

The reason of this research study is to develop a model and test this model also that are about the extraction of major experiences of the consumers which they got from intentional arrogance and readiness to purchase of the substitutes of the luxury fashion products. The watching and investigation of the effects of different many socio-psychological and socio-economic appearances are done in this research study. Theoretical framework is constructed which describes the estimating factors intentions to buy the substitutes of the fashion products after studying previous experiential work and available literature. Covetousness, tendency to avoid risk, monetary and personal benefits, veracity, and social standing symbols, arrogance towards substitutes and readiness to purchase substitutes tells about some details but extravagant spending and tendency to avoid risk were the double determinants of the paradigm. The hypothesis are developed in sound relation with previous literature.

Substitutes has created serious challenges for all countries of the globe. The problem has been experienced by the original brand's authentic products manufacturing companies. The intake of the substitutes is studied in this research. To fill the gap in literature for the readiness to buy substitutes of the luxury fashion products in Pakistan, for extracting determining factors study is done. Found south of East Asia as hub for trading and consuming the substitutes.

The study was done with 257 samples from three big markets (Katchery Bazar, Satyana Road, and D-Ground) of Faisalabad. Questionnaires are used for data collection in all days (weekends and weekdays) from people come with intention to buy substitutes.

To check the relation between variables (independent, dependent and mediating) and testation of the hypothesis SEM (structure equation modeling) technique was used. Study closed with these results; Tendency to avoid risk was negative but trivial, Peer Effect, Previous Outing, arrogance and monetary arrogance towards substitutes were found significant and positive, Tendency to avoid risk insignificant and negative, appealing characteristics of purchase of substitutes and readiness to buy resulted positive and insignificant. This study found after studying previous researches and theories available in the field of marketing and consumer behavior successive to explore the major determining factors after testing a wide range model. These major determining factors are arrogance towards substitutes and users readiness to purchase the substitutes of the luxury fashion products.