Dataset key variables

Gender	Gender of respondents
Age	Age of respondents
Edu	Educational qualification
Employ	Employment status
Brand	A brand of fashion clothing
Know	Knowledge of a selected fashion brand
Style	Style of the fashion clothing
Matval	Materialistic value of the fashion clothing
Sgrat	Social gratification gained from the use of the fashion clothing
Scalss	Social class the fashion clothing depicts
Pcloth	Purchase intention for fashion clothing
SD	Stand deviation