

## VARIETY SEEKING AND BRAND SWITCHING BEHAVIOUR IN THE CLOTHING MARKET OF HYDERABAD, SINDH, PAKISTAN

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**Abstract**

Clothing markets are a place where brand switching is prevalent; people are exposed to new collections, new designs, social media fashion content, promotions and more on an almost regular basis. Switching brands does not necessarily mean dissatisfaction with the brand when it comes to apparel consumption. Brand switching is also driven by consumer desire for change, for novelty and for a new look. This study aimed at investigating the impact of variety seeking on brand switching behavior of consumers in Hyderabad, Sindh, Pakistan regarding clothing purchase. A quantitative cross sectional survey was used with 250 valid clothing consumers' responses. Seven predictors of brand switching were investigated: variety seeking, style, design preference, fit/size consistency, customer service, sales/promotions, perceived social status, and brand fatigue. Descriptive statistics, reliability analysis, Pearson correlation, multiple regression, independent sample t test and one way ANOVA were used to analyse data. The results indicated that variety seeking had the highest impact on the brand switching followed by brand fatigue, style and design preference, and sales promotions. The ANOVA results also indicated that the younger respondents had higher tendency towards variety seeking than the older respondents. The study adds to the field of consumer behaviour because it demonstrates that the consumer switching of clothing brands can also be motivated by novelty and exploration, as well as by dissatisfaction. The results indicate that the clothing retailers need to use loyalty strategies together with regular product turnover, trend-driven design and well-planned promotional strategies.

## 1. Introduction

There are other factors that affect clothing consumption besides functional necessity. People purchase clothes as a need for comfort and functionality but also to convey identity, taste, lifestyle, social image, and personal confidence. That's why it is possible that clothing brand loyalty could be unstable. A customer can buy from a brand for a period of time and then switch to a different brand when a new design, promotion, colour scheme or trend in fashion becomes appealing. Brand switching is the process whereby a consumer switches from one brand to another in the same product category. When it comes to clothes, customers can change for reasons of ill fit, size variation, lack of customer service, appealing discounts, social image, or simply tired of buying the same brand for multiple occasions. But this response to brand switching isn't always bad. Though a consumer is satisfied with a brand they have, they may switch to a different brand in order to gain variety, novelty or a different clothing style experience.

Variety seeking is the tendency of consumers to look for change, stimulation and diversity in their consumption choice. Variety seeking is a behavioral tendency that causes consumers to switch among alternatives when they do not have a strong level of dissatisfaction (McAlister & Pessemier, 1982). Hirschman (1980) termed novelty-seeking as innovativeness and exploratory consumption, whereas Raju (1987) stated that exploratory brand switching can take place when consumers actively search for new brand features, new experiences or alternatives. With clothing purchases this behaviour can manifest itself when a consumer decides to buy a brand new product due to a new desired look, a new colour for the collection, or a style that seems newer or fresher from their typical purchase.

Variety seeking is reinforced because of the nature of fashion products. Clothes are seen,

faddy, and commentary. Consumers can instantly tell what's different with the colour, the fabric, the print, the cut, the fit and the brand image. Van Trijp et al. (1996) contended that besides individual consumer characteristics, product category characteristics also play a role in variety-seeking behaviour. The varieties that consumers may see in their clothes are many, so they can change brands even if their previous brand is still satisfactory for them.

Competing clothing brands have also been more exposed thanks to digital retailing and social media. Consumers are constantly being inundated with new clothes options on social media, social media influencers, brand pages and sponsored posts, short videos, online ads, and even e-commerce platforms. According to Vrontis et al. (2021), influencer marketing has emerged as a key component of consumer decisions. Recent research also highlighted that social media advertising, credibility, perceived authenticity and customer experience have an impact on consumers' behaviour and loyalty outcomes (Kothari et al., 2025; Peña-García et al., 2025). Such innovations are particularly pertinent for fashion companies, which can easily promote their products on digital platforms as fashion products are visual. Younger consumers might be more susceptible to novelty and switching behaviour as they are more open to online alternatives and social trends. Purbohastuti et al., (2023) analyzed the brand switching of Generation Z, and Singh et al., (2024) analyzed the effect of social media influencers on brand switching among Millennials and Generation Z. These studies reinforce the notion that younger consumers are more likely to be experimental, explore brands and switch when presented with appealing options.

Consumers' brand switching and variety seeking have been in the limelight of consumer behaviour literature but not much has been done

at the empirical level regarding the clothing consumers of Hyderabad, Sindh, Pakistan. Hyderabad has a growing clothing retail landscape of local boutiques, stitched and unstitched clothing stores, brands, seasonal markets and online sellers. In this market, consumers are facing both retailer and digital fashion influences. But the contribution of variety seeking to the understanding of brand switching in this local context has yet to be adequately explored. This study looked at the issue of the fact that many clothing retailers have been mainly concerned with satisfaction, product availability and discounts, while the novelty factor of the switch has been given less attention. When consumers seek variety, it can be a problem if branding is only based on satisfaction. Retailers might need to refresh designs, add new collections, change the way the product is presented and strategically use promotions to draw in consumers who are interested in trying new brands. Accordingly, the aim of this study was to examine the influence of variety seeking on clothing brand switching behaviour among consumers in Hyderabad, Sindh, Pakistan. Other switching-related factors such as preference of style and design, fit and size uniformity, customer service, sales and promotions, perceived social status and brand fatigue were also examined.

Study specific objectives were:

To explore the connection between variety seeking and clothing brand switching behaviour.

2. To gauge the relative influence of variety seeking among the other brand switching factors.

3. To identify if there is any difference in variety seeking among the selected demographic groups.

The following hypotheses were developed:

**H1:** Variety seeking has a significant positive effect on clothing brand switching behaviour.

**H2:** Style and design preferences have a significant positive effect on clothing brand switching behaviour.

**H3:** Fit and sizing consistency has a significant

positive effect on clothing brand switching behaviour.

**H4:** Customer service experience significantly influences clothing brand switching behaviour.

**H5:** Sales and promotions have a significant positive effect on clothing brand switching behaviour.

**H6:** Perceived social status has a significant positive effect on clothing brand switching behaviour.

**H7:** Brand fatigue has a significant positive effect on clothing brand switching behaviour.

**H8:** Variety seeking differs significantly across selected demographic groups.

## 2. Literature Review and Hypotheses Development

### 2.1 Brand Switching in Consumer Behaviour

Switching to different brands has been treated in the consumer behaviour literature as a result of dissatisfaction, the modification of expectations, the availability of superior alternatives, or promotional lure, or changes in the consumer's consumption goal. According to attribution theory, consumers switching brands may be caused by their attributing an unfavorable experience to the brand, the product and/or the service provider (Folkes, 1984). Expectancy-disconfirmation theory also posits that disconfirmation of expectations, when performance is short of expectations, can also lead to dissatisfaction (Oliver, 1980). With clothes, it can occur if a shopper suffers from bad sewing, an uncomfortable fit, size variations, poor customer support or lack of style options. But not all switching is a result of dissatisfaction. In some instances, switching is an exploratory process. The consumer might experiment with another brand because it would be a new experience or the category lends itself to variation. Exploratory brand switching is defined as behaviour when consumers look for new features and experience as described by Raju (1987). This is particularly true for apparel products as they

are constantly changing and the consumer might want newness as part of his or her consumption.

## 2.2 Variety Seeking and Novelty in Clothing Consumption

Variety seeking refers to the need to change and diversify the decisions to consume. It is not dissatisfaction because the customer might not be unhappy about the brand he is using, but rather he may want something else. According to McAlister and Pessemier (1982), the concept of variety seeking is a general one regarding consumer behaviours and Hirschman (1980) associated novelty seeking with consumer innovativeness and new-product interest. Steenkamp and Baumgartner (1992) also suggested that exploratory consumer behaviour is related to optimum stimulation level and that some consumers have higher internal drives for new experiences. The clothing category offers a lot of opportunities to find variety as there are so many new designs, colours, fabrics, and styles. Michaelidou and Dibb (2009) discovered that in the case of clothing, brand switching can be regarded as a form of variety seeking behavior. Recent consumer studies indicate that the digital platforms and exposure to social media have opened up access to alternatives in younger consumers in particular (Purbohasuti et al., 2023; Singh et al., 2024). Hence, it is assumed that variety seeking will have an effect on clothing brand switching.

## 2.3 Style and Design Preferences

Design and style play a key role in garment buying. One of the most important factors consumers look at when selecting a brand of clothing is whether the designs meet their personal preferences and fit their body image, lifestyle, and fashion standards. Kim and Lennon (2010) found that visual and verbal information can impact apparel brand attitudes and purchase intentions. Moreover, recent fashion literature reveals that product presentation, consumption experience, and the fit between the product and

the consumer's values or lifestyle also affect consumer decision-making in apparel markets (Busalim et al., 2022; Toebast-Wensink et al., 2025). Consumers can change their brand of the clothing when a different brand offers design, style, or variety. This isn't to say that the previous brand was bad, but rather the new one might seem more suitable for the present day. Therefore, the preferences for fashion and design are anticipated to positively affect the customers' decision to switch brands.

## 2.4 Fit, Sizing Consistency, and Customer Service

In apparel purchasing fit and sizing consistency are important because clothing must be wearable, comfortable, and fit the body. According to Workman and Lentz (2000), consumer perceptions of apparel quality are related to the consumers' assessment of clothing products. The more that a size or fit is inconsistent, the more likely a consumer will switch to another brand. The impact of fit and sizing, however, could vary according to the kind of garment bought and consumer's tolerance for slight variation. Another factor of brand switching is customer service. For the retailing of clothing, service is embodied in the attitude of the staff, advice on the product, return policy, exchange convenience, complaint handling, and Internet support. Keiningham et al. (2003) related customer relationships to long-term customer values, and Peña-García et al. (2025) emphasized the role of customer experience, trust, and perceived brand ethics in customer loyalty outcomes. When customers feel neglected, or that they have trouble with returns and exchanges, they may be much more inclined to try out other brands.

## 2.5 Sales Promotions and Price-Related Switching

Sales promotions might lead to a consumer purchasing a brand they wouldn't normally buy. Discounts, seasonal promotions, loyalty incentives, package deals, and time-limited

promotions make the risk of trying something new less daunting. Blattberg and Neslin (1990) suggested that sales promotions would encourage trial behaviour and switching in the short term. For clothing markets, promotions might be particularly effective if paired with appealing designs or new collections. The perceived value is another factor that comes into play since the consumers compare the brand benefits with the price they pay (Zeithaml, 1988). Value consciousness is now more noticeable in today's fashion industry as customers are now trying to do a price comparison and wait for the right time and shop around. The State of Fashion 2025 report also shows that there is a fashion market in which the priorities, the affordability, and the competition are all relevant for fashion brands (McKinsey & Company & Business of Fashion, 2024). Hence it is expected that advertising and selling will affect the behavior of the customers to switch.

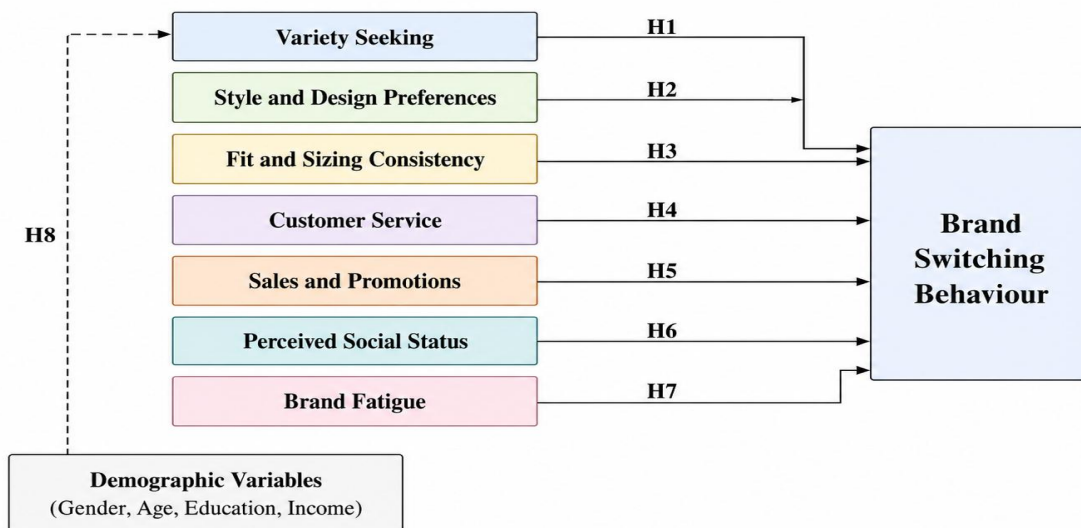
### 2.6 Perceived Social Status and Brand Fatigue

Brands of clothes are visible and can be given symbolic meaning. Clothing can be used to express personal preference, identity, lifestyle, or affiliation with a group. Beardon & Etzel (1982) demonstrated the importance of the influence of reference groups in brand choice, especially for goods that are publicly visible. Solomon (1983) also stated that product can serve as a social stimulator. The consumer can choose different

brands in clothing markets that they think are more appropriate for the type of social image they want to convey. Brand fatigue is the waning interest that can manifest itself when a consumer is exposed to the same products, designs, advertising themes, or brand messages multiple times. In the world of fashion, repetition can diminish excitement. When a brand is predictable, consumers can feel that although the product is good, it is no longer exciting. Van Trijp et al. (1996) suggested that variety seeking is more likely to occur in product categories in which the consumer has a need for stimulation and alternative options. Clothing falls under this pattern as customers tend to want new designs and new looks on the market.

### 2.7 Conceptual Framework

The conceptual framework of this research is that brand switching behaviour is the dependent variable. Independent variables were variety seeking, style and design preferences, fit and sizing consistency, customer service, sales and promotions, perceived social status, and brand fatigue. Demographic variables are provided separately for group comparisons as per variety seeking. There are eight hypotheses: H1-H7 are direct hypotheses on brand switching behaviour and H8 is a difference hypothesis between selected demographic groups and variety seeking behaviour. Figure 1 shows the conceptual framework of this study.



**H8:** Variety seeking differs significantly across demographic groups.

*Figure 1. Conceptual framework and hypotheses development.*

### 3. Research Methodology

#### 3.1 Research Design

The research design used was quantitative cross sectional survey. The design was suitable as the study was designed to test the relationships between measurable consumer behaviour variables. The research emphasized on how much variety seeking and other factors account for clothing brand switching behaviour of consumers in the city of Hyderabad, Sindh, Pakistan.

#### 3.2 Population, Sample, and Sampling Technique

The respondents of the study were the consumers of clothing of Hyderabad, Sindh, Pakistan. Respondents were eligible to participate if they were 18+ and they had shopped from at least one local or branded retailer in the last year for clothes. There were 250 valid responses to analyse. Respondents were selected from a number of areas, including shopping zones, educational institutions, residential neighbourhoods and online consumer groups, via a convenience sampling technique. This method allowed replying from various sections of

the consumers, but it has its own downfalls as the results of the survey cannot be generalised. Hence, the findings need to be understood in the light of the sampled respondents.

#### 3.3 Questionnaire Design and Measurement

The questionnaire was divided in two parts. The first section was a demographic characteristic of the respondents such as gender, age group, education level and monthly income. The study constructs measured in the second section were variety seeking, style and design preferences, fit and sizing consistency, customer service, sales and promotions, perceived social status, brand fatigue and brand switching behaviour. Each construct item was rated on a five-point Likert scale with 1 = strongly disagree and 5 = strongly agree. The measurement items were drawn from existing literature related to variety seeking, brand switching, apparel evaluations, service experience, promotional effects, symbolic consumption and brand fatigue. The measurement constructs, the number of items on each construct, sample items on the construct, and the source basis are presented in Table 1.

**Table 1: Measurement constructs and sample questionnaire items.**

Construct	No. of items	Sample item	Source basis
Variety seeking	4	I enjoy trying new clothing brands even when I am satisfied with my current brands.	McAlister & Pessemier, 1982; Raju, 1987; van Trijp et al., 1996
Style and design preferences	4	I switch clothing brands when another brand offers styles that better match my taste.	Kim & Lennon, 2010
Fit and sizing consistency	4	Inconsistent sizing has encouraged me to try other clothing brands.	Workman & Lentz, 2000
Customer service	4	Poor service experience can influence me to switch clothing brands.	Keiningham et al., 2003; Peña-García et al., 2025
Sales and promotions	4	Attractive discounts from another brand can motivate me to switch.	Blattberg & Neslin, 1990; Zeithaml, 1988
Perceived social status	4	I may switch to a clothing brand that has a better social image.	Bearden & Etzel, 1982; Solomon, 1983
Brand fatigue	4	I feel bored when a clothing brand repeatedly offers similar designs.	Van Trijp et al., 1996
Brand switching behaviour	4	I have switched clothing brands during the past year.	Raju, 1987; Michaelidou & Dibb, 2009

### 3.4 Data Input and Coding Scheme

The data was prepared in spreadsheet format.

The rows were each individual respondent and the columns were either demographic variables or items in the questionnaire. Each of the four

items for each construct was averaged to create composite scores. The data input and coding system for the demographic variables, construct items, and response categories utilized for statistical analysis is presented in Table 2.

**Table 2: Data input and coding scheme.**

Variable	Scale	Description
Gender	1 = male, 2 = female	Respondent gender
Age_Group	1 = 18-25, 2 = 26-35, 3 = 36-45, 4 = above 45	Age category
Education	1 = intermediate, 2 = bachelor, 3 = master, 4 = other	Education level
Income_Group	1 = below 40,000, 2 = 40,001-80,000, 3 = 80,001-120,000, 4 = above 120,000	Monthly income in PKR
VS1-VS4	1 to 5	Variety seeking items
SD1-SD4	1 to 5	Style and design items
FS1-FS4	1 to 5	Fit and sizing items
CS1-CS4	1 to 5	Customer service items
SP1-SP4	1 to 5	Sales and promotions items
SS1-SS4	1 to 5	Perceived social status items
BF1-BF4	1 to 5	Brand fatigue items
BS1-BS4	1 to 5	Brand switching

behaviour items

3.5 Data Analysis

The collected data was analysed by using statistical software. Descriptive statistics were used to describe the mean scores of study variables and a profile of the respondents. Cronbach’s alpha was used to assess internal consistency reliability. Bivariate relationships among the variables were analyzed using Pearson correlation analysis. Multiple regression analysis of the relative importance of variety seeking, style

and design preference, fit and sizing consistency, customer service, sales and promotions, perceived social status and brand fatigue influences on brand switching behavior was performed. Independent sample t-test was conducted to test for gender differences in variety seeking. A one-way ANOVA was performed to determine if there were significant differences in variety seeking by age group. The research process is summarised in Figure 2.

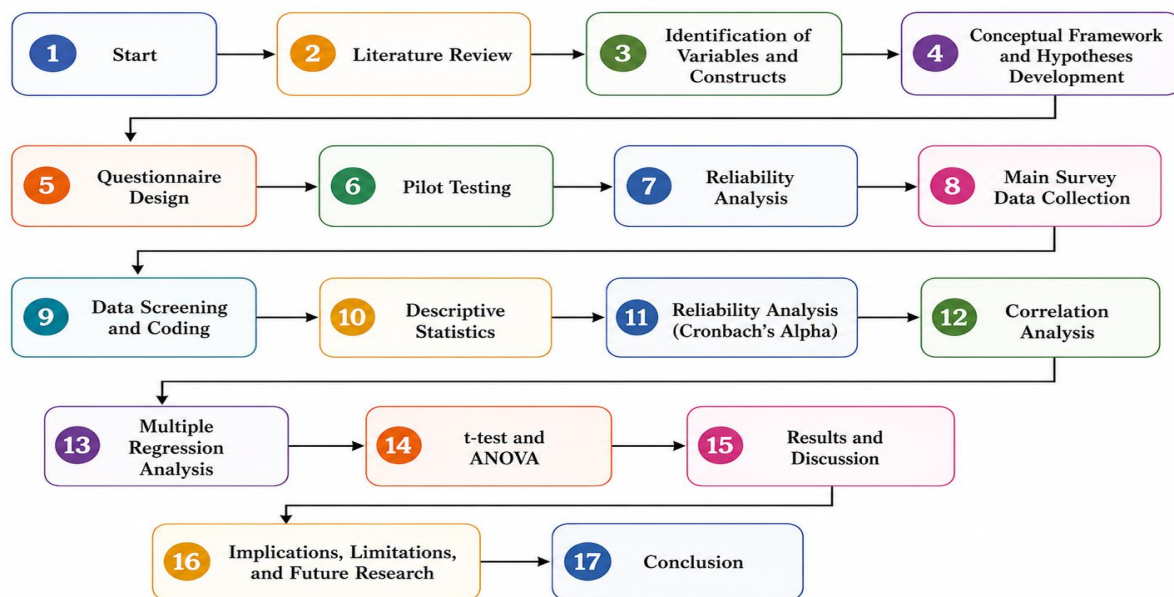


Figure 2. Research methodology flowchart.

4. Results

4.1 Demographic Profile of Respondents

The analysis was based on 250 valid responses. Table 3 shows the demographic profile of the respondents in terms of gender, age group, educational qualification and monthly income group. Number of female respondents were slightly higher than male respondents. There

were good numbers of younger clothing consumers who were represented in the largest age group (18-25 years). The majority of the respondents had a bachelor or master level education; thus the sample was relatively educated and knowledgeable about other brands of clothing.

Table 3: Demographic profile of respondents.

Demographic variable	Category	Frequency	Percentage
Gender	Male	112	44.8
	Female	138	55.2
Age group	18-25	92	36.8
	26-35	78	31.2
	36-45	52	20.8
	Above 45	28	11.2

Education	Intermediate	48	19.2
	Bachelor	104	41.6
	Master	78	31.2
	Other	20	8.0
Income group	Below PKR 40,000	66	26.4
	PKR 40,001–80,000	92	36.8
	PKR 80,001–120,000	58	23.2
	Above PKR 120,000	34	13.6

#### 4.2 Reliability Analysis

The internal consistency reliability of the instruments was calculated using Cronbach's alpha. The results are presented in the Table 4. Cronbach's alpha for all constructs were  $> 0.70$ .

**Table 4: Reliability analysis of study constructs.**

Construct	No. of items	Cronbach's alpha
Variety seeking	4	0.86
Style and design preferences	4	0.82
Fit and sizing consistency	4	0.78
Customer service	4	0.80
Sales and promotions	4	0.77
Perceived social status	4	0.79
Brand fatigue	4	0.84
Brand switching behaviour	4	0.88

This means that the measurement items were reliable enough to be used for further statistical analyses and provided acceptable internal consistency.

#### 4.3 Descriptive Statistics

To check the overall level of each construct, descriptive statistics were used. Table 5 shows the results. Variety seeking had the highest mean score, followed by style and design preferences,

**Table 5: Descriptive statistics of study variables.**

Variable	Mean	SD
Variety seeking	3.82	0.68
Style and design preferences	3.74	0.64
Fit and sizing consistency	3.41	0.71
Customer service	3.36	0.73
Sales and promotions	3.59	0.69
Perceived social status	3.28	0.76
Brand fatigue	3.67	0.66
Brand switching behaviour	3.71	0.70

#### 4.4 Correlation Analysis

To investigate the relationship between the study variables, Pearson correlation analysis was used. The results are shown in Table 6. From the correlation results, it was found that variety

and brand fatigue. This indicates that respondents were more swayed by novelty and appealing designs and exposure to like brands than service or status-related factors.

seeking was most positively related with brand switching behaviour ( $r = 0.64$ ,  $p < 0.01$ ). There were also significant positive correlations between brand switching and brand fatigue, style and design preference and sales promotions. The

results suggest that novelty, design attractiveness, brand boredom and promotions are strongly related to clothing brand switching.

**Table 6: Correlation matrix of study variables.**

Variable	VS	SD	FS	CS	SP	SS	BF	BS
Variety seeking (VS)	1							
Style/design (SD)	0.46**	1						
Fit/sizing (FS)	0.31**	0.39**	1					
Customer service (CS)	0.28**	0.34**	0.42**	1				
Sales/promotions (SP)	0.43**	0.41**	0.30**	0.32**	1			
Social status (SS)	0.35**	0.37**	0.25**	0.29**	0.33**	1		
Brand fatigue (BF)	0.52**	0.44**	0.32**	0.27**	0.40**	0.31**	1	
Brand switching (BS)	0.64**	0.51**	0.34**	0.29**	0.47**	0.31**	0.56**	1

Note:  $p < 0.01$ .

**4.5 Multiple Regression Analysis**

A multiple regression analysis was performed to understand how much the seven predictors contributed to the brand switching behaviour. The results are shown in Table 7. The regression model was significant and 52% variance in brand switching behaviour was explained by the model. Variety seeking was the most significant driver

followed by brand fatigue, style and design preferences and sales promotions. Hence, H1, H2, H5 and H7 were accepted. Fit and sizing consistency, customer service and perceived social status were not significant predictors and thus H3, H4 and H6 were not supported. VIF values were less than 2 so there was no problem of multicollinearity.

**Table 7: Multiple regression analysis predicting brand switching behaviour.**

Predictor	B	SE	$\beta$	t	p-value	VIF
Constant	0.71	0.24		2.96	0.003	
Variety seeking	0.38	0.06	0.37	6.33	<0.001	1.72
Style and design preferences	0.19	0.07	0.17	2.71	0.007	1.58
Fit and sizing consistency	0.07	0.05	0.06	1.38	0.169	1.34
Customer service	0.05	0.05	0.04	1.02	0.309	1.29
Sales and promotions	0.16	0.06	0.15	2.59	0.010	1.46
Perceived social status	0.06	0.05	0.05	1.21	0.227	1.31
Brand fatigue	0.24	0.06	0.23	4.11	<0.001	1.61

Model summary:  $R^2 = 0.52$ ; Adjusted  $R^2 = 0.50$ ;  $F(7, 242) = 37.42$ ;  $p < 0.001$ .

**4.6 Gender Differences in Variety Seeking**

To compare the variety seeking score of the male and female respondents, independent sample t-test was used. The results are shown in Table 8. The t-test results revealed that there was no

significant difference between the men and women in variety seeking ( $p = 0.181$ ). It implies that the male and female respondents were same in their tendency of trying new brand of clothes.

**Table 8: Independent sample t-test for gender differences in variety seeking.**

Gender	N	Mean	SD	t	p-value
Male	112	3.76	0.69	-1.34	0.181
Female	138	3.87	0.66		

#### 4.7 ANOVA for Age Differences in Variety Seeking

A one-way ANOVA was performed to test for age group differences in variety seeking. The results are shown in Tables 9 and 10. Results of the ANOVA indicated that there was a significant difference between variety-seeking across age

**Table 9: Variety seeking across age groups.**

Age group	N	Mean	SD
18-25	92	4.12	0.58
26-35	78	3.84	0.63
36-45	52	3.51	0.67
Above 45	28	3.22	0.71

**Table 10: One-way ANOVA for differences in variety seeking across age groups.**

Source	Sum of squares	df	Mean square	F	p-value
Between groups	18.42	3	6.14	14.87	<0.001
Within groups	101.64	246	0.41		
Total	120.06	249			

#### 4.8 Hypotheses Summary

Table 11 summarises the results from the hypotheses testing. From the results of the hypotheses testing, H1, H2, H5, and H7 were accepted as variety seeking, style and design preferences, sales promotions and brand fatigue played significant role in clothing brand switching behaviour. H3, H4 and H6 were not

**Table 11: Summary of hypotheses testing.**

Hypothesis	Statement	Result
H1	Variety seeking positively affects brand switching behaviour.	Supported
H2	Style and design preferences positively affect brand switching behaviour.	Supported
H3	Fit and sizing consistency positively affects brand switching behaviour.	Not supported
H4	Customer service experience influences brand switching behaviour.	Not supported
H5	Sales and promotions positively affect brand switching behaviour.	Supported
H6	Perceived social status positively affects brand switching behaviour.	Not supported
H7	Brand fatigue positively affects brand switching behaviour.	Supported
H8	Variety seeking differs across selected demographic groups.	Partially supported

#### 5. Discussion

The results revealed that variety seeking is indeed one of the determinants in the clothing brand switching behavior of the respondents. As per the correlation results the consumers who like to try

groups,  $F(3, 246) = 14.87, p < 0.001$ . 18-25-year-olds scored highest for variety-seeking and respondents over 45-year-olds scored lowest for variety-seeking. This indicates that younger consumers are more willing to experiment with new clothing brands as compared to older consumers.

supported, indicating that fit and sizing consistency, customer service and perceived social status were not significant predictors. H8 was partially supported as the age groups varied significantly but gender did not, when it came to variety seeking. In general, it was novelty, design appeal, promotions and brand fatigue that prompted clothing brand switching.

out new brands and styles are likely to switch clothing brands. This reinforces the notion that fashion switchers may be looking for novelty and stimulation as well as dissatisfaction (McAlister & Pessemier, 1982; Raju, 1987; Van Trijp et al.,

1996). The regression results also indicate that variety seeking remained the best predictor when other factors were added to the model. This implies that people's need for new styles, different brand experiences, and fashion choices are significant when it comes to brand switching. This result is similar to Michaelidou and Dibb (2009) who associated the switching of clothing brands to variety seeking tendencies. The findings indicate that brands that frequently roll out new colours, designs, and seasonal collections might be appealing to consumers in the context of Hyderabad's clothing market.

The positive effect of brand fatigue on brand switching behaviour was also very high. That means that perhaps when they get bored with the same design, marketing or product offerings, they'll turn elsewhere. Especially in the fashion retail segment, repeat can kill excitement even though product quality is maintainable. This result corroborates the notion that consumers' variety-seeking tendencies increase the more they are motivated to seek stimulation and change in a product or product category (Van Trijp et al., 1996). Brand switching was also heavily affected by style/design tastes. This is a testament to the fact that the clothing consumer is receptive to visual appeal, relevance to trends and personal taste. Clothing is something that everyone can see and has something to do with one's identity, which means that they might be choosing brands that are more in line with the image they want to project and the lifestyle they want. This result aligns with the literature on apparel, which points to the importance of how products are presented and the evaluation based on design in determining brand attitudes and purchase intentions (Kim & Lennon, 2010; Busalim et al., 2022; Toebast-Wensink et al., 2025).

Sales and promotions were also significant predictors of brand switching. This indicates that discounts, seasonal sales, special offers and promotional campaigns may have an effect on

consumers to experience new clothing brands. Promotions may be particularly effective when combined with new designs or limited collections. But even promotions may not keep customers long term if the new brand isn't offering a good experience with the product and a design that customers find visually appealing. The regression model did not yield fit and sizing consistency, customer service and perceived social status as significant predictors. These findings are not evidence that these factors aren't relevant. Instead, they say, their impact was less than that of variety seeking, brand fatigue, design preference and sales promotions in the current model. This could be because in this context, people are more likely to switch clothing brands for novelty and fashion as opposed to functional or service based reasons.

Results from t-test indicated that there was no significant difference between the variance for the gender. This is a sign that the male and female respondents had almost equal propensities towards exploring new brands. However, ANOVA results indicated age differences were significant. Respondents aged 18-25 were more likely to have high scores for variety-seeking, as were younger respondents in general. The current result is aligned with the recent studies that younger consumers and Generation Z are more susceptible to digital alternatives, social media, and the switch-oriented consumption behaviour (Purbohastuti et al., 2023; Singh et al., 2024). In general, the results indicate that brand switching in clothing markets is not necessarily a consequence of dissatisfaction. Switching can also be an active behaviour in fashion consumption as a result of curiosity, variety, self-expression and a desire for a new look. This translates to a retailing business where loyalty programmes need to be paired with ongoing brand refresh and the need to manage the brand's design constantly.

## 6. Implications and Recommendations

The results have some implications for the clothing brands and retailers in Hyderabad. First, retailers need to understand that for some customers it is a "novelty" and not a dissatisfaction that causes them to change brands. To meet the demands of consumers who are seeking variety, brands should, therefore, come up with new designs, seasonal collections, limited editions and new colour palettes. Secondly, brand fatigue should be avoided by retailers, as they should not be overusing repetition on any given product design, marketing theme or store layout. Consumers can be kept engaged by regular product renewal, which helps to alleviate boredom. Third, promotional activities must be carefully employed to persuade the possible switchers to try the product. Discounts and new-arrival promotions, bundle packages and loyalty schemes can bring in consumers ready to try different brands. Fourth, age based segmentation should be considered by the retailers. Trend-based campaigns, influencers, social media marketing and new collection announcements might resonate best with younger consumers. Older consumers might value a focus on quality, fit, service reliability and value consistency. This means that certain marketing strategies might not be equally effective for all demographic segments. Lastly, retailers need to strike a balance between the new and the familiar when it comes to clothing. Variety doesn't imply an absence of brand identity. Capsule collections, limited seasonal collections, personalisation and controlled innovation are all ways in which brands can rejuvenate and refresh their designs without compromising their identity. This can be a way for brands to keep their old customers and attract consumers that are looking for new products.

## 7. Limitations and Future Research

There are some limitations to this study. The first limitation was that convenience sampling was

employed and hence the findings might not be generalised to all the clothing consumers in Hyderabad. The representative sample of gender, age, income, education and shopping location should be selected using probability sampling, stratified sampling and/or quota sampling for future studies. Secondly, the study adopted a quantitative survey design, thus data obtained are limited in depth to understanding the emotional, symbolic and social motives behind switching. The next phase of research might involve a qualitative approach of interviews or focus groups to understand the reasons for consumers to seek novelty and their interpretation of brand switching in the context of identity, lifestyle and social influence. Finally, the study concentrated on selected predictors of clothing brand switching. Further research can explore other factors like social media influence, influencer credibility, online shopping experience, brand trust, perceived value, price sensitivity, brand authenticity, and sustainability orientation and cultural identity. Comparative studies of Hyderabad, other cities of Sindh or of Pakistan also may help to explain the regional difference in clothing consumption and variety-seeking behaviour.

## 8. Conclusion

This study investigated the variety seeking in clothing brand switching behaviour of the consumers of Hyderabad, Sindh, Pakistan. The results indicated that variety seeking was the most salient predictor of brand switching behavior, followed by the brand fatigue, preference for style and design, and sales promotions. Such findings suggest that consumers might not only be dissatisfied with a brand and be willing to switch to other brands, but they also seek novelty, stimulation and new fashion experiences. Results also indicated that younger consumers were more likely to indicate that they were variety seeking compared to older consumers. This indicates that age distinctions

should be taken into account for the marketing and retention strategies in the clothing market. Frequent design refresh, new collections, social media interaction, and trend-driven marketing campaigns could be effective for retailers targeting the younger end of the spectrum. The study adds to the literature on consumer behaviour by considering the switching of clothing brands to be a functional and novelty behaviour. The findings are a reminder to retailers that they must give customers a mix of options while also keeping them loyal. Brands that continue to rejuvenate their designs while keeping the quality and service level may be more capable to pull in and hold consumers in a competitive fashion market.

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