



MOVING URBAN FASHION: THE INFLUENCE OF VALUE CREATION ON LOYALTY AND PURCHASE INTENTION IN THE STREETWEAR MARKETⁱ

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Abstract:

This study aims to analyze the influence of perceived value on loyalty and purchase intention within the streetwear apparel market. To achieve this objective, research was conducted in two stages. In the first stage, a survey was conducted to list the most well-known streetwear brands according to the target audience of the study. In the second stage, a questionnaire was administered to analyze the relationship between perceived value, loyalty, and consumer purchase intention. The responses were analyzed using descriptive statistics, correlation analysis, and multiple linear regressions. In the first stage, it was found that Nike SB, Vans, and HIGH Company are the most recalled brands by the sample with a profile similar to those who responded to the questionnaire on perceived value, loyalty, and purchase intention. The second stage revealed that the level of loyalty increases by 0.65 points for each level increase in perceived value, with other variables held constant, when combining the three brands. Differences in results were noted among the brands. For example, in the case of HIGH, an increase in perceived value corresponds to an increase of 0.87 points in loyalty. The results indicated that the constructs analyzed could lead to greater and more frequent sales for clothing brands that effectively work on value creation for their product consumers. These findings can be used by brands as a means to achieve competitive advantage, for example, by

ⁱ MOVIMENTANDO A MODA URBANA: A INFLUÊNCIA DA CRIAÇÃO DE VALOR NA LEALDADE E INTENÇÃO DE COMPRA NO MERCADO STREETWEAR

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understanding that taking actions to increase the perceived value of their products and services can lead to an increase in customer loyalty and purchase intention.

Keywords: value perception; loyalty; purchase intention; streetwear

Resumo:

O objetivo deste trabalho é analisar a influência da percepção de valor na lealdade e na intenção de compra dentro do mercado de vestuários streetwear. Para atingir tal objetivo, foi realizada uma pesquisa em duas etapas. Na primeira foi realizado um levantamento para elencar as marcas de streetwear mais conhecidas pelo público-alvo da pesquisa, e para a segunda etapa foi aplicado um questionário a fim de analisar a relação entre percepção de valor, lealdade e intenção de compra dos consumidores. As respostas foram analisadas por meio de estatística descritiva, análise de correlação e regressões lineares múltiplas. Na primeira etapa, elencou-se que as marcas Nike SB, Vans e HIGH Company são as mais lembradas pela amostra com perfil semelhante à que respondeu o questionário sobre percepção de valor, lealdade e intenção de compra. A segunda etapa revelou que o nível de lealdade aumenta em 0,65 pontos a cada aumento de nível de percepção de valor, mantendo os demais valores constantes, quando mescladas as três marcas. Notou-se diferenças nos resultados entre as marcas. Por exemplo, na HIGH um aumento na percepção de valor equivale a mais 0,87 pontos de lealdade. Os resultados indicaram que os constructos analisados podem gerar maiores e mais frequentes vendas às marcas de roupas que saibam trabalhar acerca da criação de valor aos consumidores de seus produtos. Esses achados podem ser usados pelas marcas como meio para se atingir vantagem competitiva, por exemplo ao compreender que realizar ações para aumentar o valor percebido de seus produtos e serviços podem levar ao aumento da lealdade e intenção de compra dos clientes.

Palavras-chave: percepção de valor; lealdade; intenção de compra; streetwear

1. Introduction

Sustainable businesses focus their marketing managers' activities on value creation, generally through the 4 Ps: product, price, distribution, and communication strategies (Kotler, 2020). From the customer's perspective, value can be seen as the relationship between the benefits and sacrifices that a product or service provides, with high value considered when the benefits outweigh the sacrifices (Payne & Holt, 2001). Since each customer evaluates these benefits and sacrifices differently due to factors such as culture and internal and external influences (Kotler, Keller & Chernev, 2021), each has a distinct perception of value, which refers to everything that adds positive aspects to products, services, or brands (Milan & Toni, 2012). As it is beneficial for consumers, studies have

shown that increased value perception is related to greater organizational longevity and leads to increases in consumer purchase intention and loyalty (Caruana & Ewing, 2010). Purchase intention represents a metric of the customer's propensity to consume (Kotler *et al.*, 2021). Even if the consumer has an established opinion about the brand, including considering it provides the desired value to them, two factors can interfere with their purchase intention: the attitudes of others towards the brand and unforeseen situational factors (Kotler *et al.*, 2021). Purchase intention tends to favor the company, as the consumer creates a preference among brands and encourages them to make a mental commitment to make a certain purchase (Schiffman & Kanuk, 1994). This commitment to consuming a brand over time is related to the loyalty a customer demonstrates towards it.

The concept of loyalty that a customer creates around a brand materializes as a brand preference behavior within a scenario where there are several similar brands (Jacoby & Chestnut, 1978). Over time, this definition has come to encompass more factors in the consumption relationship, such as cognitive, affective, conative, and action areas. This conceptual evolution has generated a perspective that involves both behavioral and psychological patterns regarding loyalty (Evanschitzky & Wunderlich, 2006). Mastering this subject is important as it enables companies to segment their target markets and work with different marketing strategies (Baloglu, 2002).

Among the various sectors that can benefit from customer loyalty is the apparel sector, which generates about R\$ 229 billion per year in Brazil (Bentes, 2022). This specific sector, being retail-oriented, involves continuous purchasing and repurchasing behaviors. Therefore, loyalty can act as a guarantee that, by providing value to their customers and winning them over, a lasting consumption relationship can be created, thus favoring a positive financial positioning for brands in the sector (Cruz, 2019). Regarding the apparel market, it is estimated that the sector had a revenue of R\$ 208 billion in 2022, representing a 1.1% increase compared to the previous year's sales (Bentes, 2022). Within this industry, IEMI (2019) showed that casual apparel, including streetwear, has gained prominence, with a 10.3% growth in 2017, above the overall apparel growth rate of 8.3%.

Streetwear apparel is a type of market where consumption and use occur not only in a utilitarian way but also to show which social group the consumer belongs to and the message they want to convey to society (Miah, 2022). Initially linked to surfers and skateboarders, streetwear evolved from a subculture movement to a global cultural phenomenon. Associated with young people and celebrities, it transcends clothing, incorporating a behavioral culture that extends to music and sports. Over time, it has become an influencer of progressive behaviors in society, especially among Generation Z. This influence is amplified by celebrities like Michael Jordan, Kanye West, Travis Scott, Jay-Z, Rihanna, Drake, and others wearing streetwear fashion (Fatina, 2018).

According to Zarantonello and Schmitt (2010), it is possible to increase customer loyalty and purchase intention by increasing their perceived value. One way brands can

generate or increase value for their products and services is by attaching more quality, utility, and exclusivity to them (Kotler *et al.*, 2021). Value and loyalty impact purchase intention, being constructs that influence each other (Ponte *et al.*, 2015). However, within the Brazilian streetwear market, composed of various brands, often with similar positioning, the impact of customer value perception on their purchase intentions and respective loyalty to these brands is not clearly understood. From this point, the objective of this study is to analyze the influence of value perception on loyalty and purchase intention within the streetwear apparel market.

This article is divided into five stages. The first is the introduction written above, where the study topic is presented, and the constructs are described and related. The second stage represents the theoretical framework, delving into the literature review of the constructs. The third stage refers to the methodological procedures, presenting the description of the research process, specifying the means of data collection and analysis, culminating in the last two stages: the project development schedule and, finally, the discussion of the expected results.

2. Literature Review

2.1 Value Perception

The most common definition of perceived value is the trade-off or relationship between quality and price (Cravens, Holland, Lamb, & Moncrief, 1988), beginning to emerge in the pre-purchase phase and continuing through various stages of the purchase process (Woodruff, 1997). A broader theoretical framework of perceived value was developed by Sheth, Newman, and Gross (1991), who viewed consumer choice as a function of multiple dimensions of 'consumption value' that contribute in varied ways to different choice situations. The developers suggested five dimensions (social, emotional, functional, epistemic, and conditional value) related specifically to the perceived utility of a choice at the purchase decision level, product level, or brand level. According to Sweeney, Soutar, and Johnson (1999), all these five dimensions of customer value are explored by retail strategists to decide the most appropriate market approach for their business.

Perceived value can be measured by collecting consumer data regarding specific items and conducting exploratory principal component analysis (focusing on social, emotional, quality, and price values), assessing reliability and value perception as accurately as possible (Sweeney *et al.*, 2001). Another way to analyze perceived value is by using a unidimensional or multidimensional scale (Chen & Chen, 2010), with the unidimensional measure representing overall "*general perceptions of customer value*" (Lin, Sher, & Shih, 2005), assuming customers share a common meaning of value (Matsuoka, Hallak, Murayama, & Akiike, 2017). The multidimensional scale measures perceived value using several give-and-take dimensions. As a construct considered relevant in marketing, several multidimensional scales of perceived value have been developed, such as PERVAL, with dimensions of quality, emotional, price, and social value (Sweeney

et al., 2001) and SERV-PERVAL with behavioral price, monetary price, emotional response, quality, and reputation (Petrick & Backman, 2002).

2.2 Loyalty

Loyalty is a deep commitment to consistently repurchase a preferred product or service in the future, resulting in repeated purchases of the same brand or set of brands (Dick & Basu, 1994). In other words, Vroman (1996) suggests that loyalty is a result of various transactions between the company and the customer, without necessarily having an emotional or exclusive bond. Retention implies greater profitability for the organization, and the customer may resist being persuaded by lower prices or better offers from competitors (Vroman, 1996).

Technological advancements applied to business have revolutionized interactions between customers and companies, including those that promote loyalty (Orel & Kara, 2014). To outpace competitors and strengthen relationships with customers, brands have utilized technology-based resources such as self-checkout systems (Orel & Kara, 2014), personalized reward programs (Meyer-Waarden & Benavent, 2010), or personalized service based on pre-established consumer preferences (Zeithaml, Berry, & Parasuraman, 1996). One way to measure loyalty is by assessing customers' willingness to return to the store (Bowen & Chen, 2001), a scale that will be used in this study to measure the loyalty of respondents.

2.3 Purchase Intention

Purchase intention refers to the likelihood that a consumer will make a purchase decision based on a subjective evaluation, indicating the probability of a particular consumer buying a product or service. It can serve as an important indicator for predicting consumer behavior (Hewei & Youngsook, 2022). Various factors can affect consumer purchase intention, such as the opportunity to make a limited purchase (Bozzolo & Brock, 1992), a strategy used to stimulate consumers' purchase desires by informing them about the availability of a specific product (Lynn, 1989).

According to Akkaya (2021), the perceived value of a brand by a consumer significantly affects their purchase intention, with perceived values varying depending on the product category. For instance, emotional value strongly influences the purchase intention for smartphones but is considerably less for chocolate. Specifically in the fashion sector, the focus of this work, perceived value tends to positively influence consumers' purchase intentions towards a brand (Hewei & Youngsook, 2022). Thus, if perceived value is low, the consumer's purchase intention decreases, whereas having a positive experience, which boosts perceived value, exerts a strong influence on future and continued purchase intentions (Hewei & Youngsook, 2022).

Consumers tend to be influenced by others through social interactions (Hajli, Lin, Featherman, & Wang, 2014), potentially altering their purchase intentions for a brand through social media interactions. According to Hajli (2015), the constructs of social

commerce provide opportunities for co-creation, participation, information sharing, and collaboration among users, generating value and positively influencing purchase intention.

According to studies by Mucci, Hough, and Ziliani (2004), purchase intention can be measured by two aspects: positive perception and negative perception, with constructs influencing decision-making. The constructs that most influenced decisions included the value and relevance of the product, followed by the company's positive image and perception; when these constructs were absent, purchase intention was low (Mucci, Hough, & Ziliani, 2004).

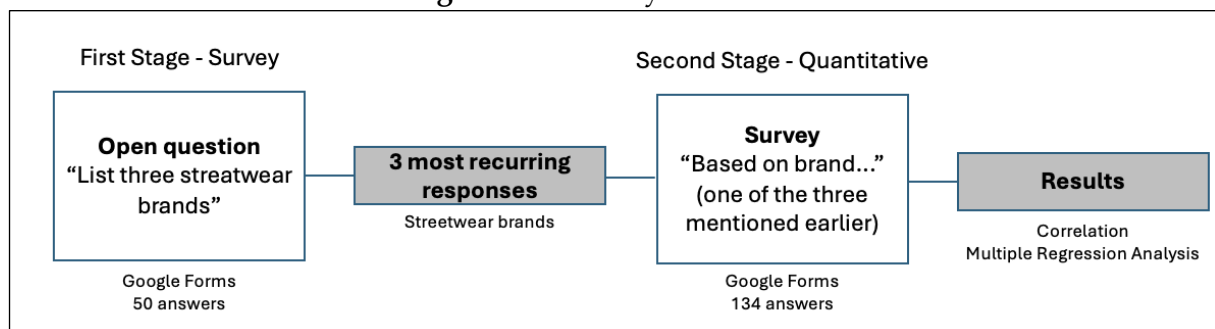
In studies by Chae, Kim, Lee, and Park (2020), results indicate that emotional, social, and economic values significantly influence purchase intention. The findings also show a strong influence on purchase intention stemming from brand loyalty, suggesting that the greater a consumer's loyalty to a brand, the higher their purchase intention for that brand's products and/or services.

Based on the understanding of these constructs, this study aims to conduct quantitative research to examine the influence of value perception on loyalty and purchase intention within the streetwear market. The next section details the research methodology, outlining the procedures used for data collection and analysis, followed by the project development schedule, and finally, a discussion of the expected results with the conclusion of the study.

3. Method

To achieve the objective of this study, the research was conducted in two stages. In the first stage, a survey was conducted to list the most well-known streetwear brands among the study's target audience. In the second stage, a questionnaire was administered to analyze the relationship between perceived value, loyalty, and consumer purchase intention. A summary of the data collection and analysis model can be found in Figure 1.

Figure 1: Summary of the method



Source: Prepared by the authors.

To facilitate the research, it was determined that the sample would consist of university students residing in the city of São Paulo, Brazil. In the first stage, aimed at identifying

the most recognized streetwear brands among the target audience, a questionnaire was developed using the Google Forms platform and organized into three sections. The first section provided an explanation of the concept of streetwear. In the second section, respondents were asked to name three streetwear brands they were familiar with and to indicate the frequency of their consumption of products from these brands. The third section included demographic questions concerning gender, age, educational attainment, and social class. This initial stage yielded 50 responses, collecting relevant demographic data. A total of 49 distinct brands were mentioned, with the most frequently cited being Nike SB, Vans, and HIGH Company, which were subsequently used to create the questionnaire for the second stage of the research.

Following the identification of the most recalled brands by the target audience, data collection for the second stage commenced in September 2023. This phase involved gathering responses from the researchers' network of contacts through an online questionnaire created on Google Forms. The questionnaire was distributed via WhatsApp to university students of any gender, aged between 18 and 27, who not only recognized but also engaged in consuming products from companies operating within the streetwear sector. This demographic profile mirrored that found in the initial stage of the research, and screening questions were included to ensure that only individuals fitting these criteria participated in the survey.

The statements related to perceived value, purchase intention, and loyalty were developed based on adaptations of previously validated scales. Respondents indicated their level of agreement on a scale from 1 (strongly disagree) to 7 (strongly agree). To enhance engagement, participants were asked to identify which brand – Nike SB, Vans, or HIGH Company – was most familiar and frequently consumed by them. The names of the brands were incorporated into the relevant statements. These statements, along with the sources of the original scales, are presented in Table 1.

Table 1: Stage 2 survey

Construct	Statement	Source
Value perception	I believe that this brand* offers its products at a fair price.	Chen, Huang & Zhang, 2020
	I consider the quality of service provided by this brand to be consistent with its pricing.	
	Overall, this brand provides good value for money.	
Loyalty	I plan to purchase products from this brand in the future.	Chen, Huang & Zhang, 2020
	I am likely to express positive opinions about this brand to others.	
	I would recommend products from this brand to others.	
Purchase intention	How likely are you to purchase products from this brand?	Chen & Zhang, 2023
* The expression "this brand" was replaced in the questionnaire with a well-known brand that the respondent consumes.		

Source: Prepared by the authors.

A total of 134 responses were collected, with a minimum of 40 responses corresponding to each of the three brands investigated. The data were organized in Excel format, and the analysis was conducted using RStudio alongside the following support packages: "Pacman," "Tidyverse," "Corrplot," "Hmisc," "Dplyr," "Ggplot2," "Car," "Rstatix," "Lmtest," and "Ggpubr."

The initial analysis of the data utilized descriptive statistics (frequency, standard deviation, mean, and median), thereby identifying basic statistical data along with the total number of responses and the following characteristics of the respondents: age, gender, social class, and educational attainment. Subsequently, correlation analyses were carried out on the overall dataset (encompassing all three brands) as well as for each individual brand, identifying the relationships between: (1) Perceived Value and Loyalty, and (2) Perceived Value and Purchase Intention.

Finally, a multiple linear regression analysis was performed to examine the relationships between the constructs. Two equations were established: the first with "perceived value" as the independent variable and "loyalty" as the dependent variable, and the second with "perceived value" as the independent variable and "purchase intention" as the dependent variable. In both equations, the variables "gender" and "social class" were used as dichotomous control variables, with gender options divided into "male" and "female," while social classes were grouped into "C, D, and E" on one side and "A and B" on the other.

4. Presentation and Analysis of Results

Of the 134 responses collected, 48 (35.8%) respondents indicated that the most recognized brand was Nike, 45 (33.6%) indicated Vans, and 41 (30.6%) indicated HIGH. Regarding age, the majority of respondents (78) reported being between 20 and 22 years old. The sample consisted of a higher percentage of females (52%), with 62% indicating that they belonged to social classes C, D, or E.

The mean responses regarding perceived value, loyalty, and purchase intention, both individually for each brand and aggregated, are presented in Table 2. It is observed that, in general, respondents have a high perceived value, purchase intention, and loyalty towards the three brands surveyed. Given that the standard deviation did not exceed 0.4 points (0.394 among the loyalty scores for the three brands), it can be inferred that there are no significant divergences among the brands.

Table 2: Analysis of Results

Brand	n	Value perception average	Loyalty average	Purchase intention average
Nike SB + Vans + HIGH	134	5,515	5,935	5,866
Nike SB	48	5,528	6,306	6,188
Vans	45	5,326	5,519	5,511
HIGH Company	41	5,707	5,959	5,878

Source: Prepared by the authors.

Subsequently, Pearson correlation analysis was conducted among the variables, as shown in Table 3. In the overall analysis (including the results from all three brands), both scenarios exhibited positive correlations. In the case of Nike SB, both scenarios demonstrated positive correlations, which were above the overall average of the three brands. For Vans, the correlations in both scenarios were weak. Meanwhile, for HIGH Company, both scenarios exhibited positive correlations, leading not only relative to the overall average but also compared to its competitors.

Table 3: Pearson Correlation Analysis

Brand	n	Correlation between Value Perception and Loyalty	Correlation between Value Perception and Purchase Intention
Nike SB + Vans + HIGH	134	0,5226271	0,5022312
Nike SB	48	0,6721673	0,6031701
Vans	45	0,1956351	0,1066789
HIGH Company	41	0,7150576	0,723687

Source: Prepared by the authors.

Finally, a Multiple Linear Regression analysis was performed based on two models, one for each dependent variable (Loyalty and Purchase Intention) in relation to the independent variable (Perceived Value), alongside the influence of the dichotomous covariates Gender and Social Class. Prior to conducting the multiple regression, a Variance Inflation Factor (VIF) test was carried out, indicating that there was no multicollinearity among the variables. The Durbin-Watson test demonstrated that there was no autocorrelation present, and finally, the White test indicated that there was no heteroscedasticity. Therefore, the multiple linear regression was deemed viable based on the obtained responses.

Treatment of the covariates was carried out. For "Gender," the results were associated with the male gender ("0" = female, "1" = male), and for "Social Class," the results referred to higher social classes (classes "C, D, and E" = 0, classes "A and B" = 1). It is noteworthy that there was a consistent pattern in six of the eight equations (with the only exceptions being the loyalty of Nike SB and Vans), where the higher social classes exhibited a decrease in both loyalty and purchase intention compared to the lower classes. This topic will be addressed in detail in the final considerations of the article. Additionally, the p-values obtained in six of the eight equations were less than 0.05, indicating that the proposed equations were statistically significant at the 5% level, with the exception of the two equations exclusively related to the results of the Vans brand, which were not statistically significant. Consequently, the results for the Vans brand will not be analyzed in isolation.

Regarding the analyses of the two models, Table 4 presents the results obtained from the multiple linear regression model where loyalty was the dependent variable. In general, it is observed that the level of loyalty increases by 0.65 points for each increase in the level of perceived value, while holding other values constant. This increase is

particularly pronounced in the case of HIGH, where an increase in perceived value corresponds to an additional 0.87 points of loyalty. The “Intercept” values indicate that without the independent variable and the covariates, loyalty scores remain below the average, reaching a minimum of 1.3 and a maximum of 3.3 (excluding Vans). This suggests that improving customers' perception of value is a necessary step for developing their loyalty (Perin *et al.*, 2004).

Table 4: Coefficients of the Multiple Linear Regression (Loyalty as the Dependent Variable)

Brand	Variable	Estimate	Std. Error	t value	Pr(> t)
Nike SB + Vans + HIGH	(Intercept)	2,51301 ***	0,61685	4,074	7,99e-05
	Value Perception	0,65255 ***	0,10246	6,369	3,02e-09
	Gender	-0,03175	0,21360	-0,149	0,8821
	Social Class	-0,42374	0,22591	-1,876	0,0629
Nike SB	(Intercept)	3,27886 ***	0,54099	6,061	2,75e-07
	Value Perception	0,53090 ***	0,09165	5,793	6,80e-07
	Gender	0,15064	0,22647	0,665	0,509
	Social Class	0,02321	0,25260	0,092	0,927
Vans	(Intercept)	3,9922 *	1,5765	2,532	0,0153
	Value Perception	0,3121	0,2814	1,109	0,2738
	Gender	-0,5480	0,4724	-1,160	0,2528
	Social Class	0,1325	0,4591	0,269	0,7893
HIGH Company	(Intercept)	1,3377	1,0038	1,333	0,190806
	Value Perception	0,8664 ***	0,1591	5,446	3,53e-06
	Gender	0,1781	0,3354	0,531	0,598589
	Social class	-1,6810 ***	0,4102	-4,098	0,000219

Note: Sig.: “****” = 0<p<0,001; “***” = 0,01<p<0,05; “.” = 0,05<p<0,1; “ ” = 0,1<p<1

Source: Prepared by the authors.

The coefficients of the multiple linear regression model with purchase intention as the dependent variable are presented in Table 5. Considering the complete dataset, the level of purchase intention increases by 0.64 points for each one-unit increase in the level of perceived value. Once again, HIGH stands out in this regard, as an increase in perceived value corresponds to an additional 1 point in purchase intention. The “Intercept” values indicate that purchase intention in isolation, without the influence of any other variables, remains below the average range, with a minimum of 0.4 and a maximum of 3.4 (excluding Vans). Similar to the other model, these relationships demonstrate that the studied variables significantly influence consumers' purchase intention, as perceived value can be considered the primary motivator of purchase intention (Luo, Li, & Sun, 2022).

Table 4: Coefficients of the Multiple Linear Regression (Purchase Intention as the Dependent Variable)

Brand	Variable	Estimate	Std. Error	t value	Pr(> t)
Nike SB + Vans + HIGH	(Intercept)	2,6505 ***	0,6637	3,994	0,000108
	Value Perception	0,6433 ***	0,1102	5,835	4,04e-08
	Gender	-0,0932	0,2298	-0,406	0,685726
	Social class	-0,7563 **	0,2430	-3,112	0,002286
Nike SB	(Intercept)	3,4305 ***	0,6685	5,132	6,24e-06
	Value Perception	0,5397 ***	0,1133	4,765	2,09e-05
	Gender	-0,3164	0,2799	-1,130	0,264
	Social class	-0,1545	0,3121	-0,495	0,623
Vans	(Intercept)	4,8707 **	1,6448	2,961	0,00508
	Value Perception	0,1753	0,2935	0,597	0,55374
	Gender	-0,3541	0,4929	-0,718	0,47655
	Social class	-0,2757	0,4789	-0,576	0,56802
HIGH Company	(Intercept)	0,4338	1,0938	0,397	0,694
	Value Perception	1,0056 ***	0,1734	5,800	1,17e-06
	Gender	0,3712	0,3655	1,016	0,316
	Social class	-1,9507 ***	0,4470	-4,364	9,86e-05

Sig.: "****" = 0 < p < 0,001; "***" = 0,001 < p < 0,01; " " = 0,1 < p < 1

Source: Prepared by the authors.

5. Considerations and Final Remarks

This article fulfilled its objective of analyzing the influence of perceived value on loyalty and purchase intention within the streetwear apparel market, aiming to enhance the understanding of the concepts pertaining to each of these constructs. The results indicated that the analyzed constructs can lead to increased and more frequent sales for brands that effectively engage in value creation for their product consumers. These findings can be utilized by brands as a means to achieve a competitive advantage, as they underscore the importance of implementing strategies to enhance the perceived value of their products and services, which can subsequently lead to increased customer loyalty and purchase intention.

It is recommended that marketing managers, specifically within the streetwear sector, conduct research to understand their customers' levels of perceived value and seek strategies to enhance those levels. Such improvements may yield short-term outcomes, such as an increase in purchase intention, as well as medium- and long-term benefits, including enhanced customer loyalty. This study analyzed three specific brands and did not find significant differences in the results among them. This observation may suggest that the findings of this work are applicable to a broad range of brands, considering the studied sample.

The results obtained from the multiple linear regression analysis indicated that the group from higher social classes exhibited lower purchase intentions than the group from lower social classes. This relationship corroborates the findings of the study conducted

by Chauvel and Mattos (2008), which analyzed the consumption behavior of lower-income individuals who dedicate significant attention and time to their resource allocation decisions, prioritize their spending, research the best prices, and seek to organize their purchases and consumption. However, this does not imply that economic rationality is always predominant in consumption choices. The necessity to conserve resources coexists with the desire for higher levels of consumption in terms of quantity, quality, and status associated with the consumed goods. The results indicate a desire to consume more and better, along with an enjoyment of shopping, even for routine purchases such as groceries, and even aspirations to "splurge," justifying that purchase intention is a more significant coefficient for individuals from lower-income brackets compared to those with higher incomes, who do not exhibit the same level of intent and concern in their consumption patterns.

To ensure a comprehensive analysis of the multiple linear regression, the covariates were adapted to dichotomous values; consequently, only two of the four demographic/informative variables captured in the questionnaire could be analyzed alongside the main variables. This limitation arises from the nature of each classification, where gender and social classes could be accurately separated into two categories, while age and education would result in a strongly imbalanced division due to factors related to the target audience of the research. Although all respondents of the questionnaire belong to Generation Z, it is believed that it would be advantageous to examine the precise impact of the respondents' age on the main variables. Therefore, as a suggestion for future research, the same study procedure employed in this article could be replicated, with the added dimension of measuring the impact of age on the results.

Among its main contributions, the article enhances both the theoretical framework and the practical application of its concepts within the streetwear market based on Generation Z. In terms of theory, it advances the study of Perceived Value, Loyalty, and Purchase Intention within this field of research.

Conflict of Interest Statement

The authors declare no conflicts of interest.

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