

## Brand attitudes serve as a mediator between customers' need for uniqueness and their intentions to purchase at Lebanese aesthetic clinics

Rabih Kabbout<sup>1\*</sup>

<sup>1</sup>Doctorate of Business Administration at Beirut Arab University, Lebanon; rabih\_k\_lb@hotmail.com (R.K.).

**Abstract:** This study explores the relationship between consumers' psychological traits, specifically the need for uniqueness (CNFU), and their purchase intentions (PI), with a focus on the mediating role of brand attitudes (BA) in the Lebanese aesthetics market. Using structural equation modeling, the research validates two hypotheses: first, that CNFU directly influences PI, and second, that BA mediates this relationship. The findings reveal that consumers with a strong desire for individuality are more inclined to purchase products, especially those symbolizing exclusivity and distinctiveness, while positive brand attitudes significantly strengthen this connection by shaping perceptions of how products align with personal uniqueness. The study highlights the importance of understanding these psychological traits for developing effective marketing strategies, suggesting that businesses can enhance purchase intentions by offering customizable products, fostering positive brand perceptions, and targeting consumers' need for individuality through personalized advertising campaigns. Additionally, the research makes a significant contribution to marketing literature by addressing the mediating role of BA and providing a novel conceptual framework linking consumer psychology to purchase behavior. Practical implications include guiding product development and segmentation strategies to appeal to consumer demographics driven by uniqueness while also informing marketing campaigns to enhance brand engagement and customer satisfaction. However, the study acknowledges limitations, such as its reliance on cross-sectional data and a focus on a single market, and recommends future research to adopt longitudinal designs, expand to multinational markets, and explore additional mediating factors like perceived quality and price. Expanding the research scope would improve the generalizability of findings and offer deeper insights into how psychological traits influence purchasing behavior across various cultural and economic contexts, ultimately providing actionable insights for businesses aiming to better understand and cater to consumer needs.

**Keywords:** Consumer need for uniqueness, Brand attitudes, and Purchasing intention.

### 1. Introduction

Intentions to buy are heavily influenced by consumers' psychological qualities. According to Jayne, et al. [1] consumers' value awareness, their sensitivity to normative influence, and their need for uniqueness are three important factors that greatly affect their purchase choices. The term "value consciousness" describes how concerned buyers are about obtaining the most bang for their buck. Shoppers who care a lot about saving money will look at several options and costs before buying [2]. For some shoppers, the ability to showcase their personality via the things they buy is a major motivator when it comes to making a purchase. This group of buyers could be less prone to follow trends and instead look for unique items [3-5]. These elements have the potential to influence customer behavior, which in turn might affect their desire to buy. A customer that is very price sensitive could be more swayed by a product's perceived worth. However, societal expectations or a desire to stand out from the crowd might also play a role in their choice. According to research [6-8] companies and

marketers may improve their marketing efforts by gaining a better grasp of these aspects. The need for uniqueness refers to the extent to which consumers desire to differentiate themselves from others by choosing products that are unique and different [9]. Consumer needs for uniqueness can also impact purchasing intention, as some consumer's value expressing their individuality through the products they consume. These consumers may be less likely to conform to social norms and seek products distinct and different from what others are buying [3-5]. These factors can shape consumer behavior and ultimately impact purchasing intention. Understanding the role of brand awareness in building the relationship between the customer need for uniqueness and their intentions to buy can help marketers tailor their offerings and marketing messages to better align with the needs and preferences of their target audience, ultimately leading to increased purchasing intentions [10]. However, it's essential to remember that these factors can vary widely between individuals and contexts, so a one-size-fits-all approach is unlikely to be effective.

## 2. Problem Statement

The Lebanese aesthetics sector is a rapidly growing industry that caters to a diverse range of consumers, from those seeking high-end products to those looking for more affordable options. However, understanding the motivations and behaviors of consumers in this sector can be challenging. While some consumers may be heavily influenced by different factors, others may prioritize individuality and uniqueness. Businesses need to develop marketing strategies that appeal to both types of consumers, perhaps by highlighting the unique features of their products or creating limited-edition items. One of these major strategies is building a brand that offers the perception of the customers the idea of uniqueness. Consumer needs for uniqueness are important factor that businesses need to consider in the Lebanese aesthetics sector [3-5]. Consumers who have a high need for uniqueness may be less likely to conform to social norms and may seek out products that are distinct and different from what others are buying. Businesses need to create branding strategies to these needs, perhaps by linking their brand to offering personalized products or unique design features [6, 11]. Understanding how brand mediates the relationship between customers need for uniqueness and their intentions to buy and how this influence purchasing intention in the Lebanese aesthetics sector is crucial for businesses looking to drive sales. By understanding this relationship, businesses can create more effective marketing strategies and product offerings that appeal to a wider range of consumers [4, 8, 12].

## 3. Literature Review

### 3.1. Uniqueness Theory

Researchers have demonstrated that need for uniqueness is the most important psychological trigger for consumers to buy a product, based on the uniqueness theory. In fact, this theory implies that individuals have tendency to opt for differentiation and showing how dissimilar they are to others. Similarly, the theory of desire for uniqueness (NFU) explains how customers' NFU might influence brand reactions and purchase choices in the context of product purchasing intention. According to Bhardwaj and Bedford [13] consumers with high levels of NFU are more likely to rapidly absorb new items and adopt new brands, whereas those with lower levels of NFU are more likely to stick with tried-and-true favorites [3, 4, 8]. There are typically three forms of customer behaviour that exemplify the CNFU: Consumers' willingness to purchase goods that are outside group norms and risk social disapproval demonstrates their willingness to engage in creative choices counter-conformity [14]. One further way in which CNFU manifests itself is in the preferences of its customers, who, in an effort to differentiate themselves, tend to choose for niche or obscure brands and items [15]. Therefore,

according to the notion of uniqueness, people desire distinction via non-congruence despite the effect of normative influence because they are motivated by an independent incentive. As a result, wealth and worldly possessions grow to be seen as more important. The research seeks to assess whether or not there is a link between customers' NFU and their reported preferences for well-known premium companies in line with the uniqueness idea.

### 3.2. *Purchasing Intention*

Purchase intention is a psychological construct that refers to an individual's tendency to buy a specific product or service. It is the extent to which a consumer plans to buy a particular product or service. [7, 11]. Purchase intention is an important determinant of consumer behavior that reflects the consumer's desire and ability to buy a product or service [12, 16]. Factors such as personal beliefs, attitudes, and past experiences influence purchase intention. It is a critical concept for marketers as it helps them to predict consumer behaviour and design effective marketing strategies. Purchase intention is often used as a proxy for actual behaviour in research studies [3-5]. It is a dynamic construct that can change over time based on the consumer's experiences, attitudes, and environmental factors. Purchase intention is a crucial aspect of the consumer decision-making process that determines whether a consumer will buy a product or service [6, 11]. It is a significant predictor of actual purchase behaviour, as consumers are more likely to buy a product or service when they express a high purchase intention. Purchase intention is affected by various factors, including product attributes, price, brand reputation, and social influence. It is a multidimensional construct that includes cognitive and affective elements, such as perceived usefulness, value, and emotional attachment. Purchase intention is often measured using surveys or questionnaires that ask consumers about their likelihood of purchasing a particular product or service [4, 5, 11]. It is a dynamic concept that can change over time due to changes in consumer attitudes, preferences, or external factors such as economic conditions. Purchase intention is closely related to customer satisfaction, as satisfied customers are more likely to express a high purchase intention. It is a key metric for businesses to track and monitor, as it can provide insights into the effectiveness of marketing campaigns and product development efforts [4, 5, 12]. Social norms and cultural values can influence purchase intention, as consumers may be more or less likely to purchase a product or service based on social expectations. It is an essential concept for businesses to understand, as it can help them to identify opportunities for growth and innovation in their respective markets.

### 3.3. *Consumers' Need for Uniqueness (CNFU)*

CNU refers to "the personality characteristic of seeking differentness compared to others via the purchase, purchasing intention, and disposal of consumer goods to establish and increase one's self-image." It is based on research into consumer behaviour. Researchers have paid close attention to the correlation between purchasing intention and CNU due to the nature of the items [17] (Zhan & He, 2012).

Meaningful difference between oneself and the crowd is implied by the term "uniqueness". People seek novelty in a deal to boost their self- and social-image by demonstrating their superior taste or avoiding the use of items others are more likely to be seen with. According to theory, the rarity of an object boosts its allure. Putting this theory to the test, Nave, et al. [18] discovered that scarcity significantly impacted perception. A shortage of anything makes it seem more exceptional than it is. The distinctiveness of a brand is one of the primary factors that drive its use, according to Shahid, et al.

[19]. Customers like a brand that stands out from the competition and is highly regarded. Customers are more likely to feel connected to a product and pay more if they perceive that it was produced in limited numbers. They may give the product a try to better themselves financially and socially apart from the general populace [20]. Being distinctive suggests one wants to set oneself out from the crowd. People concerned with projecting a positive picture of themselves to the outside world may look for ways to distinguish themselves from others by either confirming their sense of taste or avoiding using items too similar to those used by others. Nave, et al. [18] argue that in contrast to the inclination for people to adhere to social standards, a fear of one's identity is prevalent anytime one feels that one is highly similar to others. As a result, people acquire the NFU as a personality feature, leading them to seek ways to set themselves apart actively. To set oneself apart from the crowd, Kasber, et al. [21] suggested investing in rare goods; however, Kaytaz and Gul [22] argued that a product's uniqueness is more likely to be valued as its price rises. Since the most well-known premium brands also tend to be the most popular and lack exclusivity, this may suggest that people with a strong preference for NFU also have a weak preference for CNFU. Consumers, it would seem, place more emphasis on a product's high price tag or scarcity than on its actual usefulness or association with a particular brand, all to set themselves apart from the crowd. Jhamb, et al. [23] proposed a three-dimensional concept showing varying degrees of social divergence and reflecting varied behaviours in consumers' quest for uniqueness, further developing the CNFU idea. In reality, there are three levels to the paradigm proposed by Tikhomirova [24]. When customers demand social distinctiveness in a safe and socially acceptable manner, this translates into a need for uniqueness by making Need for Uniqueness Counter Conformity (NFUCC). So, consumers seek products distinct from one another to fulfil their NFU, but they steer clear of those that can cause them to be labelled as odd or out-of-the-ordinary. In addition to expressing their NFU and tolerance for social rejection, consumers may show they value uniqueness by opting for the unpopular option against conformity [20]. Knowledge, defined as familiarity with several premium brands within a particular market segment, mediates the connection between CNFU and opinions of the most popular brands, as stated by Hampson, et al. [25]. According to the authors, more discerning consumers may shy away from mainstream labels in favor of lesser-known ones to stand out. Instead, these savvy customers go for lesser-known companies within the same product category that can provide comparable value while also setting them apart from their fellow goods owners, according to Latter, et al. [26]. Additionally, informed consumers are better at selecting brands that best fit their self-images and enable their self-impressions since they have a deeper understanding of the features of each brand. The uniqueness of high-end items has been a point of contention due to the many implications that may be attached to the term. Over the personal level related to consumers, involving self-differentiation, individuality, and self-expression; and over the brand level about innovation, tailored experiences, unique offerings, and a sense of belonging to a social group, Han, et al. [27] proposed two tiers of the need of uniqueness in purchasing intention. According to Ratnasari, et al. [28] to succeed, businesses need to strike a middle ground between catering to the desires of affluent consumers and alienating them with too exclusive offerings. The COVID-19 epidemic is widely seen as a stimulant for mass purchasing intention in the sector and an accelerator for resetting the customers' priorities of products, both of which have contributed to the rapid expansion of the new term "mass ". Kumagai and Nagasawa [29] suggests that eco-friendliness and healthiness are emerging as new markers of social standing and cultural capital. As a result, consumers appear to place less value on the traditionally associated characteristics of goods—such as high price and scarcity and instead place a premium on

items that are environmentally friendly or that promote a healthy lifestyle and provide security during the current global outbreak of the COVID-19 virus.

### 3.4. Brand Attitudes towards the Best-known Brands

Cheah, et al. [30] have shown, people are more likely to purchase products from businesses with whom they have an emotional connection. Brand loyalty is affected by consumers' ability to have an emotional connection to the product. Buying products from well-known, high-priced brands might make customers feel more at home in their chosen social circles. The term "brand attitude" refers to a person's "psychological predilection for well-known brand name items. Brand loyalty refers to a preference for high-priced, well-known products. They tend to purchase the most marketed bestsellers because they mistakenly believe that a greater price indicates a better quality product [31].

Buying well-known and expensive brands is likewise associated with this kind of consumer decision-making. Customers that care about brands tend to believe that more expensive ones are of higher quality. Because of this, one's feelings towards brands may serve as a pivotal conduit between an individual and the wider world. Consumers' choices on name brands are influenced by vanity concerns and opinions, according to Hann [32]. As consumer egos are stroked by the acquisition of prestigious labels, brand attitudes may serve as a common language for demonstrating social standing. Consumers may more accurately gauge their progress toward personal and professional objectives as a result. Because of this, researchers have looked at how brand perceptions play a role as a moderator between consumers' egos and their penchant for high-end purchases.

One definition of brand attitude is the degree to which a customer identifies with a brand and feels a connection to the product's characteristics and marketing efforts according to [33]. In order to delve further into consumers' brand associations, behavioural intents, and implicit motives for acquiring items from brands, previous studies including those conducted by He, et al. [34]. Shao, et al. [35] highlight the importance of brand image by explaining how customers' judgments of brand image influence their opinions of a certain brand's quality by conjuring prior experiences or personal sentiments, which in turn affects brand attitudes. However, more recent research confirms that customers' good emotions about brands are causal of increased sales. So, customers who have a favorable impression of low-cost carriers are more likely to have pleasant encounters with compassion and, as a result, have a favorable impression of the low-cost carrier's brand and the personnel who work for it. Tak [36] research shows that customers' sensory, intellectual, behavioural, and emotive experiences all play a part in shaping their perceptions of brands.

Hennigs, et al. [37] argues that the advertising and promotional activities of the best-known companies are just as important to how customers feel about those brands as the brands themselves. Brand awareness serves as a mediator between the advertising and the product's attitude statement, as stated by Margariti, et al. [38]. Additionally, Direct to Consumer (DTC) companies have evolved, selling directly to customers through online digital platforms, as e-commerce has become increasingly prevalent in the aesthetics sector. Co-creation, cost-effectiveness, website attractiveness, brand uniqueness, social media engagement, and innovativeness of DTC brands are shown to significantly impact consumers' attitudes toward these brands based on the empirical findings of a conducted quantitative analysis involving 210 US e-consumers of DTC brands. To be specific, it influences online shoppers' propensity to make repeat purchases [39].

Brand loyalty is a key part of businesses' marketing strategy, and it has been studied from two distinct angles: behavioural and cognitive. According to the definition of brand loyalty offered by Abalkhail [40] brand loyalty occurs when consumers have a favorable attitude toward a certain brand, which in turn motivates them to make frequent purchases and, ultimately, results in customer satisfaction. An expressive consumer-brand connection, as described by Eastman and Eastman [41] is predictive of brand loyalty because it generates intangible added benefits that customers can put their faith in. However, customers' attitudes and actions toward a brand are positively influenced by feelings of affection for and familiarity with that brand.

Ajitha and Sivakumar [42] pinpoint three personality qualities shared by buyers that have a bearing on their opinions of the most prestigious labels. The data support the authors' contention that customers' value consciousness (VC) acts as a harm to their views since VC increases the likelihood that they would favorably appraise well-known brands. Furthermore, given consumers' SNI is positively associated to brand sentiments, the authors argue that social influence is a key motivator for purchasing. Ting, et al. [43] research confirmed that consumers' knowledge plays a mediating role in the relationship between shoppers' need for uniqueness (NFU) and brand attitudes. Specifically, as consumers increase their knowledge about different brands, they become more negative about these brands. While the COVID-19 epidemic raged, people shifted their focus from brands to their own health and safety. A worldwide survey of consumer attitudes found that people are more likely to buy a product from a company that has a clear policy for keeping its workers healthy and safe from disease, and then choose products from companies that back healthcare institutions and governments.

#### 4. Hypothesis Development

A high level of need of uniqueness (NFU) increases the likelihood that consumers would indicate a desire to transfer brands, according to research by Kastanakis and Balabanis [44]. Another benefit of recommending products with a consistent brand identity and few variations is that high NFU consumers are less inclined to switch brands. In response, Kaytaz and Gul [22] proposed that consumers' social expectations, such the need for self-monitoring and the desire for uniqueness (NFU), greatly influence the prominence of brands they choose. In social situations, consumers with high levels of self-monitoring and NFU are more likely to rely on brand logos to enhance their sense of individuality and self-image, leading to status purchasing intention [12]. Customers that score high on the NFU scale are especially drawn to distinctive brand logos, which allow them to feel validated in their social identities. A relatively substantial association between CNFU and consumers' inclination to purchase is shown by the results of Valášková and Klieštík [45]. Customers' perceptions about the most well-known organizations are significantly influenced by their need for originality as a behavioral attribute, according to Bayraktaroğlu and Alimen [46]. Consequently, a new research questions is hypothesized:

*H<sub>1</sub>: Is there a relationship between customer's need for uniqueness (CNFU) and their product purchase intentions (PI)*

According to Wang, et al. [47] brands provide consumers more than simply functional advantages; they evoke a variety of emotional feelings. What we call "emotional value" is the sum of all the positive emotions a product might evoke in its buyers, including happiness, contentment, and delight upon ownership. According to Grazzini, et al. [48] consumers may develop a stronger bond with their brands via emotional encounters. The phrases "brands make me happy" and "brands make me feel good" have a significant impact on consumers' emotional interactions with companies. Consequently, may present customers a plethora of extravagant sensory delights. The extent to which consumers see a personality match between brands and persons is another component in the emotional investment consumers have in such companies. "Functional value" refers to the elevated product quality (including product

availability, reliability, and lifespan) and unique services that consumers have grown to expect from premium brands. –consumers have higher standards for branded products and services because they associate luxury with superior quality [49]. As a result, the following hypothesis was formulated:

*H<sub>2</sub>: Does consumer's brand awareness (BA) plays a mediating role in the relationship between the customer's need for uniqueness (CNFU) and their product purchase intentions (PI)*

## 5. Methodology

The anticipated sample size for the 2022 study at the aforementioned Lebanese Aesthetics Clinics was 210,000 people. All Aesthetics Clinics in Lebanon were chosen to be part of the study's population. The study included participants with a wide range of academic backgrounds, including customers, employees, and managers with Bachelor's, Master's, Doctorate, and Ph.D. degrees. The clinics' track records of doing competitive, high-quality research on a global scale will determine their participation in this study. When dealing with huge populations, Cochran's formula is seen to be particularly suitable. You may simplify the expression to  $n=N/\sqrt{1+N(e)^2} = 210,000/\sqrt{1+210,000(0.05)^2} = 350$ . There were 350 consumers surveyed for the study. In order to get to the heart of the matter, this study used closed-ended questions to elicit responses. The questionnaire was designed on a 5-point Likert scale, where "1" signifies "Strongly Disagree" and "5" means "Strongly Agree."

## 6. Results

### 6.1. Demographic Variables

**Table 1.**  
Descriptive statistics on gender.

Item	Frequency	Percent	Valid percent	Cumulative percent
Female	166	47.4	47.4	47.4
Male	184	52.6	52.6	100.0
Total	350	100.0	100.0	

Out of a total of 350 responses, 166 were female, making up 47.4 percent of the sample, while 184 were male, making up 52.6 percent.

**Table 2.**  
Descriptive statistics on age.

Age	Frequency	Percent	Valid percent	Cumulative percent
Between 18 and 24	33	9.4	9.4	9.4
Between 24 and 34	95	27.1	27.1	36.5
Between 34 and 44	158	45.1	45.1	81.6
Between 44 and 54	54	15.4	15.4	97
Between 54 and 64	7	2	2	99
Between 64 and 74	3	0.9	0.9	100
Total	350	100.0	100.0	

Also, according to the descriptive statistics, there were 158 respondents (ranging in age from 25 to 44), 95 respondents (23.2% of the total), and 33 respondents (10.7% of the sample) who were all in the 25–44 age bracket. Also, 12 respondents (2.7%) were in the 55–64 age range, while 84 respondents (18.8%) were in the 45–54 age bracket.

**Table 3.**  
Descriptive statistics of employment status.

Employment type	Frequency	Percent	Valid percent	Cumulative percent
Full-time	202	58.4	58.4	58.4
Part-time	124	35.8	35.8	94.2
Self-employed	24	5.8	5.8	100.0
Total	350	100.0	100.0	

According to the data in the table above, 252 people (56.3% of the total) are employed full-time, 166 people (37.1% of the total) are working part-time, and 30 people (6.7%) are self-employed.

**Table 4.**  
Descriptive statistics of monthly income.

Salary range	Frequency	Percent (%)	Valid percent (%)	Cumulative percent (%)
Below \$ 50	17	4.9	4.9	11.5
Between \$ 50 and \$ 300	50	14.4	14.4	76.7
Between \$ 300 and \$ 500	124	35.6	35.6	62.3
Between \$ 500 and \$ 1000	82	23.6	23.6	100
Between \$ 1000 and \$ 2000	52	14.9	14.9	26.4
More than \$2000	25	6.6	6.6	6.6
Total	350	100	100	100

Based on the data in the table, we can see that 8.9% of the respondents have a monthly income of more than \$2,000, 24 percent have an income of less than \$50, 88 percent have an income of \$1,000 to \$2,000, 120 percent have an income of \$300 to \$500, 58 percent have an income of \$50 to \$300, and 26.3% have an income of \$50 to \$1,000.

**Table 5.**  
Path analysis.

Item			Estimate	S.E.	C.R.	P
BA	<---	CNFU	0.287	0.046	8.328	0.015
PI	<---	BA	0.745	0.153	4.890	0.011
PI	<---	CNFU	0.316	0.025	12.48	0.013

According to the data, CNFU has a beneficial effect on PI ( $\beta = 0.316$ ,  $p$ -value = 0.013). This lends credence to H1.

The findings showed that CNFU significantly affects BA in a good way ( $\beta = 0.287$ ,  $p$ -value = 0.015). Moreover, a positive relationship between BA and PI was seen in the data ( $\beta = 0.745$ ,  $p$ -value = 0.011).

## 6.2. Mediation Analysis

Here, the researcher will show how Brand Attitudes act as a mediator. Here, we can see the direct beta, direct beta with mediation, and indirect impact, together with their respective 95% bias-corrected bootstrapped confidence intervals (CIs), in that table. Next, we will examine how VC, SNI, and CNFU directly affect PI. What we found are the following:

**Table 6.**  
Mediation analysis.

Hypothesis model	Beta ( $\beta$ )	Direct effects	Indirect effects	Total effect	P-Value	Result
CNFU $\rightarrow$ BA	0.814	0.467	0.368	0.838	0.048	X
BA $\rightarrow$ PI	0.539	0.237	0.438	0.672	0.039	X
CNFU $\rightarrow$ BA $\rightarrow$ PI	0.715	0.857	0.553	1.418	0.027	Partial mediation



Based on the path analysis findings, it seems that CNFU is related to BA since the ( $\beta = 0.814$ ,  $P=0.048$ ). A direct impact of 0.467 and an indirect effect of 0.368 were, nevertheless, shown.

BA is likely to be related to Purchasing Intention since the ( $\beta = 0.539$ ,  $P=0.039 < 0.05$ ) indicates its significance. Nevertheless, it demonstrated an indirect impact of 0.438 and a direct effect of 0.237.

As the ( $\beta = 0.715$ ,  $P=0.027$ ) indicates, there is a tendency for CNFU to be related to purchase intention. That being said, it demonstrated an indirect impact of 0.553 and a direct effect of 0.857.

Brand attitudes (BA) have a partly mediating function in the link between the independent factors and the dependent variable, as shown in all the hypothesis models. To rephrase, brand attitudes do not fully explain the link between the dependent variable and the independent factors, but they do contribute to it.

### 6.3. Hypotheses Testing Results

The following table provides a concise summary of the hypothesis validation based on the prior structural equation models and statistics.

**Table 7.**  
Hypothesis testing results.

Hypothesis number	Hypothesis Statement	Validation
H1	Is there a relationship between customer's need for uniqueness (CNFU) and their product purchase intentions (PI)	Supported
H2	Does consumer's brand awareness (BA) plays a mediating role in the relationship between the customer's need for uniqueness (CNFU) and their product purchase intentions (PI)	Supported

Two theories about the effect of different variables on intent to buy are given in this table. Need for Uniqueness (CNFU), Brand Attitudes (BA), and Purchasing Intention are the factors that are examined.

The results provide support for the first hypothesis, which suggests that the need for uniqueness has a favorable effect on the desire to purchase. This suggests that those who love to be distinctive or who have an intense demand for individuality are more likely to have a purchase intention.

Second, we postulate that consumers' Brand Attitudes moderate the connection between their need for distinctiveness and their propensity to make a purchase. The outcome lends credence to this theory. This suggests that consumers' feelings towards brands moderate, to a lesser extent, the connection between the need for distinctiveness and the intention to buy.

## 7. Discussion

In Lebanon's aesthetics market, there is a favorable correlation between CNFU (Consumer Need for Uniqueness) and the inclination to buy. People who have an intense desire to stand out from the crowd are more inclined to buy these items. This is due to the fact that shoppers who prioritize individuality and exclusivity in their purchases are typically drawn to items that evoke similar feelings. Products are often seen as a means of displaying one's status, achievement, and uniqueness in the Lebanese Aesthetics Industry. People who have a strong need to be distinct from the crowd might satisfy this urge via acquiring things that help them stand out. Products are also often seen of as having better quality and providing better value, which is especially attractive to customers who have a strong desire to stand out. One way to get insight into how customers' personality characteristics impact their buying habits is to examine the correlation between CNFU and desire to purchase in the Lebanon Aesthetics Industry. An individual's desire to make a statement via their product selection and sense of style is what we mean when we talk about their "needs for uniqueness" as consumers. As a result, the following theory holds:

*H<sub>1</sub>: There is a relationship between customer's need for uniqueness (CNFU) and their product purchase intentions*

Brand attitudes mediate the association between CNFU (consumer demand for uniqueness) and purchase intention. Looking at how consumers' brand attitudes affect their perception and appraisal of brands might help us understand how CNFU affects purchase intention. You may say that brand attitudes mediate the connection between CNFU and desire to buy in this setting. Several internal and external influences might impact these views, and they are not always straightforward or linear. Brands that let customers exhibit their unique personalities and inventiveness or provide extensive customizing options may find a more receptive audience among consumers with high CNFU. Conversely, customers who score lower on the CNFU scale may be more attuned to the ways in which companies are seen by society. To fully grasp the decision-making process of consumers, it is essential to comprehend the mediating function of brand attitudes in the connection between CNFU and purchase intention. In this setting, brand attitudes may be shaped by a variety of elements; future studies might investigate these including cultural and demographic aspects, as well as individual values and beliefs. Research into the factors that influence customers' perceptions of brands may help us better grasp the connection between CNFU and intent to buy, which in turn can lead to more targeted advertising. This proved the following theory:

*H<sub>2</sub>*: Consumer perception of the brand play a mediating role in the relationship between the customer's need for uniqueness (CNFU) and their product purchase intentions

## 8. Implications

Not only does this study fill a gap in our understanding of the mediating role of brand views between consumer psychological qualities and purchase intention, but it also sheds light on the underexplored literature on this topic. In order to analyze the link between customer psychological qualities and purchase intention, this study offered a novel conceptual framework that used brand attitude as a mediator, building upon prior work (Bian et al., 2015). Based on the ideas and material reviewed, this study added to the marketing literature and will help improve our knowledge of the psychological characteristics of consumers. Considering brand attitudes as a mediator, this study proposed some suggestions for managing customer psychological attributes in relation to purchase intention. Incorporating these strategies into staff training can help marketers and businesses better control customers' emotional states and increase their propensity to buy. This study's results may guide product creation by illuminating the characteristics of customers' minds that matter most and the kinds of goods that will sell well. Research findings may inform the creation of segmented marketing campaigns that speak to certain demographics of consumers according to their personality attributes.

## 9. Recommendations for Future Research

This study used a cross-sectional sample approach called convenience sampling, even though the dependent variable—purchasing intention—needs to be watched, appraised, and quantified over an extended period of time. Thus, it is important to exercise care when applying the present study findings, since the temporal dimension might potentially diminish their relevance, particularly in light of the current fast environmental changes. Therefore, it is advised that future study use a longitudinal sample. Although consumer psychological qualities are an important consideration for the success of Lebanon's aesthetics, this study only looked at the country's aesthetics; future studies should expand their scope to include multinational and worldwide corporations. It is possible to examine the effect of customer psychological characteristics on purchase intent in the Lebanese Aesthetics Industry to those of other comparable sectors via comparative research. The study's generalizability and any cultural variations in the effect of consumers' personality qualities on their desire to buy may be better understood by expanding it to other nations and cultures. Focus groups and in-depth interviews are examples of qualitative research approaches that might provide light on the Lebanese aesthetics industry's customers' psychological qualities, brand attitudes, and purchase intention. To have a more thorough grasp of how customer psychological qualities affect purchase intention in the Lebanese Aesthetics Industry, the study might be expanded to include additional mediating factors like perceived quality and

price. Increase the results' robustness and generalizability by conducting further studies to verify them using other methodology and samples.

### Transparency:

The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

### Copyright:

© 2025 by the authors. This open-access article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

### References

- [1] T. S. Jayne *et al.*, "Are medium-scale farms driving agricultural transformation in sub-Saharan Africa?," *Agricultural Economics*, vol. 50, pp. 75-95, 2019. <https://doi.org/10.1111/agec.12535>
- [2] E. Wadsworth *et al.*, "Consumer perceptions of legal cannabis products in Canada, 2019–2021: A repeat cross-sectional study," *BMC Public Health*, vol. 22, no. 1, p. 2048, 2022. <https://doi.org/10.1186/s12889-022-14492-z>
- [3] R. R. Gundala, N. Nawaz, R. Harindranath, K. Boobalan, and V. K. Gajenderan, "Does gender moderate the purchase intention of organic foods? Theory of reasoned action," *Heliyon*, vol. 8, no. 9, p. e10478, 2022. <https://doi.org/10.1016/j.heliyon.2022.e10478>
- [4] C. M. El Khoury, M. Choudhary, and A. F. Al Alam, "Consumers' online purchasing intentions post COVID-19: Evidence from Lebanon and the Kingdom of Bahrain," *Administrative Sciences*, vol. 13, no. 1, p. 17, 2023. <https://doi.org/10.3390/admsci13010017>
- [5] A. H. Sadeli, T. Perdana, Y. Deliana, and B. S. Onggo, "Consumers' purchase behavior in short food supply chains using social commerce in Indonesia," *Journal of Cleaner Production*, vol. 386, p. 135812, 2023. <https://doi.org/10.1016/j.jclepro.2022.135812>
- [6] V. H. Budiarani and S. S. Nugroho, "Is interface quality and information quality on online review matters?," presented at the ACM International Conference Proceeding Series. <https://doi.org/10.1145/3557738.3557832>, 2022.
- [7] H. Hmoud, M. Nofal, H. Yaseen, S. Al-Masaeed, and B. AlFawwaz, "The effects of social media attributes on customer purchase intention: The mediation role of brand attitude," *International Journal of Data and Network Science*, vol. 6, no. 4, pp. 1543-1556, 2022. <https://doi.org/10.5267/j.ijdns.2022.4.022>
- [8] V. Karuppiah and T. Ramayah, "Modeling hybrid cars adoption using an extended version of the theory of planned behavior," *Transportation Letters*, vol. 15, no. 7, pp. 780-792, 2023. <https://doi.org/10.1080/19427867.2022.2091677>
- [9] K. L. Xie, L. Kwok, and J. Wu, "Are consumers loyal to home-sharing services? Impacts of host attributes and frequency of past stays," *International Journal of Contemporary Hospitality Management*, vol. 31, no. 3, pp. 1066-1085, 2019. <https://doi.org/10.1108/IJCHM-09-2017-0552>
- [10] J. Mou, J. Cohen, Y. Dou, and B. Zhang, "International buyers' repurchase intentions in a Chinese cross-border e-commerce platform: A valence framework perspective," *Internet Research*, vol. 30, no. 2, pp. 403-437, 2020. <https://doi.org/10.1108/INTR-06-2018-0259>
- [11] S. Chai, B. Choi, M. Kim, and T. Cheng, "Why do people speak about products online? The role of opinion leadership," *Information Technology and Management*, vol. 24, no. 1, pp. 1-17, 2023. <https://doi.org/10.1007/s10799-022-00359-7>
- [12] G. Sun, W. Wang, Z. Cheng, J. Li, and J. Chen, "The intermediate linkage between materialism and luxury consumption: Evidence from the emerging market of China," *Social Indicators Research*, vol. 132, pp. 475-487, 2017. <https://doi.org/10.1007/s11205-016-1273-x>
- [13] V. Bhardwaj and S. C. Bedford, "Made in Italy: Can sustainability and co-exist? In Environmental Footprints and Eco-Design of Products and Processes," 2017. [https://doi.org/10.1007/978-981-10-2917-2\\_19](https://doi.org/10.1007/978-981-10-2917-2_19)
- [14] F. Dekhil, H. Boulebech, and N. Bouslama, "Effect of religiosity on luxury consumer behavior: The case of the Tunisian Muslim," *Journal of Islamic Marketing*, vol. 8, no. 1, pp. 74-94, 2017. <https://doi.org/10.1108/JIMA-09-2012-0051>
- [15] T. Kuldova, "Fatalist luxuries: Of inequality, wasting, and the antiwork ethic in India," *Cultural Politics*, vol. 12, no. 1, pp. 110-129, 2016. <https://doi.org/10.1215/17432197-3436415>
- [16] A. Becker, C. J. Waldner, L. J. Nitsch, and S. Trautwein, "Communicating social value: An experimental study on credible communication and social enterprises," *Nonprofit Management and Leadership*, vol. 33, no. 3, pp. 511-533, 2023. <https://doi.org/10.1002/nml.21529>
- [17] L. Zhan and Y. He, "Understanding luxury consumption in China: Consumer perceptions of best-known brands," *Journal of Business Research*, vol. 65, no. 10, pp. 1452-1460, 2012. <https://doi.org/10.1016/j.jbusres.2011.10.011>
- [18] G. Nave, A. Nadler, D. Dubois, D. Zava, C. Camerer, and H. Plassmann, "Single-dose testosterone administration increases men's preference for status goods," *Nature Communications*, vol. 9, no. 1, p. 2433, 2018. <https://doi.org/10.1038/s41467-018-04923-0>
- [19] S. Shahid, J. U. Islam, R. Farooqi, and G. Thomas, "Affordable luxury consumption: An emerging market's perspective," *International Journal of Emerging Markets*, vol. 18, no. 2, pp. 316-336, 2023. <https://doi.org/10.1108/IJOEM-01-2021-0144>
- [20] E. Gentina, L. Shrum, and T. M. Lowrey, "Teen attitudes toward luxury fashion brands from a social identity perspective: A cross-cultural study of French and US teenagers," *Journal of Business Research*, vol. 69, no. 12, pp. 5785-5792, 2016. <https://doi.org/10.1016/j.jbusres.2016.04.175>
- [21] A. Kasber, N. El-Bassiouny, and S. Hamed, "Can religiosity alter luxury and counterfeit consumption? An empirical study in an emerging market," *Journal of Islamic Marketing*, vol. 14, no. 7, pp. 1768-1792, 2023. <https://doi.org/10.1108/JIMA-02-2022-0058>
- [22] M. Kaytaz and M. C. Gul, "Consumer response to economic crisis and lessons for marketers: The Turkish experience," *Journal of Business Research*, vol. 67, no. 1, pp. 2701-2706, 2014. <https://doi.org/10.1016/j.jbusres.2013.03.019>

- [23] D. Jhamb, A. Aggarwal, A. Mittal, and J. Paul, "Experience and attitude towards luxury brands consumption in an emerging market," *European Business Review*, vol. 32, no. 5, pp. 909-936, 2020. <https://doi.org/10.1108/EBR-09-2019-0218>
- [24] A. Tikhomirova, "Soviet women and fur Purchase Intention in the brezhnev era. In Pleasures in Socialism: Leisure and in the Eastern Bloc.," 2010.
- [25] D. P. Hampson, S. Ma, Y. Wang, and M. S. Han, "Consumer confidence and conspicuous consumption: A conservation of resources perspective," *International Journal of Consumer Studies*, vol. 45, no. 6, pp. 1392-1409, 2021. <https://doi.org/10.1111/ijcs.12661>
- [26] S. Latter, A. Smith, A. Blenkinsopp, P. Nicholls, P. Little, and S. Chapman, "Are nurse and pharmacist independent prescribers making clinically appropriate prescribing decisions? An analysis of consultations," *Journal of Health Services Research & Policy*, vol. 17, no. 3, pp. 149-156, 2012.
- [27] J. Han, Y. Seo, and E. Ko, "Staging luxury experiences for understanding sustainable fashion consumption: A balance theory application," *Journal of Business Research*, vol. 74, pp. 162-167, 2017. <https://doi.org/10.1016/j.jbusres.2016.10.029>
- [28] R. T. Ratnasari, A. C. Prajasari, and S. Kassim, "Does religious knowledge level affect brand association and purchase intention of luxury cars? Case of the Lexus cars in Indonesia," *Journal of Islamic Marketing*, vol. 14, no. 4, pp. 988-1006, 2023. <https://doi.org/10.1108/JIMA-01-2020-0004>
- [29] K. Kumagai and S. y. Nagasawa, "Launch of sustainable plastic apparel: Effects of brand luxury and experience on consumer behaviour," *Sustainability*, vol. 12, no. 18, p. 7662, 2020. <https://doi.org/10.3390/su12187662>
- [30] I. Cheah, A. S. Shimul, and M. H. Ming Man, "Young consumer's attitude toward local versus foreign luxury brands," *Journal of Global Fashion Marketing*, vol. 11, no. 4, pp. 397-412, 2020. <https://doi.org/10.1080/20932685.2020.1799837>
- [31] M. Islam and B. N. Singh, "Factor Affecting attitude and purchase intention of luxury fashion product consumption: A case of Korean university students," *Sustainability*, vol. 12, no. 18, p. 7497, 2020. <https://doi.org/10.3390/su12187497>
- [32] Y. Hann, "Cross-cultural understandings of "face" and their influence on luxury brand consumption: A comparison of British and Korean attitudes and practices," *Journal of Global Fashion Marketing*, vol. 2, no. 1, pp. 36-43, 2011. <https://doi.org/10.1080/20932685.2011.10593081>
- [33] X. Kai, "Research on brand alliance strategy innovation based on the big data analysis of consumers' attitude Take Louis Vuitton and supreme as an example," *E3S Web of Conferences*, vol. 235, 2021. <https://doi.org/10.1051/e3sconf/202123501075>
- [34] Y. He, D. Zou, and L. Jin, "Exploiting the goldmine: A lifestyle analysis of affluent Chinese consumers," *Journal of Consumer Marketing*, vol. 27, no. 7, pp. 615-628, 2010. <https://doi.org/10.1108/07363761011086362>
- [35] W. Shao, D. Grace, and M. Ross, "Investigating brand visibility in luxury consumption," *Journal of Retailing and Consumer Services*, vol. 49, pp. 357-370, 2019. <https://doi.org/10.1016/j.jretconser.2019.04.017>
- [36] P. Tak, "Antecedents of luxury brand consumption: An emerging market context," *Asian Journal of Business Research*, vol. 10, no. 2, pp. 23-44, 2020. <https://doi.org/10.14707/ajbr.200082>
- [37] N. Hennigs, C. Klarmann, and F. Labenz, "The Devil buys (fake) Prada: Luxury consumption on the continuum between sustainability and counterfeits," *Handbook of Sustainable Luxury Textiles and Fashion*, vol. 2, pp. 99-120, 2016. [https://doi.org/10.1007/978-981-287-742-0\\_6](https://doi.org/10.1007/978-981-287-742-0_6)
- [38] K. Margariti, C. Boutsouki, and L. Hatzithomas, "The dilemma of luxury brand extensions," *Journal of Global Fashion Marketing*, vol. 10, no. 4, pp. 305-323, 2019. <https://doi.org/10.1080/20932685.2019.1649167>
- [39] M. T. Cuomo, P. Foroudi, D. Tortora, S. Hussain, and T. Melewar, "Celebrity endorsement and the attitude towards luxury brands for sustainable consumption," *Sustainability*, vol. 11, no. 23, p. 6791, 2019. <https://doi.org/10.3390/su11236791>
- [40] T. S. Abalkhail, "The impact of religiosity on luxury brand consumption: The case of Saudi consumers," *Journal of Islamic Marketing*, vol. 12, no. 4, pp. 763-775, 2021. <https://doi.org/10.1108/JIMA-11-2016-0091>
- [41] J. K. Eastman and K. L. Eastman, "Perceptions of status consumption and the economy," *Journal of Business & Economics Research*, vol. 9, no. 7, pp. 9-20, 2011. <https://doi.org/10.19030/jber.v9i7.4677>
- [42] S. Ajitha and V. Sivakumar, "The moderating role of age and gender on the attitude towards new luxury fashion brands," *Journal of Fashion Marketing and Management: An International Journal*, vol. 23, no. 4, pp. 440-465, 2019. <https://doi.org/10.1108/JFMM-05-2018-0074>
- [43] M.-S. Ting, Y.-N. Goh, and S. M. Isa, "Determining consumer purchase intentions toward counterfeit luxury goods in Malaysia," *Asia Pacific Management Review*, vol. 21, no. 4, pp. 219-230, 2016. <https://doi.org/10.1016/j.apmr.2016.07.003>
- [44] M. N. Kastanakis and G. Balabanis, "Between the mass and the class: Antecedents of the "bandwagon" luxury consumption behavior," *Journal of Business Research*, vol. 65, no. 10, pp. 1399-1407, 2012. <https://doi.org/10.1016/j.jbusres.2011.10.005>
- [45] K. Valášková and T. Klieštík, "Behavioural reactions of consumers to economic recession," *Business: Theory and Practice*, vol. 16, no. 3, pp. 290-303, 2015. <https://doi.org/10.3846/btp.2015.515>
- [46] G. Bayraktaroğlu and N. Alimen, "Consumption adjustments of Turkish consumers during the global financial crisis," *Ege Academic Review*, vol. 11, no. 2, pp. 193-204, 2011. <https://doi.org/10.21121/eab.2011219564>
- [47] P. Wang *et al.*, "The impact of value perceptions on purchase intention of sustainable luxury brands in China and the UK," *Journal of Brand Management*, vol. 28, no. 3, pp. 325-346, 2021. <https://doi.org/10.1057/s41262-020-00228-0>
- [48] L. Grazzini, D. Acuti, and G. Aiello, "Solving the puzzle of sustainable fashion consumption: The role of consumers' implicit attitudes and perceived warmth," *Journal of Cleaner Production*, vol. 287, p. 125579, 2021. <https://doi.org/10.1016/j.jclepro.2020.125579>
- [49] P. Louridas and D. Spinellis, "Conspicuous corruption: Evidence at a country level," *Plos One*, vol. 16, no. 9, p. e0255970, 2021. <https://doi.org/10.1371/journal.pone.0255970>