



THE INFLUENCE OF SHOPPING MOTIVATION ON FASHION RETAILERS, WITH MEDIATING ROLE OF FASHION INNOVATIVENESS AND FASHION CONSCIOUSNESS

Muhammad Afaq Hussain Khanⁱ

Lyallpur Business School,
Government College University,
Faisalabad, Pakistan

Abstract:

Adjusting and stimulating the fashion purchases within fashion stores the challenging situation of market strength to discover the new ways in fashion industry for introducing the new products. The study is based on four determinants of shopping motivation which are Sexual Attraction, Shopping for Recreation, Recognition Enhancement, Aesthetic Expression. Fashion consciousness and fashion innovativeness have strategic position in this challenge. In the setting of fashion retailing this study inspects how fashion consciousness and fashion innovativeness relates with factors of shopping motivation and actual fashion purchasing. It also examines the construct of shopping motivation on the association among fashion innovativeness, fashion consciousness and fashion purchases. The study executed through a consumer survey, data were obtained and analyzed using structural equation modelling. The consequences show that shopping motivation is positively affected by fashion innovativeness and fashion consciousness, and positively influences fashion purchase intention of customers. The direct link between shopping motivation and fashion purchase intention shows insignificant result. By using the concept of fashion innovativeness and fashion consciousness this study delivers recommendations for fashion retailers on increasing fashion purchases in their stores.

JEL: L80; L81

Keywords: shopping motivation, fashion innovativeness, fashion consciousness, fashion retailers

ⁱ Correspondence: email m.afaq1414@gmail.com

1. Introduction

A multi-million dollar fashion industry and international companies committed to the creation, design and selling of clothing ([Chun, Lim, Tan, & Teh, 2018](#)). Researchers also clarified that it could demonstrate in a way that retailers of clothing and accessories are aligned with the global industry. It can be proven that the fashion industry plays an important role in society today. Now, you use fashion for self-identification as a way of expressing yourself. The fashion industry has changed globally and is highly globalized. Consumers are more competitive and markets are becoming more unpredictable, leading to retailers working harder to continue growing ([Anić, Mihić, & Kursan Milaković, 2018](#)). New products are often not adopted by customers and retailers are effective in stimulating purchases; therefore, they need to better understand how consumers react and embrace fashionable clothing ([Anić et al., 2018](#)).

Fashion Innovativeness or fashion consciousness is a key concept in consumer behavior, a theory commonly used to investigate the mechanism of fashion diffusion and brand victory. It may be characterized as the tendency of consumers to buy new products of fashion, and the extent to which consumers are prepared to take new ideas relatively earlier than other social systems members ([Cardoso, Costa, & Novais, 2010](#); [Im, Bayus, & Mason, 2003](#); [Rogers, 1995](#)). Customers who are one of the earliest to take on new items of fashion are called innovators of fashion. Fashion innovators are a valued retail division because they generate enough income and control the acceptance and distribution of fashion within a social group ([Goldsmith & Stith, 1993](#); [Jordaan & Simpson, 2006](#)). The success of fashion retailers depends largely on the fast reflection of a constantly changing fashionable appetite for consumers and their newest fashion trends. Fashion retailers therefore need to build an effective communication network for customers to integrate their feedback into the various product development processes ([Gruner & Homburg, 2000](#)). An increasing number of retailers are trying to build customer contact and engaging, such as customization ([Ricotta & Costabile, 2007](#)), customer co-creativity and marketing reversals, have now been, which is now part of a new chant, particularly in the fast-running retail industry.

The goal of this study was to develop a theoretical model that identifies how customer involvement in the product development process increases satisfaction and subsequently develops purchase intention in the context of fashion retailing. In addition, a recent survey has shown the important impact on customer perceptions in the sense of fashion co-creation on personal characteristics ([Wu, Kim, Chen, & Johnson, 2017](#)). Our knowledge of how product attributes like fashion innovativeness and fashion consciousness are still constrained in shaping the customer-retailer relationship. The research also looks into the potential impact of consumer shopping motivation in order to address the gap in our literature in relation to fashion innovativeness and fashion consciousness in relation to customer purchase intention. This study's aim is to fill the research gaps concerning determinants of shopping motivation, fashion innovativeness, fashion consciousness and purchase intentions for fashion apparels.

2. Literature Review

2.1 Purchase Intention

Purchase intent could be described as the intention of individuals to buy a certain product they have chosen and preferred after a specific assessment ([Khuong & Nguyen, 2015](#)). According to ([Vineyard, 2014](#)), the purchase intention is an opportunity to purchase products and services. The intention to purchase a product or brand is one of the customer cognitive behavior ([Hosein, 2012](#)). Intention to purchase is also the concept of future purchases ([Goyal, 2014](#)). Good customer ad response can have an intended impact on their purchase ([Lafferty, Goldsmith, & Newell, 2002](#)). Moreover, it is an important element in measuring fashion innovativeness and fashion consciousness and mediates in the relationship between the shopping motivation and the consumer purchase intention-developing attitude. There is a direct link between the shopping motivation and fashion innovativeness ([Kapoor & Munjal, 2019](#)). Consumers will first collect their preference, practice and feedback from others and then adopt the alternative assessment process and finally take purchase decisions ([Chi, Yeh, & Tsai, 2011](#)). Blogs have been used by retail companies to advertise their apparels ([Jacob, 2013](#)). In 2013, the clothing business partnered in establishing a forum with the influencers of fashion bloggers ([Rickey, 2013](#)).

2.2 Fashion Consciousness

Fashion consciousness, could be described in one's appearance which characterized by an interest in fashion and clothing ([Gutman & Mills, 1982](#); [Summers, 1970](#)), is often described as possessing a code ([O'Cass, Jin Lee, & Siahtiri, 2013](#)). Fashion apparel practices are also recognized as a way for individuals to articulate their identity and image ([Michaelidou & Dibb, 2006](#)) and their social identity ([Entwistle, 2015](#)). Fashion consciousness for fashion retailers is an essential aspect as it affects consumers' personal traits to be more open and to make use of fashion marketer interaction ([Kaiser & Chandler, 1984](#); [Kinley, Conrad, & Brown, 1999](#)). It could be described as the extent to which people can appreciate clothing and fashion apparel ([Nam et al., 2007](#)). It represents up to date personal value for maintaining social status ([Lertwannawit & Mandhachitara, 2012](#)). Generally, the literature underpins that consumers with a greater degree of fashion consciousness have differences in the processing of information (for example, knowledge search), beliefs and attitudes towards apparel, and that responses are carried out by brands with a lower degree of fashion consciousness ([Naderi, 2013](#)). The knowledge of fashion, though, is never focused solely on women again. Men who are knowledgeable of fashion are gradually happy with their own identities. In having fashionable apparels, men show themselves to be confident with both their private and their social image ([Gould & Stern, 1989](#)). As more high-profile buyers are remunerated for their fashion consciousness, they are leaders in developing their consciousness towards appearance and fashion. Keeping alert and mindful of trend does not necessarily mean purchasing fashionable apparels. Those with little knowledge of fashion shopping were giving no interest or time ([Bakewell, Mitchell, & Rothwell, 2006](#)). The actions of people who aren't

informed of fashion conscious to make shopping more convenient ([Workman & Cho, 2012](#)). In fact, in the framework of Pakistan very few researches examined the fashion consciousness ([Khan, Fatima, & Matloob, 2019](#)). Thus, hypothesize:

H1: Fashion consciousness will mediate the relationship between shopping motivation and Purchase intention

Consumers who know how to updated with the new fashion and are able to shop for themselves ([Walsh, Mitchell, & Hennig-Thurau, 2001](#)). The more likely to talk about fashion with friends and see that this is a recognized source of information ([Afonso Vieira, 2009](#); [Nam et al., 2007](#)). Will in general assess the quality more seriously by utilizing different signals ([Gitimu, Workman, & Robinson, 2013](#)). They are regularly buying different types of fashion apparel; spend some more time and money to shop as compared with the individuals those are less-fashion conscious ([Fairhurst, Good, & Gentry, 1989](#); [Flynn & Goldsmith, 1993](#)). Customers of various style, change their responses to the characteristics of the clothing item, and thus have different ways of dealing with apparels ([Kim, Lynn Damhorst, & Lee, 2002](#)). A close correlation has been observed between the understanding of style and fashion, which may contribute to the highest degrees of customer trust in fashion decisions ([O'Cass, 2004](#)).

2.3 Fashion Innovativeness

There were existing theory outcomes proposed that customer purchasing behavior has been influenced by shopping motivation ([Buttle, 1992](#)). Several factors that were shown to touch customers in the fashion choice for instance the want for acceptance and appreciation. The objective of various related activities in which the inspired customers were willing and ready to purchase a product ([Tovikkai & Jirawattananukool, 2010](#)), sexual attraction as well as recreation motivation ([Chen-Yu & Seock, 2002](#)). Thus, hypothesize:

H2: Fashion consciousness will mediate the relationship between shopping motivation and purchase intention

([González & Bovone, 2012](#)) endorses that apparel items might promote sexual consciousness and attraction among people, additionally, the ability of fashion that can also illustrate and render more appealing the distinctions among men and women. ([Hausman, 2000](#)) come to an understanding, that in term of attractiveness, clothes are an essential component among people, and it is highlights that hedonic motives could be satisfies by shopping for apparels, such as the novelty, and variety, need for fun, which were all additionally found in different studies ([Goldsmith & Stith, 1993](#)). ([Epuran, Gârdan, Gârdan, & Bumbas, 2015](#)) identify the variables affecting hedonic use and emphasize how necessary it is for clothes to be worn for their esthetic appearance ([Grete Birtwistle & Tsim, 2005](#)) to illustrate that mature women find that clothing serves as the manifestation of their personality ([Jordaan & Simpson, 2006](#)). Even though several customer motives for buying apparel were less acknowledged, that influence fashion innovativeness.

2.5 Shopping Motivations

The study has developed the notion of shopping motivation by ([Chen-Yu & Seock, 2002](#); [Shchudro, 2011](#)). Utilizing the discoveries of ([Chen-Yu & Seock, 2002](#)), ([Shchudro, 2011](#)) identified the following construct of shopping motivation: recreation, sexual attraction, conformity, aesthetic expression, recognition, enhancement, need and fashion expression. Apparel decisions are strongly affect by customers' desire to attain their targets. The research also shows similar motives for buying. Fashion changers want to attract others by using clothes and appearances; they have always been more aware of their presence and their bodies than their fashion followers ([Park, Cho, & Rudd, 1999](#)).

In fact, apparel could raise sexual consciousness ([González & Bovone, 2012](#)). Based on these definitions it is necessary to assume beneficial association to sexual attraction, fashion innovativeness and fashion consciousness. In addition, people termed as experimental fashion innovators indicated a high attention in fashion, enjoyed shopping and spending more on apparels ([Cardoso et al., 2010](#)), and more trips connected to apparels ([Bruner, 1986](#)). These customers observed shopping as a kind of amusement ([Studak & Workman, 2004](#)), and unlike the followers of fashion that embody a pragmatic (or need based) approach to the recognition of fashion problems, a psychological (or need based) approach is defined to fashion problems ([Workman & Studak, 2006](#)). Therefore, shopping motivation would have a significant impact on the fashion innovativeness and the fashion consciousness ([Beaudoin, Moore, & Goldsmith, 2000](#)).

The research of ([Workman & Lee, 2011](#)) do not validated these variations. Nevertheless, it has been build up that, not at all like fashion followers; fashion agents require differentiation and individuality more prominent ([Stanforth, 1995](#); [Workman & Caldwell, 2007](#); [Workman & Kidd, 2000](#)). Moreover, ([Cardoso et al., 2010](#)), as well as ([Szczeplaniak, 2015](#)), withdraw a few fragments of customers which are subject to fashion engagement, impulsiveness, fashion innovativeness, and self-expression through fashion product, create an invention for 'enthusiasts' and convey what needs to be through fashion. Given the way in which specific characteristics and the acknowledgement of self-expression are defined by a shopping motivation that relies on a willingness to improve popularity, this motivating factor may be very well known to influence fashion consciousness and fashion innovativeness. In general, fashion is very concerned about their fashion and appearance ([Miller & Cox, 1982](#)), and more beauty control practices relative with fashion followers ([Park et al., 1999](#)). Thus, hypothesize:

H3: Shopping motivation has a direct positive effect on purchase intention.

3. Research Model

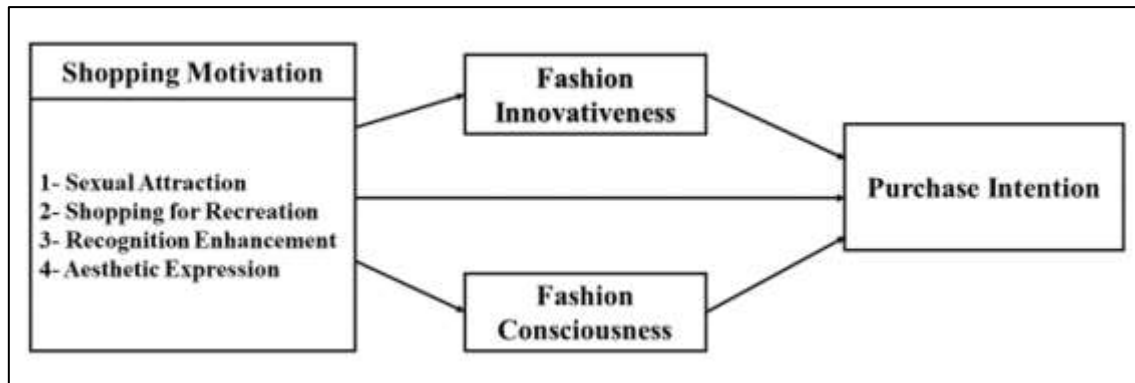


Figure 1: Research Model

4. Methodology

For the purpose of this study, the antecedents of shopping motivation towards fashion consciousness of fashion apparel tried to reveal. These dynamics of shopping motivation with the mediating role of fashion innovativeness and fashion consciousness intent for fashion apparel felt under-researched in the consumer markets of Pakistan.

The quantitative technique of research was opted when data collected in numeric format and statistical technique implanted to analyze the data. Research instrument for data collection was well-built questionnaire comprising of different close-ended questions to measure ultimate dependent, as questionnaire is one of the most widely used research instrument used by the researchers. The data collected specifically from fashion apparel consumers.

The consumers who were available physically to shop real time from the markets where fashion apparel available abundantly. Sample size of this study was 300. Three hundred consumers accessed to fill in the questionnaires. Few of those were reporting missing values, which discarded later on. In the last, 219 questionnaires were found useful yielding a response rate of 73%.

The figures from the survey show that 75.3% of participants were males and 24.7% were females. Whereas around 50.2% of participants indicated that, their average monthly income is up to forty thousand, 35.2 percent respondent income fall between 40 to 70 thousand, 9.6 percent respondent monthly average income fall in the category of 70 to 100 thousand, 5.0 percent responded having more than 100 thousand monthly average income.

Table 1: Demographic Profile of respondents

Gender	Frequency	Percentage
Male	165	75.3
Female	54	24.7
Total	219	100.0
Age in Years	Frequency	Percentage
20 to 30	61	27.9
31 to 40	108	49.3
41 to 50	48	21.9
Above 50	2	.9
Total	219	100.0
Education	Frequency	Percentage
Bachelors	119	54.3
Masters	68	31.1
MS/Mphil	27	12.3
PhD	5	2.3
Total	219	100.0
Average Income (PKR)	Frequency	Percentage
Up to 40 thousand	110	50.2
40 to 70 thousand	77	35.2
70 to 100 thousand	21	9.6
More than 100 thousand	11	5.0
Total	219	100.0

Notes: *PKR stands for Pakistani rupee.

4.1 Measurement Items of the Constructs

All scales were measured by Likert-scale items ranging from 1 (strongly disagree) to 5 (strongly agree). The scales were adopted from the previous studies, to measure shopping motivation nine items scales were taken from ([Chen-Yu & Seock, 2002](#); [Shchudro, 2011](#)). Fashion innovativeness was estimated utilizing the area explicit innovativeness scale that was developed by ([Goldsmith & Hofacker, 1991](#)) and modified by numerous researchers, including ([Mathur, Barak, & Zhang, 2009](#)). The research constructs were measured with the help of multi-item scales comprising terminal and instrumental values adapted, to measure Fashion consciousness, scales were adopted from ([Gould & Stern, 1989](#); [Mulyanegara, 2011](#); [Wan, Youn, & Fang, 2001](#)). To measure Purchase intention, 4 items scales were taken from ([Dodds, Monroe, & Grewal, 1991](#)).

5. Results

Table 2: Construct Reliability and Validity

Variables	Items	Cronbach's Alpha	Composite Reliability	AVE Extracted (AVE)
Shopping Motivation (SM)	4	0.749	0.841	0.570
Fashion Innovativeness (FI)	3	0.750	0.858	0.669
Fashion Consciousness (FC)	4	0.708	0.818	0.532
Purchase Intention (PI)	3	0.761	0.862	0.676

The reliability and validity table show that there are four variables in this study from which the theoretical model are achieved. As mentioned in the table, the Cronbach's values are 0.749, 0.750, 0.708 and 0.761 respectively. The value is acceptable when the value is greater than 0.6. The benchmark value for the Composite Reliability is 0.6. The values are 0.841, 0.858, 0.818 and 0.862 correspondingly. All the above values are greater than 0.6. For that reason, all variables are acceptable presenting that model is trustworthy. Benchmark value for AVE is 0.4. The values are 0.570, 0.669, 0.532 and 0.676 respectively. No value has found less than 0.4; consequently, all variables are considerable showing that model is acceptable & reliable.

Table 3: Total Effects

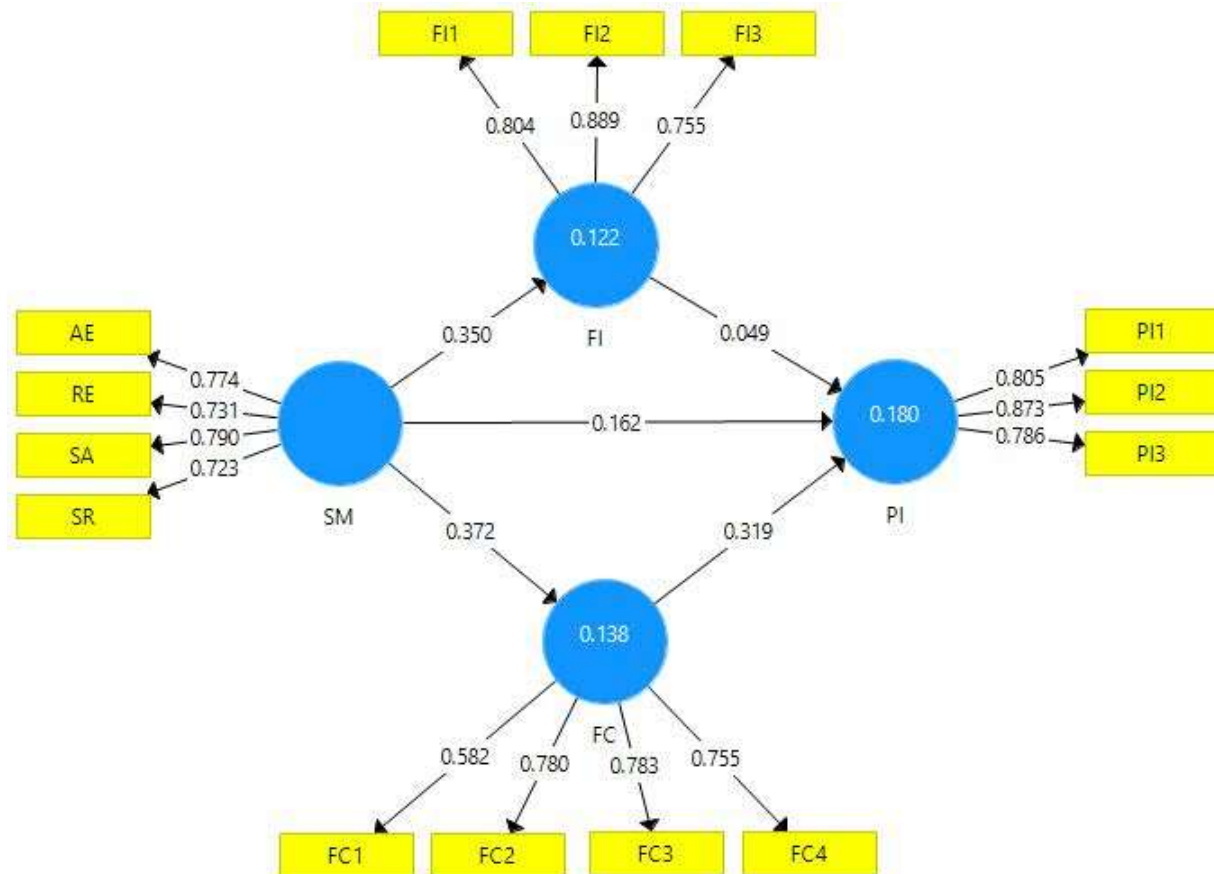
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
FC -> PI	0.319	0.325	0.067	4.734	0.000
FI -> PI	0.049	0.050	0.072	0.690	0.491
SM -> FC	0.372	0.385	0.073	5.122	0.000
SM -> FI	0.350	0.361	0.064	5.491	0.000
SM -> PI	0.298	0.308	0.060	4.950	0.000

**p < 0.01; *p < 0.05 *p < .10

The above table presented the relations of (FC) and (PI) is highly significant with mean of 0.325. The (bootstrapping standard error), value is 0.067. The next value showed the relationship among (FI) and (PI) insignificant with mean of 0.050. The standard-error, value is 0.072. The next value explained the relationship among (SM) and (FC) is highly significant with mean of 0.385. The standard error, value is 0.073. The next display relationship among (SM) and (FI) is highly significant with mean of 0.361. The standard error, value is 0.064. The next value showed relationship among (SM) and (PI) is highly significant with mean 0.308. The standard-error, value is 0.060.

5.1 Direct Effect of Path Estimates

This model shows a strong positive path estimate with the value of (0.350) from (SM) to (FI). Next variables also showed a strong positive (0.372) path estimate from (SM) to (FC). The other variable shows the positive path estimation with the value of (0.049) from (FI) towards (PI). This model showed a strong positive path estimate from (FC) to (PI) with the value of (0.319). Almost, the entire variable shows significant.



6. Conclusion of the Study

This examination ends the gap in past research by looking at how fashion innovation and fashion consciousness are related to shopping motives in the Pakistani fashion store. The consequences indicate that behind shopping, sexual attraction, recreation, recognition and aesthetic expression are the main consumers' motivations. The shopping motivations affect fashion innovativeness and fashion consciousness significantly and favorably. In other terms, individuals purchasing attractive apparel (esthetic expression), the attraction towards opposite gender (sexual attraction), shopping for pleasure (shopping for recreation), and tend to be higher fashions innovativeness and fashion consciousness and express themselves different from others (recognition enhancement). This study shows also that a person's personal and beautiful expression stimulates shopping for apparels and therefore stimulates fashion innovativeness and fashion consciousness ([Grete Birtwistle & Tsim, 2005](#); [Jordaan & Simpson, 2006](#)).

Because fashion innovators are involved in shopping and fashion, as well as apparel ([Kang & Johnson, 2009](#)) and have strong influence on fashion followers' buying actions ([G Birtwistle & Moore, 2006](#)), knowing their interests and motivations is important for fashion producers and retailers. In addition, appropriate fashion facilities are essential and the fashion and stimulating shopping atmosphere accordingly. Retailers' prerequisite to present new fashion product frequently and try to respond to the consumer's specific motivations to buy and sell foreseen product. A mixture of

extravagant, easily recognizable and sexually attractive clothes should be offered in the retail industry. Advertising must emphasize and strengthen features of improved recognition, recreational shopping, sexual attraction and aesthetic expression. Thus, it is very well and useful for retail stores to boost entertainment and deliver a positive feeling and good mood environment. The results of this study may contribute to several strategic consequences. As Pakistan's consumers have low disposable income, Pakistani firms must not only cope with low income, they must also take innovative speculation to ensure their status in the wake of the Pakistan fashion industry's economic crisis. This research shows that fashion innovativeness and fashion consciousness are important managerial variable and driver of purchase intention.

6.1 Limitation and Future Direction of Study

The study is limited to future research in Pakistan that could analyze mediators in different regions and nations. In consumer decision-making, places where fashionable apparels are being acquired assume a key role. This has not been studied in this review; thus, future research may inspect the effect of fashion innovativeness, fashion consciousness and purchase intention on various store formats, Specialty stores and discount stores, such as department stores. The findings can also be related with performance data from retailers. In addition, future research may focus on multi-group investigation that can map consumer fragments inside the fashion framework. In terms of demographic and socio-economic characteristics, it could be fascinating to capture the association among shopping motivation, fashion innovation and fashion consciousness in various consumer groups. The findings of this study give, given the established shortcomings, important insights into fashion innovativeness and fashion consciousness behavior, just as some important managerial implications and bearings for further research.

References

- Afonso Vieira, V. (2009). An extended theoretical model of fashion clothing involvement. *Journal of Fashion Marketing and Management: An International Journal*, 13(2), 179-200.
- Anić, I.-D., Mihić, M., & Kursan Milaković, I. (2018). Antecedents and outcomes of fashion innovativeness in retailing. *The Service Industries Journal*, 38(9-10), 543-560.
- Bakewell, C., Mitchell, V.-W., & Rothwell, M. (2006). UK Generation Y male fashion consciousness. *Journal of Fashion Marketing and Management: An International Journal*, 10(2), 169-180.
- Beaudoin, P., Moore, M. A., & Goldsmith, R. E. (2000). Fashion leaders' and followers' attitudes toward buying domestic and imported apparel. *Clothing and Textiles Research Journal*, 18(1), 56-64.

- Birtwistle, G., & Moore, C. (2006). *Fashion innovativeness in the UK: a replication study*. Paper presented at the Proceedings of Australian and New Zealand Marketing Academy Conference-ANZMAC, Brisbane, Australia.
- Birtwistle, G., & Tsim, C. (2005). Consumer purchasing behaviour: an investigation of the UK mature women's clothing market. *Journal of Consumer Behaviour: An International Research Review*, 4(6), 453-464.
- Bruner, G. C. (1986). PROBLEM RECOGNITION STYLES AND SEARCH PATTERNS-AN EMPIRICAL-INVESTIGATION. *Journal of Retailing*, 62(3), 281-297.
- Buttle, F. (1992). Shopping motives constructionist perspective. *Service Industries Journal*, 12(3), 349-367.
- Cardoso, P. R., Costa, H. S., & Novais, L. A. (2010). Fashion consumer profiles in the Portuguese market: involvement, innovativeness, self-expression and impulsiveness as segmentation criteria. *International Journal of Consumer Studies*, 34(6), 638-647.
- Chen-Yu, J. H., & Seock, Y. K. (2002). Adolescents' clothing purchase motivations, information sources, and store selection criteria: a comparison of male/female and impulse/nonimpulse shoppers. *Family and Consumer Sciences Research Journal*, 31(1), 50-77.
- Chi, H., Yeh, H. R., & Tsai, Y. C. (2011). The influences of perceived value on consumer purchase intention: the moderating effect of advertising endorser. *Journal of International Management Studies*, 6(1), 1-6.
- Chun, C. S., Lim, W. M., Tan, R. W., & Teh, E. W. (2018). *Impact of social media influencer on Instagram user purchase intention: the fashion industry*. UTAR.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Entwistle, J. (2015). *The fashioned body: Fashion, dress and social theory*: John Wiley & Sons.
- Epuran, G., Gârdan, I. P., Gârdan, D. A., & Bumbas, F. (2015). Hedonic value of clothing products/Valoarea hedonica a produselor vestimentare. *Industria Textila*, 66(3), 164.
- Fairhurst, A. E., Good, L. K., & Gentry, J. W. (1989). Fashion involvement: An instrument validation procedure. *Clothing and Textiles Research Journal*, 7(3), 10-14.
- Flynn, L. R., & Goldsmith, R. E. (1993). Application of the personal involvement inventory in marketing. *Psychology & Marketing*, 10(4), 357-366.
- Gitimu, P. N., Workman, J., & Robinson, J. R. (2013). Garment quality evaluation: Influence of fashion leadership, fashion involvement, and gender. *International Journal of Fashion Design, Technology and Education*, 6(3), 173-180.
- Goldsmith, R. E., & Hofacker, C. F. (1991). Measuring consumer innovativeness. *Journal of the academy of marketing science*, 19(3), 209-221.
- Goldsmith, R. E., & Stith, M. T. (1993). The social values of fashion innovators. *Journal of Applied Business Research (JABR)*, 9(1), 10-16.

- González, A. M., & Bovone, L. (2012). *Identities through fashion: A multidisciplinary approach*: Berg.
- Gould, S. J., & Stern, B. B. (1989). Gender schema and fashion consciousness. *Psychology & Marketing*, 6(2), 129-145.
- Goyal, R. (2014). Purchase Intentions of Consumers towards Selected Luxury Fashion Products with special reference to Pune Region. *Navi Mumbai: DY Patil University*.
- Gruner, K. E., & Homburg, C. (2000). Does customer interaction enhance new product success? *Journal of Business Research*, 49(1), 1-14.
- Gutman, J., & Mills, M. K. (1982). Fashion life-style, self-concept, shopping orientation, and store patronage-an integrative analysis. *Journal of Retailing*, 58(2), 64-86.
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of consumer Marketing*, 17(5), 403-426.
- Hosein, N. Z. (2012). Measuring the purchase intention of visitors to the auto show. *Journal of Management & Marketing Research*, 9, 1-17.
- Im, S., Bayus, B. L., & Mason, C. H. (2003). An empirical study of innate consumer innovativeness, personal characteristics, and new-product adoption behavior. *Journal of the academy of marketing science*, 31(1), 61-73.
- Jacob, J. (2013). Actually, Bloggers DO Influence People to Buy. IFB.
- Jordaan, Y., & Simpson, M. N. (2006). Consumer innovativeness among females in specific fashion stores in the Menlyn shopping centre. *Journal of Consumer Sciences*, 34(1).
- Kaiser, S. B., & Chandler, J. L. (1984). Fashion alienation: older adults and the mass media. *International journal of aging & human development*, 19(3), 203-221.
- Kang, M., & Johnson, K. (2009). Identifying characteristics of consumers who frequently return apparel. *Journal of Fashion Marketing and Management: An International Journal*, 13(1), 37-48.
- Kapoor, D., & Munjal, A. (2019). Self-consciousness and emotions driving femvertising: A path analysis of women's attitude towards femvertising, forwarding intention and purchase intention. *Journal of Marketing Communications*, 25(2), 137-157.
- Khan, M. A. H., Fatima, A., & Matloob, A. (2019). The Effect of Social Media Marketing In Online Fashion Apparel with the Mediating Role of Fashion Consciousness, Brand Consciousness and Value Consciousness. *International Journal of Recent Innovations in Academic Research*, 3(9), 65-83.
- Khuong, M. N., & Nguyen, T. D. (2015). The effects of television commercials on customers purchase intention—a study of milk industry in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 3(9), 851-857.
- Kim, H.-S., Lynn Damhorst, M., & Lee, K.-H. (2002). Apparel involvement and advertisement processing: A model. *Journal of Fashion Marketing and Management: An International Journal*, 6(3), 277-302.
- Kinley, T. L., Conrad, C. A., & Brown, G. (1999). Internal and external promotional references: An examination of gender and product involvement effects in the retail apparel setting. *Journal of Retailing and Consumer Services*, 6(1), 39-44.

- Lafferty, B. A., Goldsmith, R. E., & Newell, S. J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10(3), 1-11.
- Lertwannawit, A., & Mandhachitara, R. (2012). Interpersonal effects on fashion consciousness and status consumption moderated by materialism in metropolitan men. *Journal of Business Research*, 65(10), 1408-1416.
- Mathur, A., Barak, B., & Zhang, Y. (2009). Consumer fashion innovativeness across cultures: a test of scale reliability and measurement invariance. *ACR Asia-Pacific Advances*.
- Michaelidou, N., & Dibb, S. (2006). Product involvement: an application in clothing. *Journal of Consumer Behaviour: An International Research Review*, 5(5), 442-453.
- Miller, L. C., & Cox, C. L. (1982). For appearances' sake: Public self-consciousness and makeup use. *Personality and Social Psychology Bulletin*, 8(4), 748-751.
- Mulyanegara, R. (2011). The effects of consumer personality on fashion consciousness and prestige sensitivity. *ACR Asia-Pacific Advances*.
- Naderi, I. (2013). Beyond the fad: a critical review of consumer fashion involvement. *International Journal of Consumer Studies*, 37(1), 84-104.
- Nam, J., Hamlin, R., Gam, H. J., Kang, J. H., Kim, J., Kumphai, P., . . . Richards, L. (2007). The fashion-conscious behaviours of mature female consumers. *International Journal of Consumer Studies*, 31(1), 102-108.
- O'Cass, A. (2004). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European journal of marketing*, 38(7), 869-882.
- O'Cass, A., Jin Lee, W., & Siahtiri, V. (2013). Can Islam and status consumption live together in the house of fashion clothing? *Journal of Fashion Marketing and Management: An International Journal*, 17(4), 440-459.
- Park, J., Cho, E., & Rudd, N. (1999). Fashion opinion leadership and appearance management behavior. *Proceedings International Textile and Apparel Association*, 85.
- Rickey, M. (2013). High-concept outlet from H&M influenced by fashion bloggers. *The Guardian*.
- Ricotta, F., & Costabile, M. (2007). Customizing customization: A conceptual framework for interactive personalization. *Journal of interactive marketing*, 21(2), 6-25.
- Rogers, E. M. (1995). Diffusion of Innovations: modifications of a model for telecommunications *Die diffusion von innovationen in der telekommunikation* (pp. 25-38): Springer.
- Shchudro, O. (2011). Age differences in women's shopping for clothes behavior.
- Stanforth, N. (1995). Fashion innovators, sensation seekers, and clothing individualists. *Perceptual and Motor skills*, 81(3_suppl), 1203-1210.
- Studak, C. M., & Workman, J. E. (2004). Fashion groups, gender, and boredom proneness. *International Journal of Consumer Studies*, 28(1), 66-74.
- Summers, J. O. (1970). The identity of women's clothing fashion opinion leaders. *Journal of marketing research*, 7(2), 178-185.

- Szczepaniak, M. (2015). Fashion involvement and innovativeness, self-expression through fashion and impulsive buying as segmentation criteria: Identifying consumer profiles in the Turkish market. *Entrepreneurship and Innovation Management Journal*, 3, 1-14.
- Tovikkai, K., & Jirawattananukool, W. (2010). An exploratory study on young Thai women consumer behavior toward purchasing luxury fashion brands.
- Vineyard, C. L. (2014). The relationship between fashion blogs and intention to purchase and word of mouth behavior.
- Walsh, G., Mitchell, V. W., & Hennig-Thurau, T. (2001). German consumer decision-making styles. *Journal of Consumer Affairs*, 35(1), 73-95.
- Wan, F., Youn, S., & Fang, T. (2001). Passionate surfers in image-driven consumer culture: Fashion-conscious, appearance-savvy people and their way of life. *ACR North American Advances*.
- Workman, J. E., & Caldwell, L. F. (2007). Centrality of visual product aesthetics, tactile and uniqueness needs of fashion consumers. *International Journal of Consumer Studies*, 31(6), 589-596.
- Workman, J. E., & Cho, S. (2012). Gender, fashion consumer groups, and shopping orientation. *Family and Consumer Sciences Research Journal*, 40(3), 267-283.
- Workman, J. E., & Kidd, L. K. (2000). Use of the need for uniqueness scale to characterize fashion consumer groups. *Clothing and Textiles Research Journal*, 18(4), 227-236.
- Workman, J. E., & Lee, S. H. (2011). Vanity and public self-consciousness: a comparison of fashion consumer groups and gender. *International Journal of Consumer Studies*, 35(3), 307-315.
- Workman, J. E., & Studak, C. M. (2006). Fashion consumers and fashion problem recognition style. *International Journal of Consumer Studies*, 30(1), 75-84.
- Wu, J., Kim, A. J., Chen, L., & Johnson, K. K. (2017). Attitudes toward crowdsourced, community-involved new product development. *Journal of Fashion Marketing and Management: An International Journal*, 21(4), 453-467.

Creative Commons licensing terms

Authors will retain copyright to their published articles agreeing that a Creative Commons Attribution 4.0 International License (CC BY 4.0) terms will be applied to their work. Under the terms of this license, no permission is required from the author(s) or publisher for members of the community to copy, distribute, transmit or adapt the article content, providing a proper, prominent and unambiguous attribution to the authors in a manner that makes clear that the materials are being reused under permission of a Creative Commons License. Views, opinions and conclusions expressed in this research article are views, opinions and conclusions of the author(s). Open Access Publishing Group and European Journal of Management and Marketing Studies shall not be responsible or answerable for any loss, damage or liability caused in relation to/arising out of conflict of interests, copyright violations and inappropriate or inaccurate use of any kind content related or integrated on the research work. All the published works are meeting the Open Access Publishing requirements and can be freely accessed, shared, modified, distributed and used in educational, commercial and non-commercial purposes under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/).