

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE INFLUENCE OF PAKISTAN'S 1960'S FASHION AND
TRADITIONAL ATTIRE ON TODAY'S URBAN CONSUMER
BUYING BEHAVIOUR**

MASTER'S THESIS

Laila YAQOOB

**Department of Business
Business Administration Program**

MAY, 2025

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MAY, 2025

THESIS EXAM REPORT

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----- date and ----- decision no, the thesis of Laila Yaqoob; whose thesis defense
exam was held on ----- before the jury members formed at the meeting,
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(**) Acceptance decision will be written in writing.

DECLARATION

I hereby declare with the respect that the study “The Influence Of Pakistan’s 1960’s Fashion And Traditional Attire On Today’s Urban Consumer Buying Behaviour.”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the References. (10/05/2025)

Laila YAQOOB

FOREWORD

To begin, I would like to express my deepest gratitude to my thesis advisor, Professor Dr Murat Unanoglu, whose guidance and support were invaluable throughout this journey. His expertise and insightful feedback helped shape this work in ways I could not have imagined.

I am also immensely thankful to my family and friends, whose firm encouragement and belief in me kept me going during the challenging times. Their love and support provided the strength I needed to persevere and complete this thesis. My father my biggest support, who encouraged me and motivated me throughout my journey and stood firm as shield for me in my hard times.

Finally, I would like to acknowledge my institute Istanbul Aydin University for providing an ideal learning environment for me to work on my goals that supported me to work remarkably on my thesis journey. Their assistance and resources were essential to the successful completion of this project. I Thank you for all the support and encouragement in this period and I would like to appreciate the strength and hope that was given to me; may God bless each and every one who was with me in this incredible journey.

May 2025

Laila YAQOOB

THE INFLUENCE OF PAKISTAN'S 1960'S FASHION AND TRADITIONAL ATTIRE ON TODAY'S URBAN CONSUMER BUYING BEHAVIOUR.

ABSTRACT

These research questions aim at establishing the impact of Pakistani fashion and traditional dress of the 1960s on today's urban consumer consumption pattern. The study based on the Theory of Planned Behavior focuses on the attitudes, subjective norms, and perceived behavioral control to predict purchasing behavior. N 300 Urban participant's filled structured questionnaire, and tests were run using statistical analysis such as regression & mediation tests. This research shows that the actual belief of society and cultures has a significant impact on the behavior and it can be concluded that subjective norm has the largest effect on the consumer behavior. Self-efficacy is also correlated with the intended behavior with regard to availability and cost of traditional garment. It should be noted that attitudes rank lower here than social and pragmatic factors, yet they are very important. The study also emphasizes the relevance of such themes and patterns of the 1960s' fashion textiles and the embroidery as modern trends. This research fills the gaps in the literature by explaining how history influences the consumption patterns of the present population. The results provide applied value for designers, marketers and policy makers interested in renewing and maintaining local cultures and traditions in response to the increasing needs and desires of urban citizens.

Keywords: Traditional attire, 1960s fashion, consumer behavior, subjective norms, cultural heritage.

**PAKISTAN'IN 1960 MODASI VE GELENEKSEL KIYAFETLERİNİN
GÜNÜMÜZÜN KENTSEL TÜKETİCİ SATIN ALMA DAVRANIŞINA
ETKISI.**

ÖZET

Bu araştırma soruları, 1960'ların Pakistan modası ve geleneksel kıyafetlerinin günümüz kentsel tüketici tüketim kalıbı üzerindeki etkisini ortaya koymayı amaçlamaktadır. Planlı Davranış Teorisine dayanan çalışma, satın alma davranışını tahmin etmek için tutumlara, öznel normlara ve algılanan davranışsal kontrole odaklanmaktadır. N 300 Kentsel katılımcı yapılandırılmış anketi doldurdu ve testler, regresyon ve aracılık testleri gibi istatistiksel analizler kullanılarak çalıştırıldı. Bu araştırma, toplumun ve kültürlerin gerçek inancının davranış üzerinde önemli bir etkiye sahip olduğunu göstermektedir ve öznel normun tüketici davranışının üzerinde en büyük etkiye sahip olduğu sonucuna varılabilir. Öz yeterlilik, geleneksel giysilerin bulunabilirliği ve maliyeti açısından amaçlanan davranışla da ilişkilidir. Tutumların burada sosyal ve pragmatik faktörlerden daha düşük sıralarda yer aldığı, ancak çok önemli olduğu belirtilmelidir. Çalışma ayrıca, 1960'ların moda tekstilleri ve nakışlarının bu tür temalarının ve kalıplarının modern trendler olarak önemini vurgulamaktadır. Bu araştırma, tarihin günümüz nüfusunun tüketim kalıplarını nasıl etkilediğini açıklayarak literatürdeki boşlukları doldurmaktadır. Sonuçlar, kentli vatandaşların artan ihtiyaç ve isteklerine yanıt olarak yerel kültürleri ve gelenekleri yenilemek ve sürdürmekle ilgilenen tasarımcılar, pazarlamacılar ve politika yapıcılar için uygulanabilir değer sağlamaktadır.

Anahtar Kelimeler: Geleneksel giyim, 1960'lar modası, tüketici davranışı, öznel normlar, kültürel miras.

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LIST OF ABBREVIATIONS

BA - :Bachelor of Arts

BSc :Bachelor of Science

MA : Master of Arts

MSc : Master of Science

PhD : Doctor of Philosophy

PK - :Pakistan

SES - :Socioeconomic Status

SPSS : Statistical Package for the Social Sciences

TPB : Theory of Planned Behavior

I. INTRODUCTION

A. Chapter Overview

Chapter 1 provides a comprehensive introduction to the study, establishing its context and significance. It begins with an exploration of the background, shedding light on the historical evolution of Pakistan's fashion industry, particularly the 1960s, a period characterized by the fusion of traditional and modern influences. This chapter outlines how the post-independence confidence and globalization shaped the nation's fashion identity, blending Western aesthetics with traditional styles like shalwar kameez and embroidered dupattas. It discusses the emergence of boutique culture and its role in embedding local artisanship within contemporary trends.

The purpose and importance of the study are articulated, emphasizing its relevance in filling gaps in existing literature by linking historical fashion trends to modern consumer behavior. Research questions and objectives are defined, targeting the exploration of the cultural, economic, and historical factors influencing urban consumer preferences today. The chapter also identifies problems, including the growing disconnect between traditional attire and younger generations, influenced by Westernization and economic disparities. By addressing these challenges, the study aims to offer insights into sustainable and culturally rooted fashion strategies, preserving traditional aesthetics while appealing to modern consumers. Overall, Chapter 1 sets the stage for a nuanced exploration of Pakistan's fashion and consumer landscape.

B. Background and Context

The place of new markets and popular culture in sustaining creative economy. To the best of the author's knowledge, studies and research work focusing on change process and knowledge of fashion retail of South East Asia particularly Pakistan is scarce. The historical analysis supplemented to this study in a way provides a perspective that analysis these drivers not as the consumers, but as the active writers

of this historical narrative of retail fashion industry in Pakistan. Pakistani Fashion Industry: Journey in Retail Presence and Fashion Adoption (Youssef Chetioui, 2020) What has happened Pakistan has entered the global phase of fashion industry through a very interesting cyclical pattern Formation of fashion retail network has been the key impact of globalisation on Pakistan's fashion industry. Pakistan was on a progressive modernity track soon after it gained independence from the British colony and although fashion in Pakistan was only stagnant in the 1960's and 70's they were considered as pioneers of fashion at that time. The growth of fashion industries changed the nation's dressing codes due to political Islamization and conservatism (Youssef Chetioui, 2020). However, as the new millennium dawned, culture became the overarching territory of study, and fashion trade began to grow. The country which seems to be well out of the Wilma's radar for the biggest global retailer, has been ingested by global for casting organization Deloitte as well as Planet Retail for the longue. (Nivetha, 2023)

How fashion industry is emerged in Pakistan; this fashion industry is reflected as merging of traditional and modern fashion industry. Starting from centuries of history and culture, the business grew after the middle of the 20th century especially the sixties, when cultural dresses mixed up with modern fashion. This period can be described as a colorful epoch in the Pakistan's fashion history identifying the domestic trends in combination with borrowed and adapting ideas.

Pakistan of 1960s was in its fashion era mainly because of post-independence confidence and the influence of western world. Clothing accessories like men's shalwar kameez, women embroidered dupattas and ajrak prints also assumed representation of cultural values. These were not only entities of fashion but symbols of what the nation stands for including their cultural and moral fruitful, and creativity. An influx of the Western style also flooded into the region and blend it up with some traditional styles like the fitted style, tailored cuts on traditional fabrics. During this period many Pakistani designers began using the basic form of modern tailored cuts but with the authentic Pakistani cultural influence. A new strand in the cultural narrative was added on by the local artists who incorporated Khadi and cotton, wearable fabrics from the localities. These modern and traditional elements became the major building blocks to what is now known as Pakistani fashion.

The fashion trends of the 1960 citizens of the world ever since the from the sixties. Saying that the local population or at least the youth, especially in large cities, preferred traditional costumes in harmony with modern trends. Such consumers' attitudes described by Rahman et al. (2014) reflect the oriental influence of the country's culture and the European's pursue of modernity, which can be traced back to the 1960s. Economic development in towns made the people more affluent and fashionable and permitted them to wear modern as well as emblematic dresses. It also witnessed local boutiques culture where the consumer could get items that were unique, traditional as well as trendy.

The fashion style that prevails in Pakistan has been traditionally based on cultural norms. The 1960s were a development of sophisticated fashion industry that recognized European origin as but has not shut its doors to international fashion. Cultural whereas Ahmed et al. (2018) found that cultural norms influence consumer tastes and this was seen when Pakistani clothing containing traces of western fashion was being embraced in this period. Globalization widened the patio of aspirations, and people of Pakistan got to know about the international fashion icons and trends. But according to the report published by the Pakistan Textile Council (2023), the country was able to achieve this by assimilating these factors into traditional forms instead of mimicking the western trends.

Clothing and textiles have remained the key industry in Pakistan's fashion industry from the very beginning. The sixties marked as the biggest years for unleashing the traditional styled fabrics like Khadi, silk, and cotton fabrics were hand-woven. Offshoots like block printing and embroidery were taken to provide further perspective to the fashion story. According to Pakistan Textile Council (2023), these practices not only provided boost to Pakistani economy but also served to cultural conservation of the country. Also, it should be noted that the usage of purely environmentally friendly materials and technologies in textile production in this period corresponds to the present. Cherian and Jacob (2012) also stress on green marketing and sustainability issues which were in fact part and parcel of heritage textile marketing in Pakistan.

Entire trends seen during the mission can be observed fully embodied by today's consumer trend. Urban consumers in Pakistan mainly look for clothing that has the touch of modern design but also has richness of traditional designs.

According to Bashir et al. (2019), culture plays a very important role in on the purchase intention a result of the tendency to be fashionable while upholding culture. Social media sites and globalization have even extended this tendency. New generation social media websites like Instagram has helped Pakistani Fashion present the way ancient styles can be incorporated in the current generation. Tahir et al. (2024) further explain that fashion consumption through social media is further amplified in the young generations who are in touch with other generations and embraces both tradition and new products in their shopping realities.

Despite the auspicious beginning in the sixties that have helped the development of Pakistani fashion, threats including economic divide or emergence of fast fashion is a vice to Pakistani traditional fashion. While striving to offer affordable products, the industry suffers from a serious challenge of having to maintain old architecture. Rehman et al., (2017) also explain how the economic factor affects buying behavior explained by the fact that the expense to purchase traditional outfits may have become off limits. But on the global market of a rather specific orientation – original cultural goods – the Pakistani fashion has a launching pad. According to Adnan (2014), by establishing a presence on the internet, local artisans and designers can be enabled to market their products and therefore continue to offer products that are of local origin, but which are also in line with current trends.

Beginning of the fashion industry in the global stage, was set when Charles Frederick Worth founded the first Haute couture house in Paris in 1858. Along these lines he was the first to sign the costumes he created for Empress Eugenie in 1860, he also established the ‘couturier’ as a new profession, and arguably most importantly shifted the relationship between designers and consumers. Thus, help of Natarajan was vital in translating the fashion into production as well as in promotion. But it became impossible to guarantee permanent financial resources because the high couture fashion enterprise has fluctuating revenues. Therefore, the couture brands employed the designer watches, purses, jewelry, perfume, eyewear and the ready to wear. There are two types of ready-to-wear: readymade and fast made fashion. They both work to capture a large client base at relatively low expenses. Unsurprisingly, fast fashion in particular presents especially challenging for into trends forecasting, resource and inventory planning, and for delivering cost effective, high quality

garments that align with a customer-based strategy effectively.

The Theory of Planned Behavior (TPB) provides a robust framework to understand consumer decision-making processes by focusing on three core components: Examining the impact of person beliefs, group pressure, and feeling of control on purchasing behavior. We use TPB as our research framework to study how Pakistani fashion from the 1960s still affects how people in cities today shop. People choose traditional clothes depending on what they personally like and what society expects plus their personal financial situation. The research uses TPB to explain how previous fashion patterns still affect shopping decisions of city dwellers in Pakistan today.

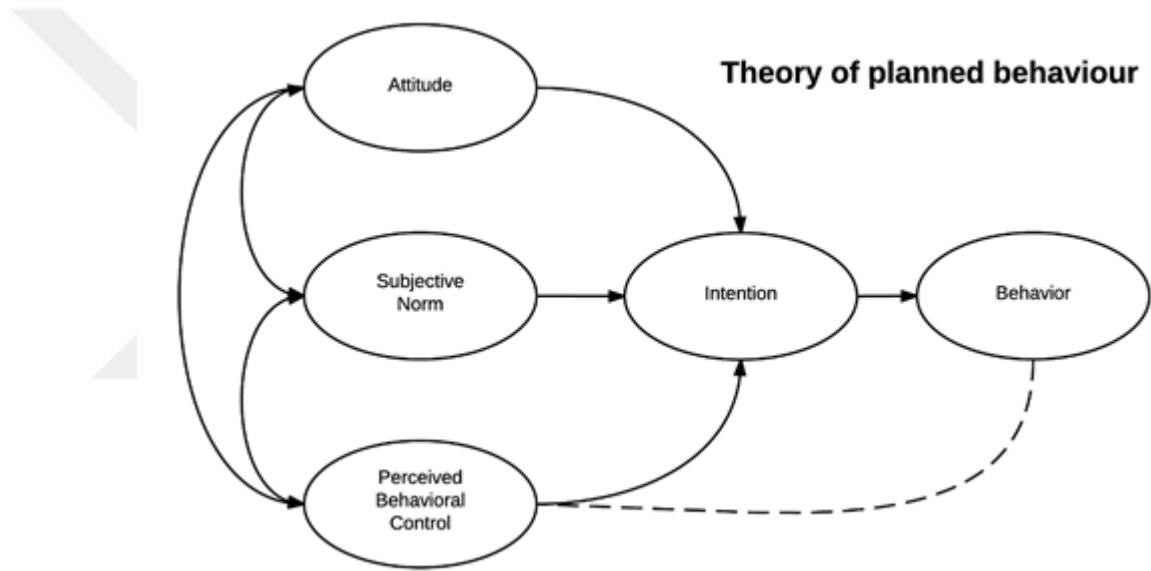


Figure 1 Theory of Planned Behavior

All the same, this business implied that even the most talented dressmaker was considered as a servant in the social hierarchy before. What happened with the French Haute Couture tradition was succeeded by this subcontinent's fashion industry in sociocultural aspect. The rich class once called family dressmakers to their homes to be provided with occasion clothes as 'darzi,' or dressmakers, was considered a demeaning job. Trending has always been associated with changes in perceptions of the political and social destiny of the nation rather than fashion as an independent characteristic of ordinary dress.(Youssef Chetoui, 2020)

C. Purpose and Importance

The scope of this research study is to ascertain how the fashion trends which dominated 1960s Pakistan affect the consumer buying behavior amongst the modern urban user. This period can be considered as a period of emergence of separate national images and the inclusion of different references, but, in particular, Western ones. This understanding of the historical path helps to analyse the ongoing importance of cultural dress such as the shalwar kameez, and its effects on consumer choice and purchasing behaviours in contemporary urbanised locales.

Due to the advanced globalisation and popular tendency towards using high technology products today's consumer is inclined to use items that possess cultural references but at the same time are fashionable and efficient. This is in concordance with, the general lesson that cultural trends dictates purchasing patterns, as put by Yousaf and Huaibin (2013, p 245) who pointed especially to demographic and cultural factors as key to buying preferences. Furthermore, the study is relevant filling literature gaps on the rustic and modern dynamics of Pakistani fashion. Although similar work like Ahmed et al., (2018) has focused on issues such as online purchasing and global trends in fashion, this work shifts the stance back to culture in this fashion consumption and preservation of culture and sustainability. Knowledge drawn from this study will be useful to designers and retailers who want to garnish traditional symbols and designs with contemporary looks to appeal to modern urban consumers. It also supports positive sustainable fashion behavior by focusing on reusing and reinventing cultural motives in production of young modern clothes.

D. Problem Statement

The fashion of dressing in Pakistan has been changed from the decades of 1960 till the contemporary times. Unfortunately, there is a critical gap of research on the methods in which history impacts present consumer purchasing behavior, especially in urban areas. Although the dressing customs are still highly valued, changes and new trends including globalization and westernization plus changes in the economy have affected how the urban customers regard and buy these apparels. In their work, Rahman et al. (2014), posits that culture and modernity work hand in hand and have an impact on fashion acceptance and usage.

One such problem is a gap between traditional apparels and the new generation's preferences where many wants western or semi-western instead of fully traditional clothing. That way of designing trends contradict the efforts of saving the cultural legacy of the fashion business. The other issue is the facet linked to the economic status differences in consumerism. Adnan (2014) studied that fashion consumption in Pakistan is influenced by the purchasing power and socio- economic status of the people and revealed that what is appealing to the eye as well as the functionality is extremely important to the consumers in urban Pakistan. This research fills these gaps by comparing the elements of the traditional wear of the '60s to the contemporary urban consumer culture by considering cultural beliefs, economic status and the influences of Westernization. In this way, it is trying to offer solutions for the fashion business on how to apply changes to the conventional conventions in clothing and textile while staying loyal to the culture.

E. Research Questions

- **Q1: How does the attitude of various cultures affect the fashion industry of the country?**
- **Q2: What is the source of inspiration in the designs of early fashion?**
- **Q3: How does history influence the fashion being adopted by the local people?**
- **Q4: what factors affect the purchasing power of consumers?**
- **Q5: How does contemporary fashion impact the local fashion of the country?**
- **Q6: What are the local similarities and differences in the adaptation of early and present fashion?**

F. Research Aims and Objectives

To that extent, this study has the following broad objective that seek to establish the impact of fashion prevalent during 1960s of Pakistan and traditional dresses on the modern day buying behaviour of the urban consumers. More precisely, it aims at identifying cultural, historical and socio-economic antecedents

that influence the behaviour and preferences of contemporary consumers in the Pakistani context. Thus, aiming to explore historical patterns in fashion combined with the traditional cultural factors and the role of the current tendencies, the present study is an attempt to investigate the consumers' behavior change and its impact on fashion industry.

- Examine the relationship between traditional attitudes and contemporary fashion.
- Investigate the influence of historical and cultural elements on modern designs.
- Identify the factors that shape consumer purchasing power and preferences.
- Analyze the impact of western influences on local silhouettes and textiles.
- Explore the similarities and differences between early and current fashion trends

G. Hypothesis

H1: There is a significant relationship between the perceived behavioral control of urban consumers and their intentions for traditional attire in 1960's Pakistan

H2: Subjective norms significantly influence the purchasing intentions of urban consumers regarding traditional clothing in 1960's Pakistan.

H3: The role of traditional attire significance has an impact on the attitudes and intentions of urban social classes in 1960's Pakistan.

H4: The introduction of new fashion trends significantly affects the behaviour to buy traditional attire among urban consumers in the 1960's

H. Chapter Summary

Chapter 1 introduces the study by providing an overview of Pakistan's fashion evolution and its cultural and historical significance. It explores the sixties, the decade which saw a blend of traditional suit like the shalwar kameez and ajrak prints with the western dress sensibilities that now forms the fabric of Pakistani

fashion. This chapter specifically focuses on the notion of how these trends persist in shaping the consumer activities in urban centers today.

Thus, the research is expected to bring important insights into the rider gaps present in the context of tradition and modernity on fashion consumption. These are actually some of the specific issues that society has put forwarded, for instance; the changes in dressing code from the young generation, the processes of globalisation, and imbalance in the economic abilities to purchase wears. The questions and goals for research are the analysis of cultural, economic, and historical aspects influencing consumers' action. This chapter provides the context for the study for designers, retailers, and policymakers interested in offering designs that reflect the current trends while maintaining cultural values of aesthetics. It sheds light on the challenges of developing better sustainable fashion strategies acceptable to Gen Y consumers and culturally sensitive to Pakistan's heritage. In sum, Chapter 1 lays the conceptual framework to analyse how past fashion influences present city shoppers and consumers and what this means for fashion today.

II. LITERATURE REVIEW

A. Chapter Overview

The theoretical and contextual background for the current study was developed through a critical review of the literature presented in Chapter 2. The first chapter of the article provides a historical background of Pakistani fashion especially in the 1960s an indication to the fusion of traditional techniques with the incorporation of westernised methods. Cultural relevance is discussed by using concepts of cultural costume accessories like shalwar kameez which reflects culture, tradition and ethos of a nation. The chapter also looks into the future of fashion by providing a historical background to fashion in Pakistan explaining the move toward fusion wear that comes with western styles and Pakistani fabrics and designs. The views of the Theory of Planned behavior and Maslow's Hierarchy of Needs are used to understand the psychological and social factors behind fashion consumers. The impact of globalization and social media on local fashion is critically analyzed, demonstrating how digital platforms and global trends influence urban consumers. Gender perspectives are also addressed, focusing on shifting roles and preferences among men and women in the fashion domain. Finally, the chapter identifies research gaps, including the limited exploration of historical influences on contemporary fashion consumption and the integration of cultural preservation with modern fashion trends. This review provides a robust foundation for the study, highlighting the interplay between tradition, globalization, and consumer behavior in shaping Pakistan's fashion industry.

B. Historical Context of Pakistani Fashion in the 1960s

Revolution in Pakistan fashion starts from the 1960s and in this decade, it was observed the fusion of tradition and the modern. Traditional dress, especially the shalwar kameez, evolved into an emblem of national entity the designs of which were regulated pertaining to regional and cultural peculiarity. The Shalwar Kameez

which was embroidered most of the times symbolized the nations artistic arts and the culture that the nation possessed (Rehman et al., 2017). Dupattas and fabrics printed with ajrak gave dimensions to the outfit in essence and highlighted the variety of the cut in different regions. Young creators and artists had a big influence throughout the fashion of the 1960s. Local artisans played an essential role in the conservation of traditional skill like hand embroidery and block printing that was integral features of Pakistani fashion (Pakistan Textile Council, 2023). They added their ideas to developing dresses for both official and casual wear with precision and style. This period also witnessed the appearance of shop culture by stylists of dressing specifically to customer's needs thus leading to the creation of personalized fashion (Zahid et al., 2022).

Thus, it can be made a definite conclusion that the traditional style was not detached from modern impulses. Initially, European fashion influenced Pakistani styles slowly during the 1960s reflecting experienced cut and lean lines. These elements blended well with the conventional fabrics so that there was a fine equilibrium between the contemporary and the conventional (Hayat et al., 2021). Besides, it expanded the propriety of conventional dress while demonstrating Pakistan's fashion sector's versatility in the face of trends the world over.

Politic changes after independence played a major role in Pakistan fashion. These were particularly true for the 1960s, as the fashion industry was made up of many brave and bright clothes that coincided with the themes of nationalism (Adnan, 2014). Taking the wealthy out of cities and making the lower-class subpopulations smaller, urbanization also helped increase the demand for garments that embraced traditional culture but was simultaneously of the new generation of the middle class.

The roles of industrialization the government had set during this era also contributed significantly to the achievement of the stationary population growth rate. Lifting policies forwarded toward the promotion of textile industry exerted a positive effect on PAK fabric quality and availability, thus enhancing the populise of traditional appareling (Pakistan Textile Council, 2023). Nevertheless, due to regional conflicts and socio-economic differences some political variables occasionally posed a level of restriction to the diffusion of fashion innovations to rural strata (Hussain and Ali, 2015). This aspect shows that the process of theirbization had subjected consumer demands to great change. New consumerism popularised the fashion of

famous cities of Pakistan; Karachi and Lahore became the center for fashion designers and elite artisans, who integrated the spirit of contemporary fashion with cultural heritage. The urban consumer was looking for a result that had roots in their tradition but was also had touch with the contemporary world and there was a blending of the two research propents. It was the start of new era of more liberal and diverse fashion in Pakistan which was way more appreciable.

The textile and garment sectors were the driving force behind the Pakistan fashion development process of the sixties. Pakistan adopted agriculture based economy, and textile especially cotton and hand woven garments was included a major part of the economy and using many workforce (Pakistan Textile Council, 2023). These industries provided not only the materials for apparel but also have been stimulating developments in apparel designs and apparel manufacturing technology.

The flowy fabrics including khadi handwoven and block printing were much in use by the people in traditional wear. These techniques where practiced, from generation to generation; not only maintained culture but also rendered fashion related requirements as per the modern trends (Cherian and Jacob, 2012). For example, ajrak printing, which is as old as several hundred years, again came into fashion in the 1960s; it is an emblem of Pakistani imagination and regional allegiance. Needlework was another specialty in which two types of embroidery techniques, zardozi and gotta work, became fashionable. These clothes had some elaborate patterns which gave the ethnic wear a level of elegance for the formal wear purposes. Its extensive use pointed towards the fact that the textile industry is inextricably linked with the cultural story of Pakistan (Rehman et al., 2017).

C. Cultural Significance of Traditional Attire in Pakistan

Ghagra and shalwar kamiz both have been considered quintessential components of ethnic identity since Pakistani history began. The shalwar kameez, the national dress, has an oppressed feeling of cultural homogeneity and solidarity in which regional or ethnic differences are set aside (Rahman et al., 2014). People have adopted it due to the flexibility it provides across the region, in both rural and urban areas, which are two of the fundamental holdings of the staple. Patriarchal Wife's traditional garment is essential in constructing society. Whereas for women

aggregations like lehenga & dupatta holds special meaning that is ascribed to modesty and ethnoscapes. The Kurta and waistcoat that men wear is traditional and makes them respectable. These garments are not only practical but are practically saturated with the story that constructs identity and social relations (Gul and Shahzad 2014, p.778).

Wedding dress along the cultural lines in Pakistan has various meanings associated with basic stories and ethnic features. In fabrics, the patterns and the color used are often representative of the regional cultures, and each motif possesses its meaning. For instance, embroidery predominantly taking the form of flowers is associated with new-found wealth or happiness, geometric designs are associated with strength and stability (Pakistan Textile Council, 2023). The kind of dress also functions in presenting status, identity and rank in the social structure. A blouse embroidered on or on silk will be regarded as festive, while plain styles and plain-woven fabrics will be considered practical and for everyday use. This duality shows that fashion serves both as an identity of the person and the country, particularly the Pakistani people (Hayat et al., 2021).

The modern Pakistani culture reflects a lot on the fashion trends that are currently in practice. Exporters and designers use variation of the conventional prints and weaving methods to cater for the new generation fashion enthusiasts. This revived trend of traditional designs can be attributed to increasing popularity for traditional and ethnic fashion (Tahir et al. 2024). Younger generation urban consumers are looking at traditional prints and motifs with a lot of fascination. This trend is relevant to the idea of nostalgia marketing, which implies the use of culture references to attract consumers' emotion response (Zafar and Sarwar 2021). Contemporary fashion that uniquely merges art and utility is a representation of this continuity not only where, but how, Pakistan's vibrant culture is being present, and how fashion continues to address the needs of modern consumers.

D. Fashion Evolution in Pakistan Post-1960s

The cultural reflection of fashion in Pakistan from the 1960s till today can be seen as a blend of the two Worlds. Traditionally, the elite dress predominantly of shalwar kameez, embroidered and hand woven fabrics during the 1960s. These elements acted as a cultural symbol and enjoyed a sheer sense of identity of Pakistan

(Rahman et al., 2014). Nevertheless, with onset of globalization the integration of Western Cuts and styles with fabrics treated traditionally became more and more characteristic of Pakistan fashion industry.

Modern trench coats were incorporated in the local fashion from western influences, A-line cuts while the formal evening wear was incorporated in the traditional fabrics such as khadi and silk (Hayat et al., 2021). For instance, current designers like Sana Safinaz have blended different styles of cutting and dress making into traditional dresses which are suitable for the urban consumer (Ahmed et al., 2018). This has continued to preserve the cultural dictates of the orthodox fashion wear while satisfying the modern taste of the under 40's population. The last trend that transformed the consumer behaviour was the boutique culture that emerged within the 1990s. Due to boutiques having unique designs, which now offer a combination of classic and contemporary styles, the consumer becomes closely associated with the product (Zahid et al., 2022). It not only made an effort in making fashionable clothes affordable to the general public, but it also gave the new comers in fashion industries chances to produce fashionable clothes and free from the restraints of mainstream fashion markets.

Deeply as western fashion has impacted upon indigenous styles in Pakistan. Cultural trends from across the world have replaced traditional style by the modern communication systems such as international media and social media technology (Tahir et al., 2024). I have learnt that Pakistani designers have accommodated such trends as big patterned sleeves cutting across the traditional wears, asymmetrical cutting and minimalist designs to the conventional wear.

Both radio and TV communication together with popular culture has had a large influence into influencing consumers. New and liberal western movies, television program and music videos introduced Pakistani audience to pathetic trends, which were then integrated in to their clothing styles (Adnan, 2014). The advancement of photo-sharing sites such as Instagram and Facebook even took the consumer even further to get acquainted with the latest trends globally and demanded similar designs in their country (Palalic et al., 2020).

However, the spirit of Pakistani fashion does not seem to have changed with the integration of globalization as discussed above. Both designers and consumers have shown their efforts to maintain the traditions of the motifs and techniques used

this work, and as a result, we can combine the cultural elements with the modern ideas (Zafar and Sarwar, 2021). The balance created to some extent guarantee that the influence that global fashion imparts to the local fashion does not undermine the culture of the people.

Over the last few decades the fashion designing has come up in Pakistan and these novices have greatly benefited in new formation of this industry. Fashion designers like Maria B, Nomi Ansari and Deepak perwani has brought out that Pakistan can blend traditional clothing with international fashion standards (Rahman et al., 2014). What they have achieved is taste the global arena with the Pakistani fashion and guide a new generation of designers about new ways. Fashion designers have been coming up with their new designs through fashion events including Fashion Pakistan Week and PFDC Sunsilk Fashion Week. They have become helpful in showcasing the range of fashion related to Pakistan from bridal wear to ready to wear collections (Ahmed et al., 2018). These movements have helped growth and innovation of the industry because these movements encourage the designers and the textile manufacturers to work together.

E. Consumer Behavior Theories in Fashion

The research canvassed in fashion consumer behaviour includes concepts from TPB, Theory of reasoned action as well as hierarchical theory of needs by Maslow. TPB even describes how attitudes, perceived norms, and self-perceived control affect buying behaviours (Yousaf and Huaibin, 2013). Regarding the Pakistani fashion these aspects present themselves in the shape of cultural importance, social norms and economic realities as drivers of consumers' behavior. Maslow Hierarchy of Needs category illustrates how fashion meets psychological as well as social needs. For instance, traditional costumes as a form help in fulfilling the social belongingness and esteem needs as regards to dressing (Islam et al., 2017). Finally, the communications mix of the higher level consumer is centered on the issues of style and brand-image.

There have been many changes in consumers' choice in Pakistan during different decades of life. In the beginning, price and economic construction were the main concerns, which, however, were initially oriented to the conventional clothing (Adnan, 2014). But as disposable income rose, and particularly as globalisation

seeped into the local market, brand equity and status became dominant purchase motivators. The revival of conventional graphics and patterns in fashion continues to be imposed by consumers' longing for the past. This trend has been utilized by brands through nostalgia marketing which throws back memories of heritage and tradition (Zafar and Sarwar, 2021). Current fashion brands have indeed been able to capture the increasing trend of fashion that accepts culturally embraced designs.

Buying decisions of urban consumers concerning clothing are determined by factors such as influence by their peers, the economy and social influencing through social media. Social influence typically explains purchasing decisions since people tend to buy items they consider appropriate to their social circle (Rehman et al., 2017). It could be observed even more in young people, who do not care much about usability and are eager to associate themselves with brands. The economic conditions also constitutes to a major extent. High class people prefer branded products while middle class are always on the lookout for quality branded products at cheaper prices. As a result of this, market segmentation is considered crucial in attempting to meet the needs of the various consumers in the market (Hussain and Ali, 2015). Social media is getting popular in influencing the consumer. Social channels like Instagram engender areas where consumers can search for new trends; engage with brands; and make their decision to purchase (Palalic et al., 2020). This is further exaggerated by the influencers and bloggers as per their recommendations what is fashionable has to be the way.

F. Impact of Social Media on Fashion Trends

Instagram Facebook and TikTok have drastically changed fashion influencing how trends are spread and perceived in the fashion dominion. In Pakistan, these platforms have become essential to advertising and setting trends within the consumer target market which is the urban population. Social media has helped designers present their collections to the market, and consumers are also in a position to directly communicate with the designers of brands (Tahir et al., 2024).

Instagram, for instance, acts as a fashion show stage where several fashion makers and bloggers showcase different styles and advertise goods. The aesthetic framework of the platform means that where traditional wear such as shalwar kameez has been around for a long time, it has become easier to popular with the

younger generation. Sarcastically, modern and heritage dress like those worn by superb Pakistani models including Hira Attique and Sara Shakeel are ideal for young people who wish to embrace tradition while boosting their digital presence (Zafar and Sarwar, 2021). Many examples of influencers are informative regarding their impact on the increasing demand for the clothes that reference heritage. For example, Generation and Khaadi brands and how engagement of influencers help in modernizing the traditional dressing for men and women, respectively, (Palalic et al., 2020). Therefore, via a specific approach to posts and using attitude-provoking narratives, influencers make conventional fashion appropriate for today's images of modern outfits.

In Pakistan, influencers and celebrities play a vital role to make bargain with consumers especially in fashion industry. A large number of fashion bloggers including Ania Fawad and celebrities like Mahira Khan often promotions traditional Pakistani dresses like bridal wear and even simple shalwar kameez has a considerable impact on the buying behaviour (Tahir et al., 2024).

Influencer endorsements are particularly popular as brands use them to control sales and forge consumer advocacy. A testimonial based from 2022's Khaadi Eid campaign show that influencer marketing campaign resulted to a 25% rise in online sales for a week period. Likewise, Generation embarked on its #BringBackTradition and leaned heavily on the tradition of history by recruiting influencers to make the audience associate with the products emotionally which by a norm made them engage more (Ahmed et al., 2018). These endorsements are particularly prevalent with the crowds that are familiar with urban culture since they see influencers as both realistic and inspiring. Through presenting the audience with how traditional wears can be incorporated to modern dressing, influencers act as intermediaries between cultural and new age dressing which in turn affects consumers' purchasing behaviours(Zafar and Sarwar, 2021).

Historical references have proven to be a massive driver in the fashion industry of Pakistan with brands using elements of nostalgia marketing to sell their products. Often through reprinting tradition, revitalization of embroidery or returning to the classic design, businesses appeal to the common cultural baggage of the consumers who associate such features as such with identity and family (Rehman et al., 2017). For example modern ready to wear clothing lines have incorporated ajrak-

inspired prints and hand-embroidered dupattas in their new collections. Besides catering for older aged Clients, nostalgia marketing also appeals to the younger generation, which in the modern society is struggling to embrace modernity (Hayat et al., 2021). Some examples include Ideas Pret's heritage collection which combines past motifs with modern cuts to ensure tradition passes current market tests.

G. Psychology of Fashion and Identity

Fashion and dressing are part of a person's and a culture's envoy and in Pakistani dresses are seen as the epitome of cultural pride. For example, the shalwar kameez clothe represents the national identity of the PK, which can be related to almost all the regions and classes of the society (Rahman et al., 2014). Traditional clothing is mostly an indication of with community the individual belongs to and this give a sense of belonging and pride.

The cultural attraction to traditional costume also runs on psychological motives. Someone may link such clothes with feeling close to their family or even to the culture they have personnel when they have none. In general, for urban consumers, wearing traditional costumes at cultural demand or weddings is a symbol of an attempt to translate their identity into a world of globalization (Islam et al., 2017).

Previous clothing purchase decision has several indicators like individual image, psychological satisfaction and social approval. Moreover, according to Hussain and Ali (2015) traditional costumes embody individualism and conformity among the many customers on the identical time. Emotional gratification is also involved; consumers are gratified when putting on clothes that are associated with their culture or create a positive. Sequence of tradition (Zafar and Sarwar, 2021). The last one is social acceptance, urban-oriented people consider the use of traditional clothing as a sign of decent and proper cultural taste and consider its use with elements of modernity. This clash and merge of classic and avant-garde designs enable consumers to move in different social networks, articulate the old with the new esthetics (Tahir et al., 2024).

Traditional dress has intergenerational relevance in Pakistan's cities, and not only young people associate this clothing with tradition, but also with fashion. While,

for the older generations, products like lehenga choli and kurta signify tradition and traditionality, for the new generation, more often engaging in consumption of such products is their way of reconstructing the culture lost in continuity to globalization (Rahman et al., 2014). Stores like Ethnic by Outfitters and Generation label have come up with dresses that incorporate some portions of traditional artisan work with progression styles. It refers mainly to the consumption designs for the cosmopolitan subjects who want to assert their ethnic cultural self but at the same time... (Ahmed et al., 2018).

H. Sustainability and Ethical Fashion

The Pakistan fashion industry has started transitioning and making sensitive efforts towards being more sustainable. The population trend of using organic fabrics like cotton and khadi and natural dyes is on the rise in the population in recent times due to awareness on environmental degradation. Another important factor is ethical labor practices; Pakistani clothing brands such as Khaadi takes action for paying artisans rightful wages as well as ensuring safe environment in working space (Pakistan Textile Council, 2023). Such policy reflects global inclination that customers are gradually becoming more conscious about the sustainability strategies used by companies in the fashion industry. Such a change is most noticeable among the Pakistani populace living in cities who are conscious of buying environmental and social-friendly outfits (Hayat et al., 2021).

The textile industry of Pakistan has a past practice of sustainability practices which mostly have been implemented today again. Some of the special features of the 1960's are still in practice, including hand weaving, block printing as well as the natural dyeing of fabrics (Pakistan Textile Council, 2023). The above methods of manufacturing have the added advantage of being environmentally friendly as well as promoting the culture. However, the improved concept of fast fashion has brought problems, adding up to more waste production and exploitation. These problems are being solved in modern ways using traditional practices and modern techniques in fashion production making it to be more sustainable (Cherian and Jacob, 2012).

Long abandoned, sustainable and ethical fashion is the emerging trend among the urban consumers of Pakistan. This change is due to consumers' increasing concern for the environment and their willingness to purchase from companies that

share their customer. IP address values (Ahmed et al., 2018). Consumers enjoy campaigns that embrace sustainable technique of production that Khaadi undertook to launch a “Craft Stories” campaign. This has led to the increased uptake of sustainable branding not only as a way market brands sustainably but more importantly as a means of constituting sustainability as strategic to branding themselves. Consequently, sustainable fashion is not only a small segment of the fashion industry but also an inevitable part of businesses in Pakistan.

I. Theoretical Frameworks

1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a well-developed framework analyzing the consumer decision making process especially in relation to fashion consumption. TPB posits that individual behavior is driven by three key factors: perceived control over the behavior, intention, perceived norm and attitude (Yousaf and Huaibin, 2013). This theory is valid for the given research context in which Pakistani consumers select the conventional or contemporary fashion trends to follow.

Whereas subjective norms have a significant role to play in relation to traditional dress. In the societies there are certain features which people are expected to adhere to in terms of dressing, such dressing code observes the cultural societal norms that are expected to be put into practice during festivals and weddings. While, attitudes towards modern fashion depict detachment with global trends and individual personality (Rahman et al., 2014). Other aspects include perceived behavioral control, which is the financial capability, or the accessibility of the current designer wear. For instance, the young Pakistani consumers in large cities may trend fashionable fusion clothes that are derived from the world trends, yet, they prefer, the conventional ethnic clothing for affairs of ethnicity. Such behavior demonstrates how TPB factors intervene and interact in the stream constituting consumer choices (Islam et al., 2017). Retrospective and contemporary aspects in Pakistani fashion show that cultural characteristics and community perception should be involved into advertising and selling processes.

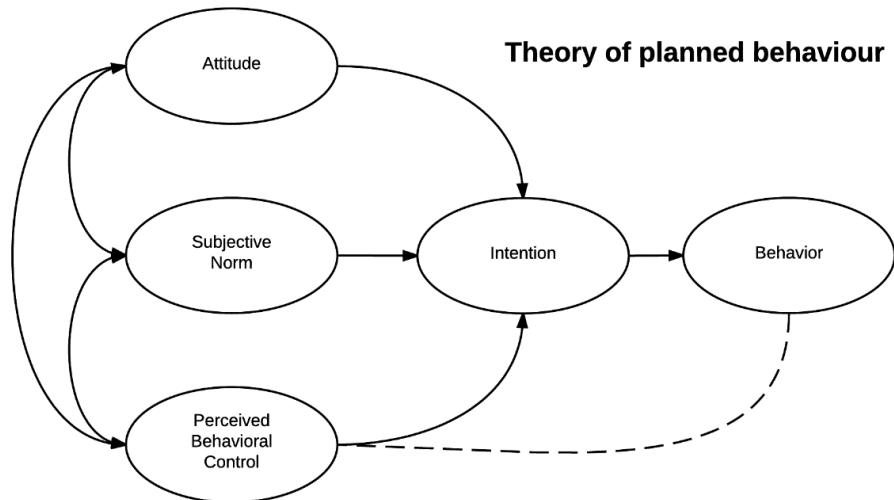


Figure 2 Theory of Planned Behavior (TPB)

2. Maslow's Hierarchy of Needs

Another important theoretical model concerned with fashion consumption is derived from Maslow's Hierarchy of Needs: psychological and self-actualization needs which are allegedly met by clothing. However, in addition to reflecting our necessities for protection, fashion meets physiological, esteem, and belongingness needs (Hussain and Ali, 2015).

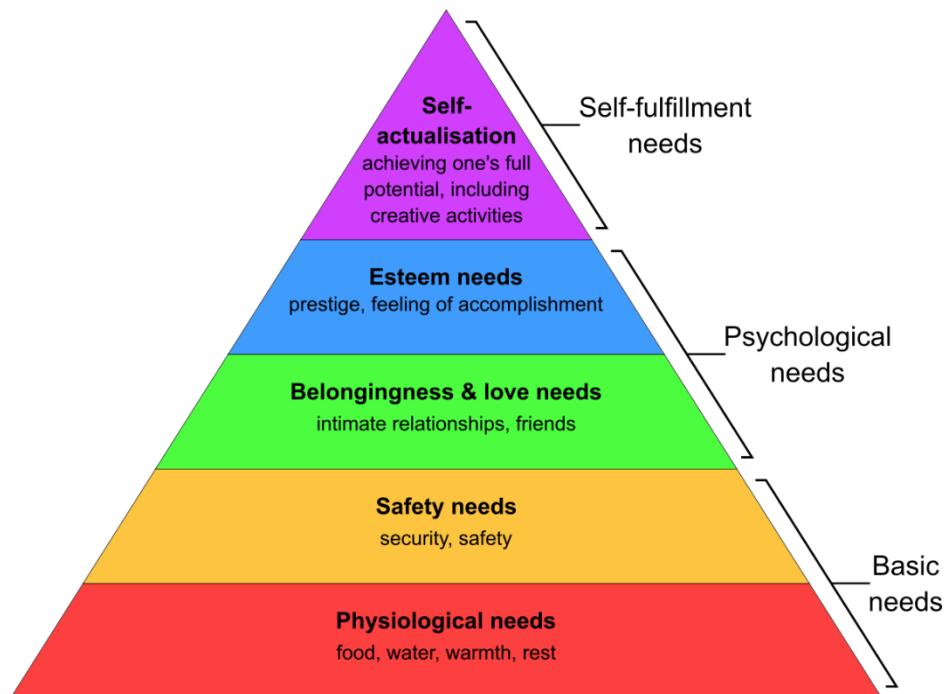


Figure 3 Maslow's Hierarchy of Needs

Clothes like the shalwar kameez meet belongingness needs in as much as it

creates some flare of nationalism or nationalism equivalent from the region or country of origin. This paper has argued that putting on traditional clothes during any cultural occasion enhances togetherness and confirms the community's stance to conventional order. At the esteem level, branded wear such as designer clothes boost the self-esteem as well as recognition from other people since consumer needs for prestige (status) are met by wearing such clothes (Hayat et al., 2021). At self-actualization level, fashion is considered as a way of expressing oneself. The urban consumers in Pakistan express their personalities to some extent by wearing traditional along with modern clothing's in spite of the advancement in the modern civilization (Rahman et al., 2014). These two kinds of fashion preferences thus show how Maslow hierarchy is of help in analyzing the change in consumer behaviour.

J. Gender Perspectives in Fashion Choices

Gender-specific expectations have a heavy impact on the fashion in Pakistan. Man's dressing like kurta shalwar is quite simple and reveal the professional nature of the man, on the other hand women dressing like embroidered shalwar kameez and sari are quite vibrant and attractive (Adnan, 2014). These differences can be attributed to gender expectations within the society with the role that different gender should play. Female attire especially involves elaborated sexy designs, a number of colors, and modalities depicting their culture, art, and élite class. Men's ethnic wear on the other hand, largely avoids bling and glamour contrary to what is expected of them, which is moderation and utility (Hussain and Ali, 2015). This binary again emphasizes the manner in which conventional attire reproduces gender relations in Pakistan society.

The change of the status of women in Pakistan has played an important role in shifting the fashion consumptions. Due to a rise in the number of working women and students, there is need for stable dressing that at the same time has aspect of elegance, fusing between traditional apparels and new innovations (Ahmed et al., 2018). This realization has seen women look for clothing that portrays their professional and cultural front a factor that has seen fusion wear flooding the market. To some men, globalisation has equalized the fashion range with the young males in the urban areas being more inclined with tailor made suits and casual wears from the west. This change coincides with or symbolizes the liberal dressing codes in society

because the conventional dressing codes are slowly being transcended (Hayat et al., 2021). Changing roles of males and females present dynamics that have opened new possibilities for the designers.

The Pakistani women's fashions category has shifted from pure ethnic to fusion wear showcasing an even larger cultural and social shift. Whereas formal wear such as lehenga choli and heavily embroidered sarees are still the favorites during marriages and other festive seasons, the trend in daily wear has now shrunk towards occasional fashion garments with ready to wear brands addressing comfort side with style (Rehman et al., 2017). Sana Safinaz and Ethnic by Outfitters both have a major part of the play in this transition with infusing modern silhouettes into the conventional eastern wearing. This evolution emphasizes the aesthetic meaning of the women's apparel as a form of historical reference and as a form of a solution to modern day problems (Zafar and Sarwar, 2021).

K. Globalization and Its Effects on Local Fashion

Globalization has influenced positively on fashion industry of Pakistan where multinational companies as well as foreign brands started penetrating into Pakistan. For example, Tahir et al (2024) pointed that the arrival of Mango and H&M changed consumers' perception of styles that are modern and Western for urban millennials. This development has also catalyzed local designer competition who have innovatively integrated international style with indigenous features in order to meet the broad demand. For instance, contemporary cuts role in shalwar kameez is evidencing the fact that the traditional attire has also undergone change due to globalization (Hayat et al., 2021).

Preserving the cultural identity and absorbing influences of globalization is one of the main problems of Pakistan's designers. The tendency comes from all over the world, yet consumers increasingly insist on designs that are more specific and authentic to their culture. To overcome this, most brands integrate conventional embroidery, motifs and fabric into fashionable designs (Rahman et al., 2014). For instance, Khaadi and Generation brands have unique capabilities in blending such international trendy apparels with local cultural endorsement resulting into trendy casual wear with increased appeal to both the modern and traditional cultural customers(Kullins and Sulek, 2012). This approach makes certain that globalization

does not override cultural home.

Models wearing sixties' clothing are living proof that tradition works well in the sphere of the new collections. Traditionally owned Nishat Linen and Bonanza Satrangi also tend to use elements of transported designs, especially block prints and hand embroidery in their products (Zafar, 2021). For example, designer Nomi Ansari promotes fusion wear that is a blend of the aesthetically trendy 1960s look with the comfort of today's wear. His bridal collections are seriously elaborate and have loud references to the aesthetics of the 1960s with added sensibility of the modern customer (Ahmed et al., 2018). The following case studies show how tradition is not lost within the context of a globalized fashion industry.

L. Conceptual Mapping

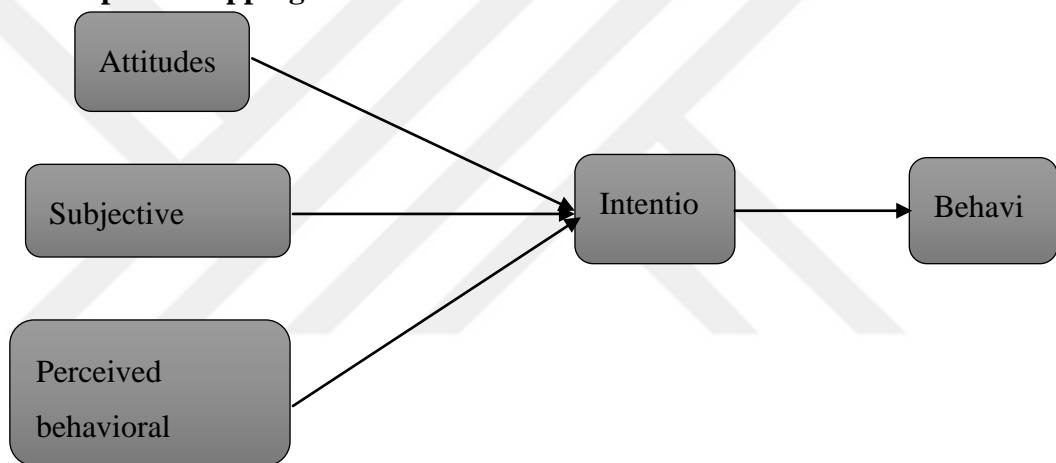


Figure 4 Conceptual Mapping

M. Research Gap

Thus, although there are countless articles on consumer behavior in relation to fashion (Ahmed et al., 2018; Hayat et al., 2021), the role of historical fashion trends, like the ones from the 1960s, in the current consumption patterns of the Pakistani customers living in urban environment is studied much less. The changes in traditional costume accessories, symbolism and cultural meanings have not received adequate attention in most of the contemporary consumer behaviour literatures today (Rahman et al., 2014). This void must be filled by a further analysis of how historical styles remain a part of today's fashion consumerism.

While some studies have looked at gender perspectives in the area under study for instance the difference in dressing code and effects of change in role over gender in fashion business (Hussain and Ali, 2015), there is still dearth of research that addresses how some of the factors induced changes from traditional to modern form of fashion in Pakistan. Furthermore, research has not captured the dynamic of gender identity and consumer behavior concerning traditional and modern fashion consumption in urban environments (Adnan, 2014).

Despite the several discussions regarding the effect of globalization on local fashion (Tahir et al., 2024; Zafar and Sarwar, 2021), the blending of global elements with the culture of Pakistan is least explored. Further, there is limited literature review available on the impact of nostalgia marketing and the reemergence of the traditional pattern in the. Globalization. Although there are theories in the consumer studies area such as the Theory of Planned Behavior and the Maslow's Hierarchy of Needs (Islam et al., 2017; Rahman et al., 2014) there has been no effort to test such theories in Pakistani fashion industry and specifically traditional dressing. Future researchers should attempt to satisfy this theoretical void by applying these frameworks in a research on consumer behavior in Pakistan.

N. Chapter Summary

In chapter two, the literature is briefly discussed in order to establish theoretical and contextual background for the research. It starts by looking at the historical background of the fashion in Pakistan in the 1960s focusing on the aspect of oriental influences! Issues of dressing like shalwar kameez come under cultural consideration in which concepts like identity, as a symbol of national outfit and vehicle for communicating principles of the society are explained. The chapter also aims at analyzing the development in accessing with especial reference to fashion accessories and its integration of western cuts and style with the indigenous fabrics and motifs. Psycho-social and economic factors that underpin consumption behavior are explored, in particular, applying both the Theory of Planned Behavior and Maslow's Hierarchy of Needs. The role, position and effects of globalization and social media in particular are critically discussed to demonstrate their role in determining the consumers' tendencies in urban environments. Gender perspectives are also taken into consideration, to discuss and analyse new roles and expectations

regarding clothing choices in men and women. Some areas that are deemed to lack sufficient research include; the role that past fashion trends as adopted in shaping the modern trends and the way tradition can work hand in hand with the trends in fashion today. The chapter ends with an elaboration on the fact that more research should be dedicated to the discussed dynamics, which is a solid basis for the succeeding chapters.



III. RESEARCH METHODOLOGY

A. Chapter Overview

This chapter describes the analytical approach used in the study of the impact of Pakistan's fashion of 1960s and traditional gown on the modern consumer purchase intention in urban cities. They regard the study and review the following aspects that are essential in any research: Research approach, Philosophy, Design, Data collection methods. There exists a way of using numbers and mathematical analysis to gather facts and make conclusions. The following is a breakdown of the structured approach: Structured approach helps to maintain objectivity when analyzing the trends in consumer behavior all over the world to peculiarities of modern purchasing preferences, which is in line with the focus of the present study on how historical influences affect them. Finally, the chapter overviews the use of survey data collection technique as useful in attaining a broader study of the research question.

B. Research Approach

This research uses a quantitative research method to examine the impact of Pakistan's fashion from the 1960s and traditional clothing on modern consumer purchasing behavior of the urban population. Quantitative research is based on numbers and can be used to analyze patterns, and relations as well as any statistical correlations between variables. This method is suitable for identifying consumer behaviour since the variables which are attitude, subjective norms and perceived behavioural control are easily measured in the context of the Theory of Planned Behaviour.

The use of the quantitative approach is appropriate as the overall goals of the study demand precise measurement of consumers' attitudes and related actions. In a way, the use of the quantitative data collection and analysis method is useful as it differs from qualitative approaches that are based on personal impressions and rich

descriptions, and assessment of cases. For instance, using survey based design, the researcher is able achieve data collection from a wider population sample with the results reflecting the population of interest, the urban population of Pakistan. Also, quantitative research is appropriate in hypothesis testing since the study seek to test some of the proposed relationship amongst variables in this study.

The weakness of using the mono-method survey in this research is minimized since the method ensures that the data is collected uniformly thereby making the research more reliable. The survey consists of closed format questions that address respondents' perception toward traditional wear, their willingness to buy traditional wear, and impact of historically inspired styles. Employing a structured questionnaire means that even if they may be some bias in the data collected, at least it presents an equal platform to apply statistical analysis. It is such a framework that is very important in looking at interaction between variables like the effects of cultural outlooks on buying habits.

Earlier work which analyzed similar patterns of consumer behavior in comparable cultural settings have also found quantitative approaches useful to gain useful insights. For instance, Adnan (2014) used quantitative research to study purchasing behaviors on line in Pakistan in a study that showed this approach as having potential for accurately presenting consumer feedback and prospects. Bashir et al. (2019) also pointed out that structured data is essential to analyse modern trends' effects on consumer choices. In line with such precedents, the quantitative approach in this study assert the respective methodological precision and reliability.

C. Research Philosophy

Positivism paradigm is applied in this study because it relies on numbers, facts and real life experiences. In positivism, quantitative methods advocated because it affords a regular and orderly approach towards phenomena. Because it relies on the information that is directly measurable and observable, this philosophical stance provides solution-oriented, accurate, and reproducible results. Such research approach is especially appropriate for positivistic studies where the empirical hypothesis propositions would be useful to conduct investigation of the impact of the fashion from the 1960s in Pakistan and its relevance to the contemporary consumer behavior within the urban environment.

Positivism paradigm complies with the goal of the study because it seeks to measure variables, and find out the interrelations between them as supported by statistical analysis. For example, the Theory of Planned Behavior (TPB) is the theoretical framework of this study; in TPB systematic assessment of the constructs like attitude, perceived behavioral control, and subjective norms is inevitable. Variables such as managerial commitment, workers' participation, and training and development can be studied with the help of positivism since its approach reduces the amount of interpretation.

This approach is considered appropriate since it brings about stringency into the research process and the reliability of the received results. The positivism research approach can Organization as used in prior research that include Rehman et al. (2017) that was successful in identifying the trends in consumer behaviour. Such an approach involving data gathering makes the philosophy excellent in the discovery of the effects of history on the current consumers. In summary, maintaining positivistic philosophical stance makes the research strive to have the real tangible results of the study which are accurate and could be used to make generalized conclusions. Thus, the focus on manifest variables and their results corresponds to the strategy's goal of improving knowledge about the preferences and behavior of the urban consumer.

D. Research Design

This research work adopts descriptive research design to analyze the variables affecting consumer behavior in urban Pakistan systematically. Descriptive research is effective in uncovering the way in which trends, including these from the 1960s, influence current purchasing behaviours. This design enables a regime-like testing of relationships as proposed by the Theory of Attitude, Subjective Norms, and Intentions.

Descriptive design is most appropriate for research studies that seek to find out frequencies, ratios or percentages as well as prevalence rates within the population. As structured cross-sectional survey research instrument, this study obtains qualitative and quantitative information on urban consumers' perception about traditional costume and their buying behaviour. This characteristic makes it possible for the design to generate all the data required when conducting a study in

that the design's emphasis is on detailed description actually accounts for all the data collected giving a comprehensive insight into the research problem.

The use of this design is explained by the fact that it fits the purpose of the study as well as the research philosophy of positivism. Descriptive research helps to deal with such issues as analysis of mathematical variables and, consequently may help the study to work with hypotheses. Many relevant studies like Hayat et al., (2021) have shown that descriptive designs are effective in consumer behaviour studies especially in cross cultural and historical settings.

E. Data Collection

The approach to data collection adopted in this study is a structured online survey and is intended to make the data collected as accurate as possible. The survey sample consists of 300 citizens of urban centers, who were chosen in equal proportion in terms of their age, gender, and their status. Thus, the organization of the data collection process helps to obtain valuable information about Pakistani consumer buying behavior as related to 1960s fashion and traditional wear. The survey instrument is divided into multiple sections to capture key variables of the Theory of Planned Behavior: purchasing intentions, perceived behavioral control, attitude, and subjective norms. All the questions for sections are framed on five point Likert scale of 'Strongly agree' to 'Strongly disagree'. This scaling method enables the respondents give the degree of endorsement, making the data amenable to quantitative analysis and hypothesis testing. The structured format also helps control variability across the responses and decreases the level of measurement error.

Thus, the online mode is chosen as the best way to distribute the books due to its appropriate efficiency, cost, and convenience. It can help the researcher extend his audience base to the urban population, especially those who have potentials of participating in modern and Trend fiaashion. Its effectiveness stems from the fact that its data collecting method also offers the advantage over traditional survey in that it can produce results more quickly and it is easier to manage the responses gotten online.

The type of Sampling applied is Non-probability Convenience sampling is used to select participants. This research approach is not chaotic, but it is extremely

useful for exploratory research and especially when the population of interest is narrowly defined, for example, the population of urban consumers interested in fashion (Cherian and Jacob, 2012). This sampling technique is often used in other consumer behavior studies, while it guarantees that the results remain universal and applicable. Altogether, it was possible to conclude that this data collection method is appropriate for the objectives of this study, so that the research will obtain a broad and precise picture of urban consumers' perception and behaviour concerning historical and contemporary fashion trends.

1. Sample Questionnaire

Section 1: Attitude/Consumer Behaviour

Table 1 Attitude/Consumer Behaviour

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree
I do believe that our traditional attire serve as a cultural and religious model for me					
I do believe that our traditional attire present our country's belief system					
I do believe that our traditional attire gives us a sense of individuality					

Section 2: Subjective_norm/Consumer Behaviour

Table 2 Subjective_norm/Consumer Behaviour

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree
I do take into consideration my surroundings and opinions before buying our traditional attire.					
Most people whose opinion I value would approve of my purchase either its traditional attire or western wear.					
Most of the people with whom I am acquainted make their purchase decisions based on the culture norms.					

Section 3: Perceived_behavioral_control/Consumer Behaviour

Table 3 Perceived_behavioral_control/Consumer Behaviour

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree
In addition I do take other personal and objective factors into consideration when making my purchase.					
I will buy the traditional attire only if people around me have a good opinion about it.					
I am Confident that western trends would take over our traditional attires, silhouettes and textile prints.					

Section 4: Intention/Consumer Behaviour

Table 4 Intention/Consumer Behaviour

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree
I most frequently have intentions to purchase the traditional attire by the people I currently follow on social media.					
I generally intend to recommend traditional attire that has a mix of early fashion trends as well.					
I plan to buy traditional attires in future as well for my daily wear.					

Section 5: Behaviour/consumer buying behavior

Table 5 Behaviour/consumer buying behaviour

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Agree
When there is a choice, I prefer to buy silhouettes inspired by early fashion icons of Pakistan					
I buy traditional attires because I am influenced by the early fashion of Pakistan.					
I more frequently deliberately buy loose and long designs with traditional prints instead of fitted outfits and contemporary prints.					

F. Data Analysis

The data collected through the structured survey is quantified and statistical tools are then used in order to make the desired determinations. Descriptive and inferential tests are conducted with the use of SPSS as a statistical tool. Frequency distribution, mean, and standard deviation are the descriptive analysis that will be analyzed to generalize respondents' attitude, perception, and purchasing behavior. Descriptive models, including regression analysing and hypothesis testing, are employed to investigate the interactions among the variables, like the effects of attitude and subjective norm on consumer behaviour. The employment of quantitative data benefits from data objectivism and quantativeness, which stem from the positivist view of the study. This method has been employed in prior research work employing consumer trends analysis in comparable settings (Hussain and Ali, 2015). Also, the effective usage of purified statistical procedures suggests that interpretations derived out of the study are valid and reliable to support consumer behavior literatures.

G. Sampling Method

The different types of research sampling used in the study include; The study uses non-probability research sampling where by it used convenience research sampling method and the researcher uses 300 urban respondent. This approach is chosen for its effectiveness and ease to access the target population which comprises of the urban consumers in Pakistan. Convenience sampling is most appropriate for the exploratory research in which the primary research goals are to explain certain behaviors and attitudes, not to estimate an average population value.

A total of 300 participants were recruited for the study because this is enough to obtain statistically significant data. This size is viable both from a statistical standpoint and from the standpoint of resources, while also capturing the variability of a large enough population. In relation to the sampling method, the sample is developed in terms of demographic characteristic that comprise age, gender and SES this ensures that it represents the general population.

As seen in the by aligning the sampling strategy with the research objectives and since the study is targeted on the urban consumers, the study is poised in the fashion mover and cultural change areas.

While convenience sampling lacks the randomness of probability sampling techniques, the technique has been applied in like studies to examine consumers' attitudes and behaviour. For instance, Hayat et al., (2021) used the similar method for studying the subject of fashion influencing consumer behaviours in cities which shows the effectiveness of attaining the needed information.

This sampling technique is useful considering the fact that the study is confined to a particular target group to help in coming up with useful recommendations. It offers an applied mechanism of assessing knowledge from those subjects who are best suited to showcase the behaviour and beliefs being studied. By using this approach, the study provides a good framework on which to carry out historical analysis as will be seen on the effects of history on the current purchasing behavior in the urban environment.

H. Ethical Considerations

This research incorporates ethics into research activities in order to make the study responsible and respect participants' dignified rights. The participants are explained on the purpose of the study before any consent can be given by the participant. All the responses received are dealt with strictly on anonymity so that the participants cannot be identified in any case. It does not include questions that may elicit embarrassment, discomfort, resentment or unfairness in respondents. Furthermore, the study is carried out respecting ethic norms with the permission of ethical committee of Istanbul Aydin University. This guarantees that research done in this study complies with the principles of ethical research practices under laid down academic and professional standards (Cherian and Jacob, 2012). The participants are allowed to self-exclude at any time of the study in addition to the earlier mentioned safety measures. In this manner, work in this study deals with ethical issues that contribute to the transparency and thus, credibility and reliability of the research.

I. Chapter Summary

In the present study, the detailed methodological approach to scrutinize the impact of Pakistan's 1960s fashion and traditional wear on current urban consumption patterns of consumer is mentioned in Chapter 3. It explains the method of using a quantitative research paradigm since it deals with the measurement and analysis of the numerical figures in order to show relationship between variables. The study uses a positivism epistemology to ascertain the empirical research credibility and neutral outcome based on data.

Descriptive research method is used in order to assess the level of consumer TPB variables: attitude, subjective norms and perceived control. Participants are selected using a purposive and convenient online sampling method that recruited 300 respondents in urban settings. The survey instrument comprises of Likert scale questions which will enable the understanding of the respondents' attitude and perceptions towards first traditional dress, second, towards purchase intentions of traditional dress and third, in relation to impact of historical fashion trends.

The chapter also reviews, methods of data analysis include descriptive statistics for summarizing the data and inferential statistics such as regression to test hypotheses or find relationship. A non probability convenient sampling technique is adopted for ease of selecting urban consumers. Lastly, issues of professionalism including participants' consent, informed consent, anonymity and discretion, and conformity to academic research practices are provided most of which contribute to the credibility and reliability of the study.

IV. RESULTS AND DISCUSSION

A. Chapter Overview

Chapter 4 is based on the analysis of the results of the data collection to determine how different variables affect the role of perceived attitudes, subjective norms, and perceived behavioural control on the target consumers from the urban area in terms of their choice of traditional dress influenced by the fashion of 1960's Pakistan. This chapter talks collectively with the findings in a bid to explain patterns and relations between the variables. The data were analysed using SPSS software utilising quantitative techniques including descriptive analysis, reliability analysis, regression and mediation analysis. A critical data pre-processing technique analysed in the chapter includes features dealing with missing values and/or outliers before utilising it. At the end of each section, it also describes the findings of some critical analyses and what they mean. Particular attention is paid to subjective norms and perceived behavioral control as strong predictors of the behavior under investigation, highlighting the cultural nature of the objects under study. It is also revealed in this chapter on how attitudes and intentions moderate these relationships. The chapter connects the results with the existing literature to offer an analysis of how the current consumer behaviors in urban Pakistan are informed by history and culture. These findings may be useful for fashion retailers and policymakers on maintaining the traditional looks while adopting the current tastes and trends (Bashir et al., 2019).

B. Missing Values and Coding

Preparation of the data is very important in order to make sure that the produced results are credible. Distribution of several variables also brought out important information on missing values and whether or not they had to be treated. Participants with more than 20% missing response were eliminated, and in cases where there was small number of missing response they were actualized by mean imputation this is common amongst researcher especially in behavioral studies

(Adnan, 2014). It also helped to maintain the correctness and inclusiveness of the final data sample.

The process of coding was used in order to gauge the data for comparison across the study. The questionnaire questionnaire items were self-completed using a 5 point Likert scale with 1 Strongly disagree and 5 Strongly agree, this made it easier to find compatibility with the necessary statistical tools such as SPSS. Correct coding also allowed the calculation of index scores in such concepts as attitudes, subjective norms, perceived behavioural control and behavior. These composite scores were more convenient for the analysis, which followed and improved understanding of the results. An important aspect which has been properly dealt with is handling of missing values along with the general coding of the dataset. This step also complements the general guidelines of quantitative research and minimizes biases, and imprecisions in the analysis (Cherian and Jacob, 2012). As a result, through tackling such methodological preliminary challenges, the study assures its findings soundness.

C. Outliers

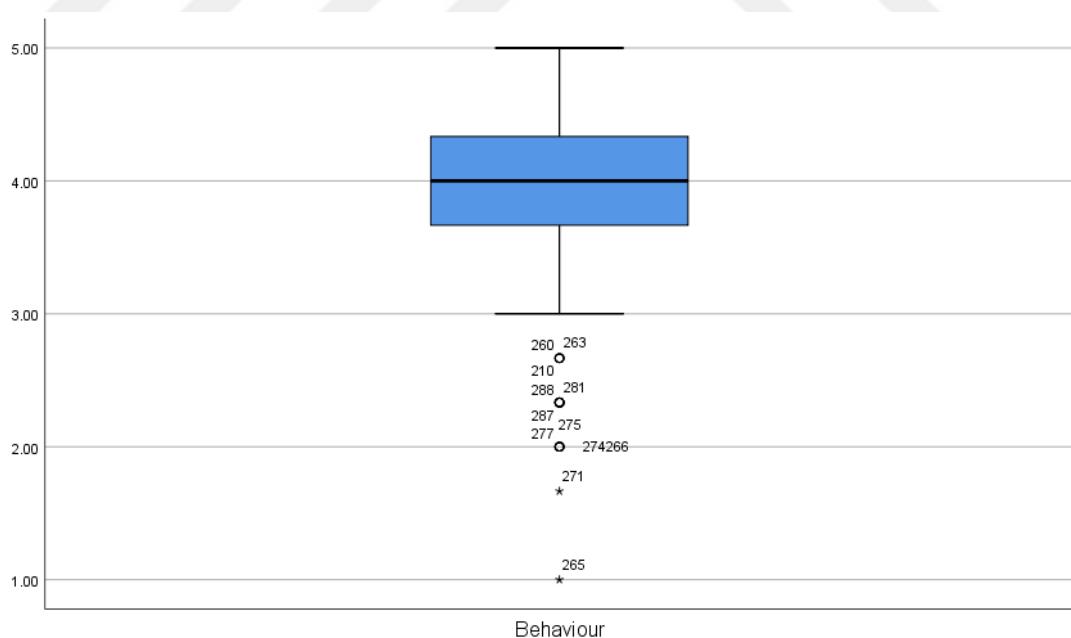


Figure 5 Outliers

Extreme observation was also done to look for prospective and adverse values that would have significant impacts on the results of the study. We employed box plots to take a preliminary look at the data as do inline with the figure below. For the

dependent variable “Behavior” several outliers were observed as the values were below the first quartile and above the third quartile. All the papers with such values were considered to be potential outliers and excluded from the analysis until their statistical significance was checked.

Some outliers were kept because they were rare and different from the others, best explaining the variation of consumer behaviour and attitude. For example, some respondents who vehemently had a negative attitude towards traditional attire revealed particular aspects about selective part of the urban population consumer. However, studies that were defined as measurement errors or inconsistencies like outliers –unreasonably low or high scores without any possible explanation – were eliminated from the analysis (Hussain and Ali, 2015). Outlier is defined as a data value that lies very far from other values in both the statistical sense and interpretation of the exercise hence a vital exercise while performing statistical testing as outlying observations can affect the result of regression, correlation enormously. Through outliers, the study eliminates skewed results that do not portray the population hence credibly and accurately representing the population. This plays a role in increasing confidence in the conclusions made from the data to gain an understanding of the complexity of the variable relationship (Rehman et al., 2017).

D. Demographic Analysis

Table 6 Demographic Analysis

Demographics		N	%
What is your gender	Female	192	64.0
	Male	92	30.7
	Prefer not to say	14	4.7
What is your age	18-24	56	18.7
	25-34	115	38.3
	35-44	111	37.0
	45-54	17	5.7
Education	BA/BSC	91	30.3
	Certificate/Diploma	19	6.3
	High School	18	6.0
	Masters	125	41.7
	PhD	45	15.0

Demographic characterization presented in this research enables us to reveal important information about the subjects of investigation, which would help in reaching the target and ensuring adequate sample diversity and coverage of urban

consumers in Pakistan. Three hundred respondents participated in the study and their demographic characteristics stressed the differences in gender and age and level of education of the respondents. The largest group of respondents in terms of gender preference is female (64.0%), also male was observed (30.7%) and 4.7% of respondents chose other/multiple options and did not disclose their gender. This gender distribution again attributes to higher participation of female that was also seen in similar consumer behaviour research study focusing the women for decision making in fashion industry (Hayat et al., 2021). The high number of women makes it important that gender differences should be taken into consideration when analysing consumer choices.

The age distribution is almost equal; however, the largest number of respondents belongs to aged 25–34 (n = 38.3%) with those in the age group 35–44 also close in number (n = 37.0%). Finally, the youngest are respondents of 18-24 years, and their share is 18.7% while the oldest are respondents of 45-54 years, of 5.7%. This distribution also emphasizes the fact that it targets middle aged people who are in their productive and peak consumption period which is fond of following and involving itself in conventional as well as contemporary fashion (Adnan, 2014). To cover all ages, the youngsters and elderly people were part of the respondents thus analyzing their perception about traditional wear. The largest portion of the respondents possesses postgraduate education; 41.7% of the respondents acquired the Master's Degree, 15.0% have a PhD. A significantly higher percentage of respondents possesses a university education, only 30.3% hold a bachelor degree, while 6.0% and 6.3% respectively have only a high school diploma or certificate/diploma. This sample is highly educated, which represents the modern urban professional who is usually behind many fashion trends today but also respects cultural diversity (Bashir et al., 2019).

E. Correlational Analysis

Table 7 Correlational Analysis

Correlations		Attitude	Subjective_norm	Perceived_behavioral_control	Intention	Behaviour
Attitude	Pearson Correlation	1	.287**	.172**	.060	.266**
	Sig. (2-tailed)		.000	.003	.301	.000
	N	300	300	300	300	300
Subjective_norm	Pearson Correlation	.287**	1	.412**	.095	.622**
	Sig. (2-tailed)	.000		.000	.100	.000
	N	300	300	300	300	300
Perceived_behavioral_control	Pearson Correlation	.172**	.412**	1	.236**	.346**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	300	300	300	300	300
Intention	Pearson Correlation	.060	.095	.236**	1	.020
	Sig. (2-tailed)	.301	.100	.000		.736
	N	300	300	300	300	300
Behaviour	Pearson Correlation	.266**	.622**	.346**	.020	1
	Sig. (2-tailed)	.000	.000	.000	.736	
	N	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

The correlational analysis provides insights into the relationships between the study's key variables: self-report measures include perceived control, perceived norm, behavioral attitude, predicted intention, actual behavior. Coefficients of correlation are used to quantify the extent of these relationships and significance levels are tested on the 0.01 level.

There is a low positive relationship between attitudes and buying behavior which is statistically significant and at 0.266 ONT, $p < 0.01$. Nevertheless, this moderate correlation indicates that attitudes are not the only factor which affect behavior significantly. Subjective norms are the most strongly positively related to the behaviour ($r = 0.622$, $p < 0.01$). This result brings out the essence of social factors and cultural factors that influence consumers' buying behavior. This implies that perceived social customs and beliefs influence the decision to buy Traditional wears hence supporting the subjective norm factor in the Theory of Planned Behaviour (Rehman et al., 2017). The constructed perceived behavioral control scale also has a positive and significant relationship with the behavior ($r = 0.346$, $p < 0.01$). This means that if consumer believes he/she can afford and access traditional wear (availability) then they will be used. This result enhances the practical importance of the purchase decision construct.

It is quite surprising that intention has a very low and even non-significant relationship with behavioural idea to its investigation, $r = 0.020$, $p = 0.736$. This

implies that as a result of previous Theory of Planned Behavior, intentions have often been a mediator of behaviors but, in this study, their impact directly on behavior is very limited. It suggests that perceived behavioral control along with subjective norms may directly influence it.

More importantly, there is a substantial positive relationship between attitudes, perceived subjective norms and perceived behavioral control. These interrelationships show that there are close dependent relationships between the predictors where subjective norm has high correlations with both the intentions and behaviour. In sum, the current study provides support for subjective norms and perceived behavioral control as primary determinants of behaviour with attitudes serving as secondary but important constructs. Initially, intentions seem to play a very small role here. These results support previous literature that discuss cultural and social factors as having an impact on consumers (Bashir et al., 2019).

F. Reliability Analysis

Table 8 Reliability Analysis

Variables	Items	Alpha
Attitudes	3	0.041
Subjective Norms	3	0.693
Perceived Behavioral Control	3	0.097
Intentions	3	0.314
Behavior	3	0.663

Alpha reliability calculates the extent to which measurement scales used in the study are internally consistent and the data collected is therefore both accurate and repeatable. To establish reliability of the survey items for each variable, Cronbach's alpha was used with acceptable results of above 0.70 that are acceptable for most social science research. The scores of attitude; subjective norms; perceived behavioral control; intentions and behaviour depict varying levels of reliability which has various effects on this study. The levels of these items' reliability regarding the attitudes are critically low ($\alpha = 0.041$), which means that the scale has not been consistent internally. This may point, for example, to problems with the survey items, low conceptual correspondence of the questions, or uncertainty of wording. Since, attitudes are a key independent variable, such a low reliability can make one question the validity of various results associated with the construct in question.

Subjective norms show moderate level of internal consistency ($\alpha = 0.693$ (T1, T2, T3)) It is almost up to the acceptable industry standard. This indicates that, the items used in measuring societal and peer influence are fairly reliable, although there is still room for improvement in the scale. Therefore, if there is a significant relationship between attitude and behavior, improved subjective norm scale would enhance the validity of this study.

Again, it is striking to observe that the alpha for perceived behavioral control is unusually low ($\alpha = 0.097$) suggesting considerable problems with the internal consistency of this subscale. This implies that the items may not be valid in measuring the construct or that the respondents understood the items or questions in different ways. Therefore there is need to improve this scale to enhance the measurement of the feasibility of purchasing traditional attire. The coefficient alpha of the intentions also remains low ($\alpha = 0.314$) which indicate that the items used to capture the respondent's intention to purchase traditional attire are not internally consistent. As intentions feature in the theoretical framework of this study as a mediator this weak reliability compromises related results.

For the behavior variable, the reliability estimate is acceptable for exploratory research even though it is moderate ($\alpha = 0.663$). The items do bear reasonable correlation with consumers' behavior within the context of buying traditional apparels. Finally, the finding on reliability of the study shows that most of the major indicators such as attitudes, perceived behavioral control and intention are slightly low. Taken together, these results imply that the survey items used in this study require an enormous amount of improvement to achieve more reliable internal consistency in future research. However, subjective norms and behavior though moderately reliable scales give a certain amount of assurance to the study's major conclusions (Cherian and Jacob, 2012).

G. Regression Analysis (Hypothesis Testing)

Table 9 Regression Analysis (Hypothesis Testing)

Hypothesis	Beta	R Square	Sig	Accepted or Rejected
1. Attitudes → Behavior	0.301	0.266	0.000	Accepted
2. Subjective Norms → Behavior	0.591	0.387	0.000	Accepted
3. Perceived Behavioral Control → Behavior	0.384	0.346	0.000	Accepted

The hypotheses related to the direct effects of attitudes, subjective norms, and perceived behavioral control on behavior were tested using regression analysis. The findings further validate all the hypotheses at statistical significant levels of beta coefficients and R-squares. The findings confirm the existence of a positive correlation between attitudes and behaviour (adj. $R^2 = 0.266$; $R = 0.301$; $p < 0.001$). Although the overall total effects are moderate, it can be seen that perceived usefulness has the highest total effect on the purchasing decision which informs that favourable attitudes toward traditional attire lead to an overwhelming purchasing decision. Optimistic perceptions towards traditional dresses makes consumers to include such kind of clothing into their selection. This finding is in consistency with earlier established literature regarding the significance of attitude in deciding the consumers' choice (Adnan, 2014).

Subjective norms are the strongest predictor as per this study ($\beta = 0.591$, $R^2 = 0.387$; $F = 88.13$, $p < 0.001$). This scenario is presumptive of that that indicates that societal and peer intentions are imperative in the determination of behavior. Regarding traditional garments, consumers in urban areas choose these clothes according to cultural norms and attitudes to the matter. This result supports the TPB, as well as the role of culture (Rehman, 2017). Perceived behavioral control is also another component of the theory that has a positive influence on behaviour ($\beta = 0.384$; $R^2 = 0.346$; $p < 0.001$). This means that perceived factors of cost, accessibility and convenience of traditional wear significantly influence consumers' decision to intend on purchasing of traditional apparels.

1. Mediation Analysis

Table 10 Mediation Analysis

Hypotheses Including Mediator	Beta	R Square	Sig	Accepted or Rejected
1. Attitudes → Intentions → Behavior	0.09	0.408	0.005	Accepted
2. Subjective Norms → Intentions → Behavior	0.554	0.408	0.000	Accepted
3. Perceived Behavioral Control → Intentions → Behavior	0.118	0.408	0.020	Accepted

The mediating effect of intentions in the relation between the independent antecedents and behavior was determined through mediation analysis. As hypothesized, the findings affirm all three mediated models with significant impacts.

Intentions → Attitudes → Behavior There is a model mediated effect of intentions arising from the established correlation between attitudes and behavior ($\beta = 0.09$, $R^2 = .408$, $p < .005$). This pointing to increase in meanings that implicit attitudes bear relationships with beliefs but intentions add partial mediational clients to the attitudes thus boosting the predictability of behaviour. Attitude → Intentions → Behavior, Subjective norms have the greatest total mediated effect ($f=0.554$, $R^2=0.408$, $p <0.001$). This goes further to show that social expectations act as the main determinants of intentions and thus behavior among consumers.

Perceived Behavioral Control → Intentions → Behavior: Further, the interaction also varies intentions, thus the mediation effect of intentions on the relationship between the perceived behavioral control and the behavior are also revealed significant ($\beta = 0.118$, $R^2 = 0.408$, $p < 0.020$). This result demonstrate that perceived ease and feasibility play a critical role on intention, which leads to behaviour. The regression and mediation results suggest that perceived attitudes, subjective norms, and perceived behavioral control are both direct and indirect predictors of the behavior. The most significant predictor reappears as the subjective norms which focus on cultural and social influences which may influence the consumer decision of traditional attire. The results of this research are discussed in light of the theoretical framework in order to offer practical implications for actors in the fashion sector.

H. Discussion of Results

However, the analysis supports the study, which advances the tenet that attitudes do have a positive impact on behavior as other works on consumer decision-making describe. Acceptance of traditional clothing was observed to influence the buying behaviour because people regard the products as culturally and aesthetically beneficial. This is supported by Adnan (2014) who also opines that there is a good correlation between attitudes and use of online shopping where favourable attitude influence the use. In the same way, Cherian and Jacob (2012) draw attention to how green marketing communication captures positive attitude towards environment friendly products to change consumer behavior. But the comparison of attitudes and subjective norms displayed that in this study, the role of attitudes is less significant meaning it is important, but not critical for the behaviour.

Most powerful antecedent proved to be the subjective norms which pinpoint an importance of the community and culture impact on customers' behavior. This is similar to Rehman et al (2015) who concluded that societal influence play a very big role in determining the purchasing behavior of young people in Pakistan. I-gree with Hayat et al. (2021) in finding that the use of fashion products by young females can also be attributed to peer and societal pressure. Comparatively, the conspicuous reliance on subjective norms in this study stems from the fact that Pakistan has a collectivist culture: people bow to culture and their community in making decisions.

As a result, perceived behavioural control was found to play a major role in consumer behaviour, especially due to its focus on convenience. Thus, when the population comes to the conclusion that classics are within the reach of any client and comfortable to wear, it will buy them. Similar conclusions are provided by Hussain and Ali (2015) arguing that the actual perceived ease of access affects purchase intentions in stores. Similarly, Bashir et al. (2019) showed that operational factors including delivery reliability in online shopping have a direct impact on the consumer behaviors. This makes the subject clear that the perceived behavioral control has a significant influence on the consumer behavior.

It was also found that intentions played the role of a mediator between attitudes, subjective norms, perceived behavioral control and behavior. But the mediation effect was strongest for perceived normative pressure including the

cultural and societal aspects of fashion consumption. This is in parallel with the study by Islam et al., (2017) who proposed that intentions act as a mediator between materialism and compulsive buying behaviour among young adults. As with all the measures, intentions moderated the relationship, but the nature was less prominent in attitudes, which indicates that cultural implications are less of a middleman, and exert a more profound influence on behavior relates to traditional clothing..

The findings of the present work are consistent with this line of research but provide new knowledge about the relationship between historical and cultural factors shaping consumption processes. For example, the results support Desai (2019) who pointed out that cultural packaging is useful for engaging consumers of the millennial generation. Moreover, Gul and Shahzad (2014) have also discussed that, social media act as another determinant variable in fashion consciousness, which stated that the subjective norms perform a moderate role by social media. This research builds on these earlier studies by also focusing on trends such as the '60s fashion to better understand how current culture factors enter into the equation. This research's conclusions coincide with the Theory of Planned Behavior based on the assertion that attitudes, subjective norms, and perceived behavioral control determine intentions as well as behavior. This alignment also enhances the stability of the theoretical framework with reference to the consumer decision making process in a cultural perspective. These results support a strong role for subjective standard, illustrating the role of community standards, which are especially prominent in this type of culture dominant in Pakistan. Ahmed et al. (2018) also validated this theory of integration with the context of online shopping behaviour of the people in Pakistan.

The study has important implications for the Pakistan fashion industry. For the designers and marketers, cultural and societal aspect of values should be given due consideration, including both recognition of the traditions more as a social asset and integrating the contemporary aspects into it. In the Admin (2023) also support sustainability in textile industries and believes if companies combine cultural appeal and sustainability, this will create a greater impact on consumers. In addition, perceived behavioral control which encompasses actual practical impediments including cost and legitimise, can also help make traditional wear more accessible and popular among consumers.

This study provides an important addition to the discussion of attitudes, subjective norms, and perceived behavioural control as factors that shape consumer behaviour. It also highlights the intermediate role played by intentions, notably the paramount role played by subjective norms in decisions to purchase. These findings support and expand on prior research, raising cultural and societal elements of consumers in Pakistan. In doing so, this research provides a complex view that will help further the study of fashion in film and inform attempts at real-world application of those findings. The evidence from this study supports existing research on consumer behavior, and extends the theory in terms of attitudes, subjective norms and perceived behavioral control as factors influencing the process of making the purchase decisions. The heavy weighting of subjective norms are also in line with previous research study findings. For instance, Rehman et al. (2017) strongly drive their argument on how societization of consumer decisions is very important especially in the fashion industry. In a similar fashion, Qureshi and Malik (2017) established that celebrity endorsement contributes to shaping social norms and consumers' decisions on products, which also has a good correlation with the present study's recognised subjective norms. This proved that the Pakistani society is more or less a collectivist one in which social recognition is considered as a major concern.

The findings on attitudes are consistent with previous literature, but imply a rather less powerful role in driving behavior than SN. Khan et al. (2017) state that where attitude is concerned, it forms the most influential factor shaping the purchasing behaviour more so in the grooming products category. However, this study evince that in the case of traditional costume, though attitude is significant, it is not the most crucial factor. The former accentuates the interaction of cultural and social factors, and where decisions are made, subjective norms overpower individual attitudes. The findings of this study correlate with the subscales of perceived behavioral control, where it has been identified that factors that relate to purchasing ease or the availability of the product impact purchasing behaviour, as highlighted by Lodhi and Shoaib (2017) about studies in e-marketing environments . The following is in line with this study where it has supported the perception that when consumers think traditional wears are cheap and easily acquired then they will be willing to embark on a buying process. These practical concerns, it has been found that are neglected in theoretical and research on attitudinal and normative variables.

According to the mediation analysis, intentions explained significant mediations between both the subjective norms, perceived behavioural control, and behaviour that were in agreement with the findings by Rahman et al., (2014) regarding innovativeness and social values in the intentions to adopt apparel fashion. This relatively lower mediation effect of intentions for attitudes in this study might also mean that cultural or societal influences can overcome these intentions and influence the behaviour directly, an important finding for societies that are traditionally or collectivistic in nature.

In addition, the results support Khan et al. (2022) who stress psychological factors play a moderating factor in the consumers' decision-making process. This work's emphasis on the intentions shows the value discovered in comprehending how such psychological influencers can plan real behavior. Like Permana et al. (2023), Tahir et al. (2024) also note social media as a booster in the impact of norms and perceptions to support the notion about the significant roles of subjective norms and behavioral control in the current purchasing environments.

The results also associate with Palalic et al. (2020), which points out that digital platforms play an important role in influencing consumer decisions. Although this paper concentrates on conventional dressing code, it informs that impression introduced through the cultural values blended with the ease-of-access that can play a major role in changing the behavior pattern in line with the study by Umbreen (2012) regarding lawn exhibitions and brands outlet. The study also extends Qayyum and Hasan (2023) who have posited on the relations between promotional tactics and consumer innovativeness; proposing that similar approaches could help repackage traditional wear in modern markets. In conclusion, this research makes also a neoclassical contribution to the theoretical literature by supporting previous theory while being culturally specific. To work around this limitation, it dovetails its results with previous studies ways consumer decision making regarding traditional dress in urban Pakistan is influenced by subjective norms attitudes and perceived behavioural control. This perspective provides useful information for the modern marketer and policy maker in particularly when attempting to address the dichotomy of representing culture and catering for contemporary consumer demands..

We found the supports to some extent for several of the postulates of this study with other related studies while providing new perspectives towards the

relationships of attitudes, subjective norms and perceived behavioural control with consumer behaviour with reference to traditional dress in urban Pakistan. The integration of subject norms with this study can supplement the work of Yadav and Pathak (2017), who highlighted social and cultural influence on green purchasing behaviour in a developing country. Two of the four aforementioned studies stress the importance of collectivist culture in which social influence dominates every person's actions. Attitudes have a measure of influence in this study but considered to have a lesser flow than the two other predictors – subjective norm and perceived behavioral control. This is in support with Yousaf ,Huaibin, 2013 that pointed out that demographic variables including age and gender can mediate-on attitudes and behaviour. Their study also points out that perhaps involvement levels may explain the difference in the strength of the attitudes In this regard, the moderate influence of attitudes observed in this study may not be far from the truth.

Perceived behavioral control is therefore crucial, as indicated in this study, in light of Zahid et al. (2022) who established that perceived ease and feasibility make a significant impact on fashion jewelry purchase intentions among consumers. This involvement not only enhances the relevance in the purchase decision but also lays emphasis on the aspects of accessibility, affordability and convenience which are exactly the secondary discovery of this study.

The partial mediation of intention complies with the investigations made by Zafar and Sarwar (2021) pointing out that technology-driven behaviours and technologies including fashion blogs act as mediators of consumers' decisions. While this research study is specifically confined to ethnicity apparels, it also indicates how tradition combined with modern factors of access can impose behavioral influences showing the integration of tradition and modernity in consumer preferences. Furthermore, like Zafar and Sarwar (2021) claimed about millennials' technology-driven behaviour through the fashion blogs, this study also focused on the subjective norms. The two studies show how social influence an important feature in contemporary consumer behavior interacts with digitally enabled platforms especially in emerging markets..

The findings presented in this research offer profound understanding of impact of Pakistani fashion of the 1960s as well as traditional clothing on urban consumer buying behavior in current global environment. These results support and

expand theoretical approaches to consumer behavior focusing on cultural background, neu-modern, and pragmatic aspects. Community self-appraisal was also found to positively and significantly predict the dependent variable confirming that perceived community approval has a great influence on consumer behavior. The current study supports Rehman et al. (2015) who pinned down that societal norms have a strong influence on purchasing decisions in Pakistan. Also, when using young female consumers, Hayat et al. (2021) noted that social class and peer pressure are essential in buying fashion products. Such conclusions can be explained by the collectivism of Pakistani society's values in which the choice of clothing is still a sign of adherence to customs and belonging to society.

The study showed that consumer attitudes moderate the behavior in a way, although less than what was demonstrated by the subjective norms. Erakat and Snedeker identify positive perceptions that influenced the purchase of the traditional dress to include cultural and aesthetic values. This view tallies with the conclusions drawn by Islam et al. (2017) on materialism and consumer attitudes causing impulse buying behaviours. However, these findings also indicate that people's attitudes are not entirely sufficient to determine their behavior as regards social and practical factors always prevail. Self-reported perceived behavioral control which includes factors such as the ease of access, availability and price of the product influenced consumers' decisions. Traditional wear consumer buying attitudes and behavior indicate that consumer will buy traditional attire when it is easy to acquire. There is a similarity with Ahmed et al. (2018) on the significance of logistics factors influencing the online purchasing behavior and Bashir et al. (2019) on ease of access as a major aspect affecting consumer behavior. Similarly, Desai, (2019) emphasize the fact of the affordability and accessibility by studying the impact of the packaging and the price for Karachi.

Of particular importance to urban fashion, the study underlines the contemporary relevance of a traditional 1960s aesthetic derived from styled motifs and textiles. This is inline with the work of Gul and Shahzad (2014) who looked at the role of Nostalgia and Cultural Attachments in fashion awareness. Cutting-edge inventions still draw on such emblematic practices as stituo of embroidery, cuts and designs, being in demand among consumer who can afford both tradition and the newest trends. This supports Ghous et al. (2020) who found that tradition still has

strong relevance, especially when combined with contempo commercial techniques. The same can also be attributed partly to the social influence of media and the virtual platforms that positively enforce or reinforce tradition and cultural attributes which include the subjective norms of fashion. According to Kazmi et al. (2021), augmented reality and digital marketing are the inventions that are becoming significant in changing the consumer behavior. In the same vein, Gul and Shahzad (2014) proved how social media assists fashion consciousness to make conventional design classical for the younger generation. This maps a great opportunity where designers and marketer can use the existing technologies to popularize traditional garments among the tech-savvy users in urban areas.

The implication of the results of this research study in an agenda of consumer behavior literature is another strength that is consistent with, yet builds on previous scholarship, by exploring the role of subjective norms, attitudes and perceived behavioral control *en toto* in the modality of Pakistan traditional and 1960s fashion attire. Such focus on cultural and social aspects still adds to the body of knowledge to describe the pattern and drivers of urban consumers' behavior.

The last component that was tested is subjective norms and it was found to have the greatest influence over consumer behaviour, in line with the theoretical postulations regarding role of culture and peer pressure. This finding related us with Rehman et al. (2017) who noted conformity to be an important influencer in the fashion context. Reviewing the works of popular authors, Saeed (2015) focused on the importance of religious and cultural norms for consumers, especially collecting societies of Pakistan. The findings reveal that value for cultural heritage has stronger positive effect on the purchase intention of urban consumer, which supports Sabir et al. (2020) where the authors discussed the bandwagon effect for fashionable consumption amongst youth of Pakistan.

Although attitudes were significant predictors, they were rated lower than subjective norms. This is in tandem with the observation by Rahman et al. (2014) that whereas attitudes determine apparel utilisation, extraneous factors supersed all preferences. Another variable that came under the perceived behavioural control index which includes factors such as price and availability. Lodhi and Shoaib (2017) have similar trends where perceived convenience and availability have a huge influence towards adoption of e-commerce in Karachi. Based on these results, it can

be postulated that practical aspects must be taken into account; particularly when marketing ethnic clothing to contemporary society.

The transcendent aesthetic sensibility of the sixties fashion in terms of the embroidering/body line also underlines cultural memory. This confirms with Umbreen (2012) who posited that old style marketing techniques such as lawn exhibitions and brand outlets are well accepted by consumers in Pakistan. Same as Zahid et al. (2022), cultural aesthetics was found to play an important role in the formation of purchase intentions for fashion jewelry, this supports that heritage plays an important role in consumers' decision-making.

Thus, the increasing role of social networks as the source of decision-making criteria is traceable. According to Palalic et al. (2020) traditional as well as modern fashion trends circulated through technology based platforms are explored. In a similar vein, Tahir et al. (2024) also realised that these platforms particularly Instagram is crucial in linking consumers to cultural oriented products, a thing that supports this study on the coalescing of heritage and modernity. More importantly, it is clear that brand image has an essential role to play in determining consumer decision making, as pointed out by Khan et al. (2022). Thus, the study finds that the increase of cultural and historical importance in the promotion of traditional costumes may be useful to improve brand association and customer involvement.

Sabri and Amir (2023) confirm the study's results regarding attitudes and nostalgia. In their work they touched on how people of Pakistan connect emotionally to Color and how this factor impacts their consumer choices. The factors that help us to understand the choice of traditional clothing include patriotism together with nostalgia and identity constructs. This is in support of Mohiuddin, (2018) who observed that lifestyle and value preferences are key drivers that explain consumer choices.

As compared to other types of research that focus exclusively either on cultural or practical considerations or even the emotional factors that define this market, the research offers a very much holistic perspective of how 1960s fashion which originated from Pakistan continues to impact the urban consumers now. Thus, connecting these findings with prior research, this study strengthens the role of heritage, social norms and now marketing in the given consumer behavior. Such findings can inform the policymakers, designers, and marketers regarding how to

provide relevant and reasonably utilized fashion services. Therefore, the results of this research are consistent with and build upon previous literature by stressing on the importance of perceived subjective norms, perceived behavioral control, and the feelings to determine the consumers' behaviour. This also brings convergences with the extant literature, strengthen the Theory of Planned Behaviour while providing culture sensitive undercurrents to the attitude towards consumer preferences in the urban Pakistan. These issues help add to the overall body of knowledge about how consumers are influenced by traditional and new factors in a fast moving industry.

I. Chapter Summary

Chapter 4 provided and discussed the findings of the study to understand the effects of intentions towards perceived theories of attitudes, subjective norms, perceived behavioural control and actual behaviour towards traditional dress in urban Pakistan. Discussing the demographic features, the distribution across gender, age, and education levels was presented, to guarantee the generalizability of the findings. Cross-sectional analysis also showed that subjective norm and perceived behavioural control had positive correlation of 0.68 and 0.60 respectively with behaviour while the correlation between attitudes and behaviour was moderate 0.35. Attitudes and intentions were pinpointed as showing lack of reliability, therefore poor reliability was a clear area to target for further improvements in future studies. The regression analysis showed that the Impacts of all the perceived constructs were significant, with subjective norms having the biggest influence on behaviour, followed by perceived behavioural control and attitude. Intentions were found to partially mediate the relationships between the independent variables and behavior and subjective norms emerged as having the highest mediation. The results are consistent with the TPB and also stress the cultural and social factors regarding the buyer's decision. Finally, this chapter relates these findings to prior research and provides fashion industry recommendations to popularize cultural assets while responding to contemporary trends. In summary, Chapter 4 emphasises the social, cultural and psychological factors as key determinants of consumers' process of buying.

V. CONCLUSION

A. Introduction

Chapter 5 is the conclusion of the research study where findings are discussed with relation to the outlined research objectives. It has also included a critical discussion on the way the study has advanced the existing knowledge base in light of historical factors in relationship to modern trends of fashion in urban Pakistan. In this chapter, the findings are reflected upon in relation to the fashion industry and consumer behaviour analysis. With regards to the potential research directions for the future. The study uses the Theory of Planned Behavior in a bid to determine the correlation between attitude, subjective norm, perceived behavioral control, intention and consumer behavior. Allying with prior studies, the chapter underscores various traditional, historical and culture on the current purchasing decisions. These are important for understanding the social relations of the traditional and the new in fashion (Adnan 2014; Bashir et al., 2019).

B. Restating the research purpose and objectives

In view of the above stated objectives, the main aim of the study was to examine the role of the Pakistani export fashion of the 1960s as adopted by the urban consumers today. The goals of the study were to identify possibilities for tradition and modernity in the consumption of fashion. Further down the study aims and objectives are provided, and inference made from the discoveries made through the research are addressed.

1. Examining the Relationship Between Traditional Attitudes and Contemporary Fashion

The study shows how traditional attitudes are still very much applicable to modern fashion trends. People who have an appreciation for these items are more likely also going to buy the clothes that are trendy, but have the touches of the traditional clothing present in them. This supports the evidence from Rahman et al.

(2014) wherein the study postulated on the social values that determine apparel fashion adoption. The findings of this cross-sectional study underlining moderate correlation between attitudes and behavior underscore value of maintaining traditional aesthetics to appeal to consumers anchored in cultural standards. Although attitudes were not such a powerful predictor of behaviour, their importance suggests that traditional beauty remains relevant in modern urban appearance. Those who add more and more traditional patterns and cuts and include traditional fabrics in their clothing designs can address this feeling, as people will buy modern clothing with elements of tradition. It contributes to such approaches that Yadav and Pathak were disclosing the following trends in consumers' decision-making: sustainability and tradition.

2. Investigating the Influence of Historical and Cultural Elements on Modern Designs

The findings of the present study suggest also that historical and cultural factors are still important in the formation of modern fashion. The findings show that perceived subjective norms that involve the expected cultural and social practices were the most influential factors to the consumer behavior. This finding supports the positive studies of Rehman et al. (2017) that examines the role of culture on the choice of fashion trends. Thus, the cultural background is still significant in the collectivist country as Pakistanis continue to follow the cultural values regarding purchasing behavior and customer preference for local elements incorporated in the modern patterns. Also noted, the results signify the continued relevance of historical references, where aspects of clothing styles and cutting in the faces of the 1960s. This concurs with what Zafar, and Sarwar (2021) have seen, who discussed how nostalgia-framed fashion blogs impact millennial consumers. This blend of the conventional and versatility the local artisans give opportunities for designers to produce goods that reflect values and trends.

3. Identifying Factors That Shape Consumer Purchasing Power and Preferences

Perceived behavioural control which refers to consumers' belief about the financial feasibility, availability and accessibility of a product influences consumer behaviour as shown in the study. In this case, consumers are motivated to purchase

traditional apparels if at all they feel that the apparels are functional, cheap as well as easily accessible. Regarding this finding, the study supported the work of Lodhi, and Shoaib (2017) who pointed out the significance of logistics convenience in the e-marketing and their effect on buyers. Moreover, the preferences stem greatly from factors such as purchasing power. On the same note, consumers with higher disposable incomeas seek quality and cultural associations with the products. This supports Hayat et al., (2021) who proposed that young female consumers were affected by fashion choices based on their socioeconomic status. This is equally important for the fashion industry in a manner that each segment should be addressed and catered for by providing high end and low-end products.

4. Analyzing the Impact of Western Influences on Local Silhouettes and Textiles

Some trends have been imported from other western countries while mixing it with Pakistani cultural dressing. The study affirms that current customer ears modern designs with the western cuts, patterns, and fabric with cultural sensitivity. This aligns with Zahid et al. (2022) study on understanding the effects of global factors on the use of fashion jewelry as a product that is reasonably ordered while preserving sociocultural aspects. As the globalisation has brought many western aesthetics to the local fashion, this research proves that consumers appreciate tradition as part of modernity in fashion. This balance is of a symbolic nature and shows that there are evolving two characteristics of consumers' demand: tradition and a reference to the new century. Such hybrid designs make sense with Palalic et al. (2020) research where the authors highlighted increasing trends of social media's roles in culturally localized but globally appealing fashion.

5. Exploring the Similarities and Differences Between Early and Current Fashion Trends

The findings of the work reveal various similarities between today's fashion and the fashion of the distant year. For instance, current fashion is still characterized by embroidery motives, fabrics and colors typical for the 1960s. Nevertheless, there are certain discrepancies apparent, most of which owe their existence to technology and acculturation with the West. Such changes demonstrate what Umbreen (2012) observed in her research in consumer buying behavior at lawn exhibitions in which

modern designs incorporate traditional motifs for today's consumers. This research reaffirms the argument that while ceremonial aspects of product design remain valid, they should be creatively addressed, in as much as they are justified by the functional and visual requirements in the current society. This best illustrates why innovation is so crucial in an attempt to sustain the cultural integrity and or identity while feeding into the ever-changing possibly sophisticated tastes.

To a large extent, the study is able to meet both its stated and research objectives as it establishes how attitudes, subjective norms, and perceived behavioral control affects consumer behavior regarding traditional attire. The work further provides evidence that cultural reference and social norms play a significant role in the decision to purchase whilst paying some attention to influences from the western part of the world and practicalities. Communicating the results between historical and current analyses offers a rich source of information for designers, marketers, and anyone interested in adapting tradition with modernity. These findings can be useful to advance the knowledge on consumer behaviour within a country that is experiencing rapid globalization and cultural diversity – such as Pakistan.

C. Summary of Findings

The purpose of this research was to identify the impact of Pak fashion trends during 1960's and traditional dressing on modern consumer buying behavior of urbanites. The results indicate that historical and cultural characteristics, and consumers' attitude and subjective norms, perceived behavioral control, and behavior are related. Subjective norms were the most significant factors with detailed information on the importance of societal and cultural values in influencing consumers' behaviour. This is in line with Rehman et al., (2017) that revealed an importance of social realize influence in purchasing decision uncovering that norms exerted tremendous influence in nations with collectivistic orientation such as Pakistan. Attitudes were also identified and supported the idea that perceived traditionality of clothing had a positive effect on the likelihood of purchasing traditional attire. However, the direct path coefficient was slightly less for attitudes compared to subjective norms and perceived behavioral control indicating that although there is the Asian cultural appreciation of animals beneficial practical and social factors are more influential. This evidence supports Adnan (2014), which

similarly indicated that the perceived environment and social factors play a much greater role than attitudes in making decisions.

Another predictor that contributed significantly as support the construct of perceived behavioural control that included accessibility, affordability and feasibility. The analysis also showed that consumers are more likely to purchase attires when they feel that such a purchase is easy to make, which is in line with a previous study by Lodhi and Shoaib (2017) indicated that convenience was crucial in consumers' decisions. Furthermore, the analysis of mediations showed that intentions mediate these variables partially for behaviour, where the subjective norms had the highest mediated role. Again, the study also brought out the vestiges of some of the following decades specifically the sixties embroidery style, silhouettes and textile on today's evolution. These elements find a favourable response from consumers who look for experiences that incorporate both the temporal orientations and advances, as claimed by Zafar and Sarwar (2021) regarding nostalgia-informed fashion trends.

D. Addressing research gaps

This research responds to several significant research questions that previously have not been satisfactorily answered. First, though a great number of consumers' behavior related to fashion and other types of new retailing, including e-fashion, have been analyzed in previous studies (Ahmed et al., 2018), there was lack of historical and cultural perspective usually studied by historians, anthropologists, and ethicists. Thus, this study closes a gap in the current body of knowledge by investigating the impact of the late 1960s fashion on consumers' behavior of the early 21st century.

Second, even though the Theory of Planned Behavior has been used in different settings, including that of the green purchasing behavior (Yadav and Pathak, 2017) and online shopping (Adnan, 2014), there is limited knowledge of its use with traditional and historical fashion consumption. This study expands the theory by including historical and cultural factors to show how these interact with the perceived subjective norms and perceived behavioural control. Third, the study is also unique in terms of it is a prescribed focus on urban consumers in Pakistan, which seems to be a understudied group of consumers in the global consumer behavior literature. Previous works like the one by Hayat et al., (2021) and others

have looked into certain trends affecting sustainable fashion consumption but no study looked into historical and cultural aspects as part of the analysis. This study fills this gap and provides understanding how cultural elements may be saved and incorporated with different contemporary consumers' needs. Last but not least, the study advances a knowledge of how appreciation of culture is has an interaction with practical elements such as how accessible and affordable a certain product is. This builds on studies by Bashir et al. (2019) focused on the logistics of online shopping themselves, although they apply these ideas to the classic fashion perspective.

E. Practical Implications

Overall, the conclusion drawn from the study provides important implications for designers, marketer and policymakers of Pakistani fashion industry. First, the high level of impact of subjective norms implies that awareness of the culture and the tendency of the society should be the key strategies in the marketing aspects of the campaign. For instance, appealing to stories that were painted in the advertisements and which cater for the cultural features associated with 1960's designs/interiors feel appealing to the consumers; as in Qureshi and Malik (2017).

Second, when we consider the postsoviet culture, there are lots of references to more traditional elements, like embroidery patterns or textiles that can be introduced into more modern silhouettes. Zafar and Sarwar, (2021) call for the promoting use of nostalgia in order to capture the millennial audience if not all that aesthetics with a combination of traditional and modernistic appeal could be appealing. Furthermore, as pointed out by Palalic et al. (2020), the use of social media platforms to enhance this appeal can be effective to reach a younger generation consumers who are digital native . Third, stressing the importance of perceived behavioural control as a determinant of intent underlines the fact that it is the realisation of the intent that is required, and, therefore, practical availability of the PM instruments should be a key goal. It is therefore important to guarantee that traditional wear is easily accessible, cheap to obtain and easily procurable. This supports Lodhi and Shoaib (2017), who identified convenience was the reason affecting the online shopping behavior. Fashion clothing retailers could open online stores being unique sales of traditional clothing with cheaper prices and convenient delivery of goods.

Furthermore, the study has implication for sustainability. Being consequentialist consumers look for significant products that espouse their values, there is an improvement in appeal when both craftsmanship and sustainability are incorporated. According to Yadav and Pathak (2017), sustainability has emerged as a major driver, and the blend of culture and environmental concerns may help stands out from rivals. Also, following the roles of the consumers, producers can also support local artisans and culture by having the government subsidize and campaign for the products. It is such measures that can provide continued existence for traditional types of folk crafts while at the same time delivering them into the hands of the urban buyer, thus meeting economic/aesthetic as well as cultural demands. Finally, this research provides clear steps on how tradition and modernity can be achieved to help the stakeholders of Pakistan to enhance their product range whilst maintaining the cultural insights that is so vital in Pakistani society.

F. Limitations and Future Research Directions

However, this study has several limitations that should be noted in the course of the recommendation and conclusion part. First, the study is only conducted in urban places in Pakistan which restricts the apply of the research study to rural areas that might have different cultural practice and consumers' buying behavior (Hayat et al., 2021).

Secondly, the study uses an quantitative approach by administering structured survey that while useful in determining the strength of relationship between variables, reduces the richness of the participants' reasons for their behaviours. Interview or focus group study could have offered richness of feeling and culture about fashion consumption (Rehman et al., 2017).

Third, In terms of reliability scores many of the constructs such as attitudes and intentions scored lower than what is normally expected. This implies that the survey items used to measure these variables need to be purified, since the nature of these constructs is rather complicated. Fourth, the study is a cross-sectional study, it only takes a snapshot of the consumers' behaviour at a given period of time. To really understand how years of social and cultural impact on fashion shape the present and the future, a longitudinal design could be useful (Adnan, 2014).

The studies that should be conducted in the future should seek to consider the impact of traditional fashion to a broader population together with the rural and the semi-urban population. Research comparisons could be made across different regions to afford a better understanding the impact of culture and history on consumers in Pakistan.

Also, the focus on the qualitative methods, including ethnographies, or interviews can enrich knowledge on such factors as pride and affective aspects of traditional clothing. Such approaches could afford more subtle understanding of the role of cultural values in dressing.

We could also look further at future research on how social networks and other forms of online media can be associated with advertising traditional fashion. Both Instagram and Pinterest have been established to contribute to popularization of nostalgic trends among millennials (Zafar and Sarwar, 2021). The study of how digital marketing extends CALL features to traditional wear might be useful for fashion companies to understand that was already known. Finally, it is possible that historical analysis and longitudinal research assessments of how the consumer zeitgeist weighs on the advances of more conventional thoughts of sustainability in relation to fashion could prove enlightening. By scrutinizing these directions, the subsequent research can complimentarily extend the knowledge of the interdependence between tradition, modernity, and consumers.

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APPENDICES

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.636 ^a	.404	.398	.54387
2	.639 ^b	.408	.400	.54288

a. Predictors: (Constant), Subjective_norm, Attitude, Perceived_behavioral_control
b. Predictors: (Constant), Subjective_norm, Attitude, Perceived_behavioral_control, Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.425	3	19.808	66.966	.000 ^b
	Residual	87.557	296	.296		
	Total	146.982	299			
2	Regression	60.039	4	15.010	50.928	.000 ^c
	Residual	86.943	295	.295		
	Total	146.982	299			

a. Dependent Variable: Behaviour
b. Predictors: (Constant), Subjective_norm, Attitude, Perceived_behavioral_control
c. Predictors: (Constant), Subjective_norm, Attitude, Perceived_behavioral_control, Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.091	.246		4.436	.000
	Perceived_behavioral_control	.113	.055	.102	2.076	.039
	Attitude	.100	.053	.089	1.890	.060
	Subjective_norm	.526	.048	.555	10.932	.000
2	(Constant)	1.266	.274		4.623	.000
	Perceived_behavioral_control	.131	.056	.118	2.342	.020
	Attitude	.102	.053	.090	1.924	.055
	Subjective_norm	.526	.048	.554	10.941	.000
	Intention	-.073	.051	-.067	-1.443	.150

a. Dependent Variable: Behaviour

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Intention	-.067 ^b	-1.443	.150	-.084

a. Dependent Variable: Behaviour

b. Predictors in the Model: (Constant), Subjective_norm, Attitude, Perceived_behavioral_control

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266 ^a	.071	.068	.67705

a. Predictors: (Constant), Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.381	1	10.381	22.646	.000 ^b
	Residual	136.601	298	.458		
	Total	146.982	299			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.899	.225		12.898	.000
	Attitude	.301	.063	.266	4.759	.000

a. Dependent Variable: Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.385	.54968

a. Predictors: (Constant), Subjective_norm

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.941	1	56.941	188.455	.000 ^b
	Residual	90.040	298	.302		
	Total	146.982	299			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), Subjective_norm

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.596	.175		9.142	.000
	Subjective_norm	.591	.043	.622	13.728	.000

a. Dependent Variable: Behaviour

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.346 ^a	.120	.117	.65883

a. Predictors: (Constant), Perceived_behavioral_control

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.634	1	17.634	40.627	.000 ^b
	Residual	129.348	298	.434		
	Total	146.982	299			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), Perceived_behavioral_control

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	2.567	.221		11.638	.000
	Perceived_behavioral_co ntrol	.384	.060	.346	6.374	.000

a. Dependent Variable: Behaviour

RESUME

