**ABSTRACT**

**Objective:** Perceived innovation is considered a significant predictor of purchase intention. This study explores the influence of perceived innovation on purchasing intention and the mediating role of perceived quality, especially for female consumers. The impact of four dimensions of perceived innovation on purchase intention is studied separately.

**Methodology:** A survey of 227 female respondents revealed that female attitudes toward innovation have changed. The hypothesized relations were tested with a sample of 227 respondents by applying different statistical tests. Mediation analysis was conducted by using process macro.

**Findings:** The study results show that four dimensions of perceived innovation positively influence purchase intention. Perceived quality significantly mediates all relationships. There exists partial mediation in all relationships.

**Value Added:** The study analyses a valuable part of the growing cell phone market in Pakistan, and the methodology can be used for broader research.

**Recommendations:** The study suggests that marketers can develop innovative marketing and service strategies to attract more females. Further, the focus should be placed on product innovation and technology innovation.

**Key words:** perceived innovation, perceived quality, purchase intention, female attitude.

**JEL codes:** L2, L8, M3, O3