way to create an emotional attachment to the brand and other various brand-related outcomes [64]. Additionally, various research studies have posited a significant relationship between this congruity and a positive brand attitude, positive brand perception, and the intention to buy [65]. Another study also supports the view that consumers prefer those products, which match (somehow) with their self-concept [66]. Self-concept has been identified as playing a mediating role concerning the underdog brand effect and the intention to buy [67]. The research of Hoonsopon [68] also found and used the self-concept as a moderating variable in the relationship between consumer innovativeness and new product purchase intentions. Hence, it concluded that even in new product adoption, consumers have a unique self-concept, and there is a chance the new product will be adopted when it fits with the self-concept of the consumer. Regardless of the rising research regarding self-concept and consumer behavior, there are still areas in the literature, which need further exploration. Earlier researchers have not taken into account the self-concept and its influence on consumer's buying behavior for the food segment [65,68]. To fill this gap, this study expands on earlier research examining the role of the self-concept in consumer behavior by ascertaining its influence on buying behavior concerning western imported food. In the case of western imported food products, this self-concept is an important factor in the buyer's purchase decision. This includes the consumer's attitude and perception, and if both of these are positive towards the product, the consumer may end up finally deciding to purchase the product. Hence, the above information leads to the development of the following hypothesis:

Hypothesis 8 (H8): *Self-concept is positively associated with consumer's buying intentions towards western food products.*

2.9. Brand Trust

In the case of food purchase behavior, self-assurance in credence features, and could lead to brand trust. A food-related research study conducted by Chen and Lee [69] reported that brand trust plays

an important role. There is an important relationship amid various kinds of trust and consumers' perceptions of safety concerning food items. The researchers specified two main types of trust: general and specific, specific trust further classified into supplier level, and industry-level trusts. Using the survey method in Beijing, results indicated an affirmative link amid consumer's brand trust in food producers and retailers with their perceptions of food safety. When marketers aim to increase specific trust, they should address the integrity and ability of producers [70]. Drescher et al. [71] studied Canadian households' perceptions of processed meat and their levels of trust. The research suggested customers with the highest level of brand trust spend more on processed meat than those with a low level. In the past literature, the importance of brand trust has highlighted along with its impact on creating highly valued relationships between consumers and firms. In this research, the element of brand trust has been added to determine the extent of consumers' brand trust in western imported food and if this is influencing their purchase behavior. Brand trust is essential for making sure that the consumer makes the purchase. In the case of western imported food products, brand trust is essential for purchase behavior to take place. Once the consumer trusts the brand, he or she is willing to pay higher prices to procure the western imported food product. Henceforth, the above information leads to the development of the following hypothesis:

Hypothesis 9 (H9): *Brand trust is positively associated with consumer's buying intentions towards western food products.*

2.10. Religiosity

The religious practices influence the imminence sited on attitudes and factual life towards possessing and consuming goods and services [72]. Religiosity, a central point of any religion, has a close association with consumer behavior. Thus, an exploration of religiosity allows in-depth investigation of consumer behavior [73]. Abundant literature is available regarding the association of religiosity and consumers' behavior. For example, in a practical study regarding consumers' intentions and religiosity amongst 602 typically Protestant customers. Rakrachakarn et al. [74] reported the noteworthy inference that religiosity influences numerous aspects of customers' lifestyles that ultimately reshape the selection behavior. In Vitell's [75] evaluation of religiosity and consumer behavior, one observation was prominent: that the number of academic studies has been inadequate in clarifying customers' norms and religious views. This was associated with the arguments of Hannah, Avolio, and May [76] who specified that norms and capabilities of views accounted for 20% of the difference in the behavior explained. Henceforth, the above information leads to the development of the following hypothesis:

Hypothesis 10 (H10): *Religiosity is positively associated with consumer's buying intentions towards western food products.*

2.11. Purchase Intention

Numerous factors influence purchase intention such as subjective norms, attitudes, and perceived behavioral control [77]. The consumers of imported food perceive these items as better quality compared to locally produced food brands and this positive attitude has affected their purchase intention [78]. Many previous studies further endorsed that factors such as subjective norms, health consciousness, and brand familiarity somehow influenced the purchase intention [76,78]. The results are consistent with several developed countries' literature in which perceived value was quite important and had an impact on the food buying behavior and consumers were willing to pay extra to avail the maximum benefits [79]. A perception of better quality was also one of the key aspects of shaping consumers' purchase intention. Those with a positive mindset concerning western food brands were likely to possess a positive intention to purchase it [80]. A positive attitude thus found to serve as an important

stimulus and possibly influenced the consumers' purchase intention. However, in most of the cases and especially in food buying behavior, it has been noted that purchase intention is a primary indicator and a leading factor towards a final purchase behavior [78,81]. Henceforth, the above information leads to the development of the following hypothesis:

Hypothesis 11 (H11): *Purchase intention is positively associated with consumer's buying behavior towards western food products.*

Thus, the conceptual frame of the undertaken study is shown in Figure 1.
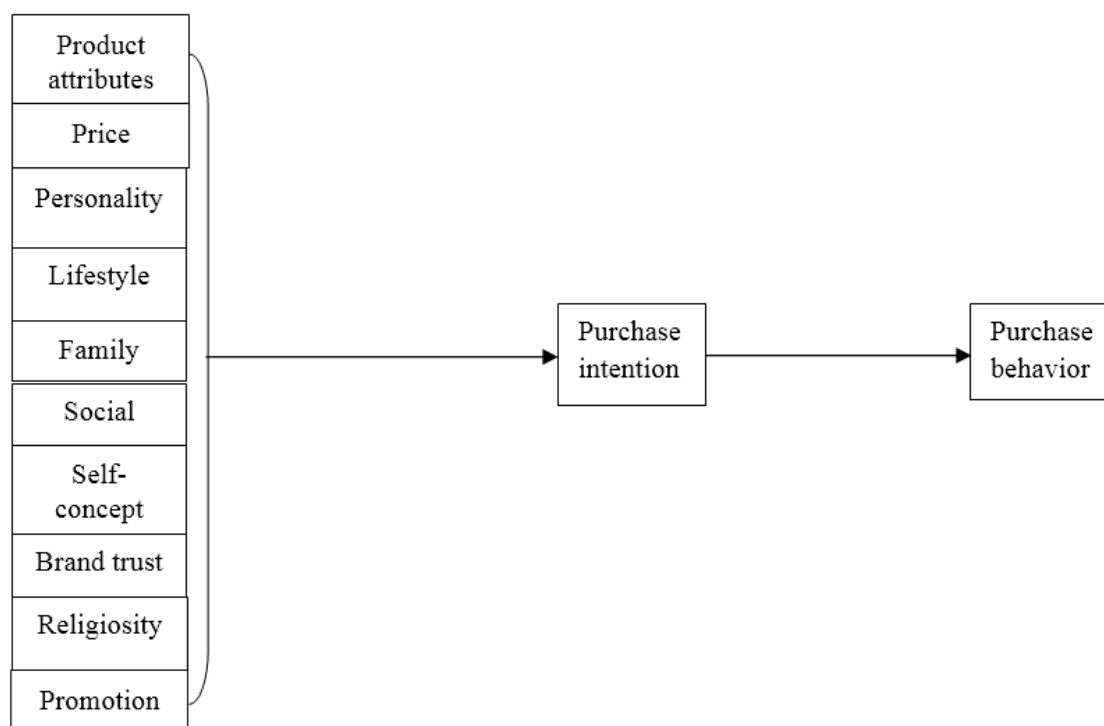

Figure 1. Conceptual framework.

3. Materials and Methods

A structured questionnaire has tested the model established in this study. The primary survey conducted in the eight metropolitan cities of Pakistan, Karachi, Lahore, Islamabad, Peshawar, Hyderabad, Faisalabad, Quetta, and Larkana which together cover four regions (Sindh, Punjab, Baluchistan, and Khyber Pakhtunkhwa). The main reason for selecting eight metropolitan cities of Pakistan was to ensure the sample represented the key Pakistani urban cities with diversified socio-economic classes and having the awareness and usage of western imported food, guaranteeing the generalizability of the research outcome [82]. The responses were collected online and in-person for the pilot study conducted in Karachi with a sample of 375 respondents. A pilot study has enhanced the precision of the survey instrument. A sample size of 375 deemed appropriate since there were 75 scale items and exploratory factor analysis requires a minimum of 5:1 ratio of respondents to items [83]. To run the factor analysis, a sample size smaller than 100 considered to be "dangerous", and sample sizes larger than 200 are considered safe for adequate conclusions [84,85]. The final survey administered to 1080 respondents through in-person and online media such as email and social media. The sample size was calculated based on the ratio of 20 respondents per item, which is the prescribed ideal sample size needed to conduct SEM [85,86]. Before inputting the data, the questionnaires checked for any missing data. This initial screening revealed that out of 1080 surveys, 927 filled in. Hence, the response rate was 86 percent. Data normality observed by reviewing residual

plots, which appeared to be reasonable, and the skewness and kurtosis values were near zero. Thus, the notion of normality undisrupted.

Measurement Scaling for Constructs and Items

The data is collected from 927 respondents for the undertaken study by using a structured and modified questionnaire. We used adapted measurement scales for constructs and items from the previous literature such as modified items of product attributes are taken from previous studies [38–43], modified items for marketing mix such as price and promotion have been taken from the previous literature [43–46]. However, the adapted items of lifestyle and personality are considered from the previous studies [51–56]. The subjective norms of the family items have been modified from previous studies such as Al-Swidi et al. [57] and Kautonen et al. [59]. The adapted items for the social class have been taken from previous studies such as Rani [61], Durmaz and Taşdemir [62], and Majabadi et al. [63]. The modified items of self-concept are taken from previous literature [64–68]. The items for brand trust have taken from previous studies such as Chen and Lee [69] and Drescher et al. [71]. Religiosity is the most important variable in this research, we have taken adapted items from the previous literature [72–76]. We used modified items for purchase intention and purchase behavior constructs from previous studies [77–81].

4. Results and Discussions

The survey forms distributed to 1080 respondents from eight cities of Pakistan, Karachi, Hyderabad, Larkana, Lahore, Islamabad, Faisalabad, Quetta, and Peshawar. A sample of 927 individuals consisting of professionals, university students, and homemakers responded to the survey, which presented a response rate of 86 percent. The main demographic variables included in this study are gender, religious identity, and age, level of education, monthly income, marital status, and employment status. Table 1 exhibits the frequencies and corresponding percentages of each demographic variable.

Table 1. Demographics.

Item	Characteristic	No. of Respondents	Percentage Response
Gender	Male	542	58
	Female	385	41
Age	18–24	541	58
	25–35	313	34
	36–45	55	05
	46–55	17	18
	55+	03	01
Level of education	Primary	02	01
	Secondary or high school	54	05
	Diploma/vocational education and training	11	11
	Undergraduate (Bachelor)	308	33
	Postgraduate (Masters)	530	57
	PhD	19	02
	Others	03	01
Per month income in Pak rupees	Less than 40,000	10	01
	40,001–64,000 PKR	448	48
	64,001–150,000 PKR	327	35
	150,001–250,000 PKR	81	08
	250,001+ PKR	61	07
Marital status	Single	659	71
	Married	256	27
	Divorced	06	01
	Others	06	01

Table 1. *Cont.*

Item	Characteristic	No. of Respondents	Percentage Response
Employment status	Full time	395	42
	Part-time	81	08
	Self employed	55	06
	Unemployed	396	42
City	Karachi	393	42
	Hyderabad	41	04
	Larkana	37	04
	Lahore	282	30
	Islamabad	30	03
	Quetta	23	02
	Faisalabad	73	08
	Peshawar	48	05

As Table 1 indicates, of the 927 respondents, 542 were male, and 385 were females. The age group of 18 to 24 was the largest, with over half of the respondents 58 percent. About 48 percent had a monthly income between PKR 40,001–64,000 (equivalent to US$310–497). Concerning academic qualifications, the majority had a postgraduate degree (57 percent). Most were single (71 percent), 42 percent were employed full time, and 42 percent resided in Karachi, followed by Lahore (with 30 percent).

4.1. Factor Loading and Path Analysis

The framework of this research tested in SPSS and AMOS 23.0 version. Analysis of a multi-stage SEM (structural equation modeling) process comprising of measurement and structural model conducted by path analysis [85,86]. Moreover, an exploratory factor analysis (EFA) test has explored several factors for this study. Almost forty factors recognized with the commonalities greater than 0.5. Table 2 illustrates the results obtained through factor analysis. Furthermore, the sphericity and KMO tests recognized a significant relationship between the variables to authenticate the operationalization of factor analysis [86,87] as shown in Tables 3 and 4.

Table 2. Component matrix with rotations.

	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
Product attribute	0.620											
Product attribute	0.712											
Product attribute	0.656											
Price		0.504										
Price		0.595										
Price		0.500										
Promotion			0.862									
Promotion			0.912									
Promotion			0.833									
Promotion			0.616									
Lifestyle				0.608								
Lifestyle				0.889								
Lifestyle				0.866								
Personality					0.806							
Personality					0.910							
Personality					0.922							
Personality					0.884							
Family						0.828						
Family						0.889						
Family						0.866						

Table 2. *Cont.*

	1	2	3	4	5	6	7	8	9	10	11	12
										Component		
Social-class							0.535					
Social-class							0.706					
Social-class							0.630					
Social-class							0.529					
Self-concept								0.747				
Self-concept								0.891				
Self-concept								0.760				
Brand trust									0.705			
Brand trust									0.782			
Brand trust									0.701			
Religiosity										0.845		
Religiosity										0.798		
Religiosity										0.648		
Religiosity										0.592		
PI											0.550	
PI											0.774	
PI											0.801	
PB												0.738
PB												0.846
PB												0.773

Table 3. KMO analysis Bartlett's sphericity test.

KMO Measure of Sampling Adequacy		0.905
Bartlett's test of sphericity	Approx. Chi-square	20295.022
	Df	1035
	Sig.	0.000

Table 4. Total variances.

Component	Eigenvalues		
	Total	**% of Variance**	**Cumulative %**
1	11.594	21.47	21.47
2	5.573	10.319	31.789
3	3.389	6.275	38.064
4	2.11	3.908	41.972
5	1.849	3.424	45.396
6	1.792	3.319	48.716
7	1.682	3.115	51.83
8	1.491	2.761	54.592
9	1.368	2.534	57.126
10	1.168	2.163	59.289
11	1.089	2.017	61.306
12	1.021	1.89	63.196

4.2. Structural Model

The goodness of fit indices was fit for the model Chatfield [87] in Table 5.

Table 5. Overall model fit indices.

Indices	Reported Value	Recommended Value
Chi-square/DF ratio (CMIN/DF)	1.984	<3
GFI	0.932	0.90
AGFI	0.920	0.90
NFI	0.921	0.90
IFI	0.959	0.90
TLI	0.954	0.90
CFI	0.959	0.90
RMSEA	0.033	<0.08
ECVI	1.759 (Default model) 1.771 (Saturated model) 18.964 (Independence model)	Default model should report the smallest value
HOELTER	527 at 0.01 level	>200 at 0.01 level

The reported CMIN/DF (Chi-square ($\chi2$)/df = 1.984 displays a good model fit since the value is less than 3, which is a statistical benchmark. The remaining fit indices also report that the model fits the research data. CFI, IFI, and TLI values are above the minimum threshold level 0.9 indicating a good model fit. AGFI and GFI values are as per the minimum threshold, which is 0.90. The RMSEA value is 0.033 which is <0.08 [88]. Besides, the ECVI indicates the smaller value, which presents that the model crosschecked by utilizing similar cases from the same target group. Lastly, the HOETLER figure of 527 at 0.01 level directed suitable sample suitability for the model; As per Hoelter [89], >200 would specify good sample appropriateness for the model. Hence, the figures deliver sufficient indication to support for a good model fit. Consequently, all the above-stated fit indices were acceptable well the above-suggested criteria.

4.3. Validity and Reliability

Reliabilities, factor loadings, and Average variance extracted (AVE) displayed in Table 6. Besides, the constructs' validity comprises 'convergent validity' and 'discriminant validity', and Table 6 has all values equal and above the prescribed threshold of 0.72 to 0.9 [90]. The criterion for convergent and discriminant validity is as per the benchmark suggested by [91] and henceforth established convergent validity, as mentioned in Table 6.

Table 6. Validity and reliability measures.

Scales	Variable	Factor Loading	AVE	Composite Reliability	Cronbach's α
Product attribute		0.681			
Product attribute	Product attribute	0.807	0.555	0.788	0.711
Product attribute		0.741			
Price		0.704			
Price	Price	0.664	0.500	0.749	0.715
Price		0.751			
Promotion		0.794			
Promotion	Promotion	0.802	0.689	0.898	0.834
Promotion		0.844			
Promotion		0.879			

Table 6. *Cont.*

Scales	Variable	Factor Loading	AVE	Composite Reliability	Cronbach's α
Lifestyle	Lifestyle	0.927	0.750	0.900	0.784
Lifestyle		0.839			
Lifestyle		0.828			
Personality	Personality	0.794	0.679	0.894	0.897
Personality		0.841			
Personality		0.843			
Personality		0.817			
Family	Family	0.802	0.500	0.855	0.786
Family		0.793			
Family		0.847			
Social class	Social class	0.702	0.584	0.849	0.840
Social class		0.693			
Social class		0.744			
Social class		0.692			
Self-concept	Self-concept	0.711	0.515	0.761	0.737
Self-concept		0.722			
Self-concept		0.720			
Brand trust	Brand trust	0.772	0.620	0.830	0.870
Brand trust		0.752			
Brand trust		0.836			
Religiosity	Religiosity	0.591	0.552	0.737	0.731
Religiosity		0.618			
Religiosity		0.738			
Religiosity		0.616			
PI	Purchase intention	0.705	0.500	0.723	0.766
PI		0.687			
PI		0.655			
PB	Purchase behavior	0.831	0.631	0.837	0.825
PB		0.720			
PB		0.831			

The constructs stated in Table 7 fulfill the criterion of discriminant validity that is the square root of AVE > all possible squared correlations, as suggested by Hair et al. [85].

Table 7. Measurement model discriminant validity measures.

Component	PA	PRC	PROMO	PER	LIFE	FAM	SC	SELF	BT	REL	PI	PB
Product attribute	0.745											
Price	0.442	0.707										
Promotion	0.218	0.220	0.830									
Personality	0.076	0.236	0.303	0.866								
Lifestyle	0.240	0.134	0.171	0.054	0.824							
Family	0.182	0.200	0.348	0.422	0.098	0.707						
Social class	0.094	0.206	0.348	0.661	0.058	0.501	0.764					
Self-concept	0.395	0.292	0.125	0.095	0.282	0.099	0.142	0.718				
Brand trust	0.500	0.403	0.129	0.199	0.206	0.173	0.213	0.417	0.787			
Religiosity	0.135	−0.029	0.163	−0.055	0.270	0.125	−0.038	0.099	−0.007	0.743		
Purchase intention	0.496	0.453	0.192	0.205	0.310	0.229	0.232	0.424	0.564	0.084	0.707	
Purchase behavior	0.471	0.427	0.164	0.179	0.291	0.190	0.195	0.387	0.568	0.102	0.704	0.794

4.4. Outcomes of Hypothesized Relationships

Table 8 displays all relationships within independent, intervening, and dependent variables. The findings from the quantitative data analysis reveal that product attributes are positively associated with consumer purchase intentions for the sustenance of western imported food products, as exhibited in Table 8. It means that consumers give importance to product features at the time of purchase. The outcome of this hypothesis is also in line with the previous literature, for instance, Lian and Yoong [92] reported that product features such as taste, freshness, and packaging influenced consumers' attitudes to purchasing food products. It was further endorsed by Wee et al. [79] who found that product safety related to food brands had a significant influence on consumers' purchasing behavior of imported food products. Further research by Nasution and Rossanty [93] confirmed the long-established view that product labeling had an essential association with consumers' attitudes to the purchasing behavior of food products.

Table 8. Standardized regression weights and *p*-values.

Hypothesis			Estimates	*p*-Value
Ha1	Supported	Product attribute -> PI	0.217	<0.001 ***
Ha2	Supported	Price -> PI	0.204	<0.001 ***
Ha3	Not Supported	Promotion -> PI	0.012	0.704
Ha4	Supported	Personality -> PI	0.108	0.001 ***
Ha5	Not Supported	Lifestyle -> PI	−0.018	0.745
Ha6	Not Supported	Family -> PI	−0.015	0.699
Ha7	Not Supported	Social class -> PI	0.097	0.127
Ha8	Supported	Self-concept -> PI	0.066	0.091 *
Ha9	Supported	Brand trust -> PI	0.466	<0.001 ***
Ha10	Supported	Religiosity -> PI	0.135	<0.001 ***
Ha11	Supported	PI-> purchase behavior	0.91	<0.001 ***

Note: PI = Purchase intention; * Significant at 10% ($p < 0.1$); *** Significant at 1% ($p < 0.01$).

The second association investigated was between price and consumer purchase intention for western imported food. The quantitative data results illustrate a positive association between western imported food prices and consumer purchase intention. The previous literature has suggested that imported food products had a higher rate compared to local food products [46]. The main reasons offered were that these products perceived to have better overall quality, with quality ingredients, a country of origin, and an established product name [94,95]. Hence, consumers are eager to pay more price for such food brands due to the perception of their superior value [96,97].

The next relationship investigated was between promotion and consumer purchase intention. Results from the quantitative findings indicate that promotion is not associated with consumer purchase intention, which differs from previous literature. Research conducted by Kazmi et al. [19] reported that product communication plays an imperative role in persuading consumers' attitudes to a

product and thus adds brand recall and awareness about the food brands. Effective communication through various channels such as magazines, newspapers, social media, and television thus enhances food brand awareness, sustenance in the market, and purchase intention, particularly among young consumers [97].

The results showed that the impact of lifestyle does not have any effect on consumer's purchase intention, and showing no association between them. It suggests that Muslim consumer's lifestyles indirectly connected with the purchase intention in the context of western imported food products in Pakistan. On the contrary, the findings from the past literature revealed that consumers' health consciousness to food ingredients strongly motivate and influence consumers to engage in purchasing food brands manufactured outside the country. However, the overall quality and taste are also significant contributors to the purchase decision. Hence, elevating western imported food products [95].

The relationship between family and consumer purchase intention explored. Results indicated neither causal relationship nor any positive association between them. It contrasted with Tsang et al. [96] study which found a correlation between subjective norms and consumer food-buying behavior. Moreover, earlier research by Montano and Kasprzyk [36] endorsed the view that subjective criteria impact consumer food purchase behavior. The quantitative results of the current study of an absence of association can be due to different cultural and societal settings.

The construct of social class was also investigated, with no association found with the consumer buying intention for western imported food in Pakistan. This result differs from those of the literature. Durmaz and Taşdemir [62], for instance, reported that this factor had a substantial influence on customer buying behavior as this influence started throughout childhood, and the family shaped it. The researchers further stated that young people from the upper social class were more brands conscious and likely to seek information about the brand before making the final purchase decision as compared to their lower-class counterparts.

Brand trust was also investigated during the quantitative data analysis, indicating an affirmative corroboration between brand trust of organic food and consumer's intention to purchase. In past research, the construct of brand trust widely discussed, and similar findings revealed. The study conducted by Flavián and Guinalíu [98] reported that the trust element linked with the brand image which reduces the consumers' risk at the time of purchase. Therefore, a positive brand image leads to brand trust. Hence, the improved brand image of a company leads to positive and confident consumer behavior about that brand's products related to food. Other research findings have reinforced a positive association between the brand image of a company and a consumer's brand trust.

The construct of religiosity also tested and it discovered to have a positive association with the intentions of consumers' buying regarding organic food, which aligned with the past literature. Mathras et al. [14] reported that halal consciousness and product elements have considerably influenced Muslims' intention to purchase packaged food that is halal produced by Muslim or non-Muslim producers. Quantitative results confirm earlier research that in Muslim consumers, the religiosity behaves like an intervening factor within the different exogenous and endogenous variable [99]. Therefore, religious ethics perform integral in deciding consumer behavior. Religion guides Muslim consumers to take actions as per religious principles [15,22,23]. Thus, the quantitative analysis aligned with the previous literature wherein the connection of religiosity with consumer buying behavior well established.

Self-concept investigated, and results revealed it associated with the consumer purchase intention of western imported food, which aligns with the previous literature. Sirgy [100] reported that consumers preferred those products, which matched (somehow) with their self-concept. Self-concept identified as playing a mediating role concerning the brand effect and the intention to buy. Hoonsopon and Puriwat [101] also confirmed self-concept as a controlling variable for the innovative product purchase intentions.

4.5. Moderation Results

The moderation analysis aimed to establish if gender, income, and city moderate the relationship and impact among independent and mediation, leading to dependent variables. Firstly, gender, income, and city coded as dummy variables. A correlation analysis performed between the dependent variable and dummy coded variables from gender, income, and city to establish which variables might be potential moderators. The only significant correlation obtained between PB and the dummy variable of Income Group 3, i.e., with an income between PKR 64,001-150,000 ($r = 0.065$, $p = 0.047$). Therefore, the dummy variable of Income Group 3 shortlisted as a potential moderator variable. First, a regression model (Block 1) fitted to predict PB using PI (purchase intention) and the dummy variable of Income Group 3. The regression model found to be significant (r-square = 0.586). The model coefficients are shown in Table 9; both the main effects of PI and the dummy variable of Income Group 3 were found to be significant.

Table 9. Block 1 regression model.

Model	B	Std. Error	T	Sig.
(Constant)	0.807	0.075	10.775	<0.001
PI	0.772	0.021	36.072	<0.001
Dummy variable indicating that INCOME = 3.0 ("64,001–150,000").	0.079	0.035	2.257	0.024

Next, the interaction between PI and the dummy variable of Income Group 3 added to the Block 1 model, this constituted the Block 2 model. The regression model was found to be significant (r-square = 0.586). The model coefficients shown in Table 10, after adding the interaction term, the main effect of PI was still substantial but the main impact of the dummy variable of Income Group 3 was not significant anymore. It indicates that the dummy variable of Income Group 3 moderates the relationship between PI and PB, but the main effect of PI is also substantial.

Table 10. Block 2 regression model.

Model		t	Sig.
(Constant)	0.812	9.615	<0.001
PI	0.771	31.772	<0.001
Dummy variable indicating that INCOME = 3.0 ("64,001–150,000")	0.058	0.318	0.751
PI_×_Income_3	0.006	0.121	0.903

5. Conclusions

Pakistan, as a developing country, has shown growth in imported food consumption while experiencing economic growth and stability. Comprehending the Pakistani Muslim consumer means understanding that Pakistan is a Muslim dominated society with 97 percent of its population. This study has examined the consumer motives behind the purchase of western imported food products. Even though prices are on the higher side compared to local food products, western imported food is making inroads into Pakistani food purchasing behavior. The findings concluded that product attributes are positively associated with consumer purchase intentions for the sustenance of western imported food products. The second association demonstrated a positive association between western imported food prices and consumer purchase intention. The study also revealed that promotion is not associated with consumer purchase intention. The results showed that the impact of lifestyle does not have any impact on consumer's purchase intention, and no association was found between them. It suggests that Muslim consumers' lifestyles are indirectly connected with the purchase intention in the context of western imported food products in Pakistan. However, the overall quality and taste are also important contributors to the purchase decision. The relationship between family and consumer

purchase intention indicated neither causal relationship nor any positive association between them. The construct of social class also investigated, with no association found with the consumer buying intention for western imported food in Pakistan. The researchers further concluded that young people from the upper social class were more brands conscious and likely to seek information about the brand before making the final purchase decision as compared to their lower-class counterparts. The brand trust concluded an affirmative corroboration between brand trust of organic food and consumer's intention to purchase. Hence, the improved brand image of a company leads to positive and confident consumer behavior about that brand's products related to food. The construct of religiosity concluded a positive association with the intentions of consumers' buying regarding organic food. The study provides a holistic picture of cultural understanding, wherein religiosity was one of the central points of discussion to understand Pakistani Muslim consumers' purchase intentions about western imported food. Thus, it provides a strong empirical contribution to research in the context of a Muslim population in the sub-continent by identifying the factors stated above. From a demographic perspective, this study developed a profile of consumers of western imported food. This overall information adds value to the literature on consumer behavior. This profile can serve as a learning paradigm for future researchers interested in working on consumers' food purchasing patterns.

6. Practical Implications

The western world always seeks opportunities to export food products to emerging markets. With this strategic export vision, Asian consumer markets present great opportunities for many western food growers and businesses to explore [12]. Hence, this study may facilitate western food producers and exporters to understand Asian consumer behavior in particular western imported food products in Muslim Markets. They may then adjust their current marketing strategy, enabling them to export to such consumer markets. The outcome of this study brings in numerous opportunities for those western marketing practitioners interested in exploring and developing the Asian Muslim majority consumer market. Western food producers may differentiate their product offerings by emphasizing key attributes extracted from this study such as taste, quality, attractive packaging, and ingredients. Having a differentiated product may add a meaningful benefit which may enhance consumers' quality perception or may decrease the perceived risk associated with the use of western imported food products. The enhancement in product attributes may develop brand trust and justification of premium price charged by these western food producers. Since this research is based on a Muslim majority population country, western producers must consider the element of religiosity at the time of developing their marketing strategy. Incorporating the halal logo or stamp, which displays halal product authentication, is highly important for western imported food producers as this builds trust among Muslim consumers to purchase and consume such food. The findings witnessed a positive association with purchase intention towards western food items. Thus, this validates the importance of religiosity and, in particular, the halal authentication is the most important factor for the prospective consumer.

7. Theoretical Contribution

The theory of planned behavior once again verified as a powerful model for testing consumer purchase intention by combining several factors on a single model [30]. New constructs added in TPB to enhance the explanatory power [32,34,35] in various domains. Thus, the present study has included marketing mix (product, price, and promotion); followed by consumer-related factors such as personality, social class, brand trust, and lifestyle; under the antecedents of attitude for family and friends; the antecedents of subjective norms such as self-concept and religiosity; and the antecedents of behavioral control. These tested concepts, for purchase intentions, are a strong contribution in this area of consumer behavior literature. The researchers have considered the above-stated factors as it plays an imperative role in food purchase intention. Therefore, understanding Muslim consumers' perception of western imported food products is significant. The undertaken study also provided the

existence of religiosity as a dimension of behavioral control. Adding in this way to the stated theory in the Muslim context where religiosity impacts purchasing and, in particular, food buying choices.

8. Limitations and Areas of Further Research

This research mainly restricted to the eight urban metropolitan cities of Pakistan, and this results in a lack of reliability and credibility of the study outcome. In future studies, researchers can work on the number of cities and make a comparison between cities by utilizing the factors addressed in this study. A cross-country comparison among the cities would be a new area of investigation for researchers and an opportunity for marketers to alter their food product categories accordingly. There is a lack of concentration on a specific food category. This study-addressed consumers' motives behind the purchase of western imported food in general hence generalization to a specific food category is weak. Moving ahead, researchers can choose a specific category, for example, within fast-moving consumer goods (FMCG), a category of milk or any specific food item such as chocolates or biscuits explored. Within this category, a comparison study developed between the local and imported product categories. This research was limited to several consumer participants' groups such as homemakers, university students, and professionals. Pakistan represents many ethnic cultures by adding more participant ethnic groups in the future with specific race/ethnicity, which may provide a better insightful representation of consumer perception in the respective buying behavior as well as facilitate more reliable comparisons.

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