

**ANALYSIS THE EFFECT OF FASHION CONSCIOUSNESS AND
FASHION CLOTHING INVOLVEMENT ON FASHION CLOTHING
PURCHASE INVOLVEMENT OF YOUNG FASHION CONSUMERS IN
INDONESIA, MEDIATED BY MATERIALISM AND MODERATED BY
GENDER**

**Laksmita Kusuma Wati, Ihwan Susila, S.E., M.Si., Ph.D
Management Double Degree Program Faculty of Economics and Business
Muhammadiyah Surakarta University**

Abstract

Research into consumer behaviour has been captivated by fashion clothing. This study investigates how Indonesian youth engage with fashion apparel, exploring the impact of fashion consciousness and materialism on their involvement and purchases. The main goal is to validate theoretical models in an Indonesian context. A survey gathered 101 valid responses. Speculative narratives influence Indonesian consumers' engagement with fashion, affecting purchasing behaviour. Gender roles didn't play the expected role. Fashion consciousness and materialism positively influence involvement, which in turn affects clothing purchases. This study guides fashion marketers targeting Indonesian youth toward values-aligned strategies. Future research could broaden samples and explore other product categories.

Keywords: *fashion consciousness, fashion clothing involvement, materialism, fashion clothing purchase involvement, gender.*

Abstrak

Penelitian perilaku konsumen telah terpicu oleh pakaian fashion. Studi ini menyelidiki bagaimana pemuda Indonesia terlibat dengan pakaian fashion, mengeksplorasi dampak dari kesadaran fashion dan materialisme pada keterlibatan dan pembelian mereka. Tujuan utamanya adalah untuk memvalidasi model teoretis dalam konteks Indonesia. Sebuah survei mengumpulkan 101 tanggapan yang valid. Narasi spekulatif memengaruhi keterlibatan konsumen Indonesia dengan mode, memengaruhi perilaku pembelian. Peran gender tidak memainkan peran yang diharapkan. Kesadaran mode dan materialisme memengaruhi keterlibatan secara positif, yang pada gilirannya memengaruhi pembelian pakaian. Studi ini memandu para pemasar mode yang menargetkan kaum muda Indonesia menuju strategi yang selaras dengan nilai. Penelitian di masa depan dapat memperluas sampel dan mengeksplorasi kategori produk lainnya.

Kata Kunci: *fashion consciousness, fashion clothing involvement, materialism, fashion clothing purchase involvement, gender.*

1. INRODUCTION

Consumer values in developing countries are rapidly evolving due to globalization, with heightened awareness of international luxury brands seen as extensions of self-awareness, driving continuous purchases (Handa and Khare, 2013). Indonesia boasts the largest economy in Southeast Asia and holds significant importance among developing nations (The World Bank, 2022). The growing middle class, constituting at least 52 million economically stable individuals, further propels the country's economic landscape(The World Bank, 2020). The luxury fashion sector is anticipated to generate USD 465.40 million in 2023, with an estimated annual growth rate of 3.22% (CAGR 2023-2028) (Statista, 2023), establishing Indonesia as a potentially lucrative market for luxury fashion companies.

Despite being out of the workforce, young students present a substantial market for various products and services. In developing countries, youth increasingly adopt materialistic lifestyles, exhibiting preferences similar to Western counterparts, particularly in fashion-related products (H. J. Park et al., 2007). This trend is expected to escalate alongside rising disposable incomes.

The study focuses on students at Muhammadiyah Surakarta University, a demographic with escalating purchasing power and exposure to Western influences (Adib and El-Bassiouny, 2012). University students are often indicative of broader trends (Abdelmaaboud et al., 2020). Chosen for its representation of Indonesia's youthful populace from diverse regions, Muhammadiyah Surakarta University anchors this research. Fashion adoption theory (Sproles, 1979) forms the basis, exploring consumer behavior driven by fashion and its associated variables.

The study emphasizes fashion's role in product selection, driven by motivations to stay current (Sproles and Burns, 1994). Addressing social and psychological needs (e.g., expectations, boredom), fashion plays a pivotal role in people's acceptance. This study employs fashion adoption theory to delve into young Indonesians' fashion consciousness and materialistic tendencies, seeking insights into their fashion clothing purchase involvement.

While Indonesia's market undergoes transformative shifts, research on the antecedents of luxury fashion's penetration remains limited (Sung-Min Na and Kyu-Hye Lee, 2016). To address this gap, the paper examines Indonesian youth participation in fashion clothing, investigating fashion consciousness and materialism. This article complements existing literature by unveiling key determinants of fashion clothing involvement and purchases among young Indonesian students in the emerging market.

2. METHOD

2.1 Research design and methodology

The bond between individuals and objects, such as clothing, is predominantly guided by their engagement with fashion clothing, rendering it a pivotal factor in consumer purchase behavior research (O'Cass, 2000). With this in view, a comprehensive descriptive study is conducted to assess the levels of fashion consciousness, materialism, involvement with fashion clothing, and FCPI among students at Muhammadiyah Surakarta University in Indonesia. To assess the mentioned hypotheses, the researcher employed Pearson correlation and partial least square-structural equation modeling (PLS-SEM) and conducted using Smart PLSv.3 to examine the proposed conceptual model.

2.2 Population and sample

University students were selected as the participants for this study, specifically focusing on young adults enrolled at Muhammadiyah Surakarta University in Indonesia. Consequently, a convenience sampling method was utilized to gather 101 valid questionnaires from students.

2.3 Data collection methods

A structured survey questionnaire was employed to gather data from undergraduate students at Muhammadiyah Surakarta University.

2.4 Questionnaire design

Depending on the previous literature, the questionnaire, and its variables' measurement items, was developed.

2.5 Measurement

All items except gender were scored using a five-point Likert scale from 5 (strongly agree) to 1 (strongly disagree). Variable gender is measured with a dummy variable because there are only two options: female or male. Dummy variables are measured on a nominal scale, value is 2 if the respondent is female and 1 if the respondent is male (Paulson, 2006). The scale used for the level of fashion consciousness was developed by Nam et al. (2007) study. Materialism was measured using a scale developed by Richins and Dawson (1992). To measure consumer's involvement in fashion clothing, we employ the scale of O'Cass (2004). Finally, FCPI was measured using the O'Cass and Choy (2008) scale.

3. RESULTS AND DISCUSSION

This study employs SEM-PLS analysis, and the calculation process is supported by a software application. Partial least squares analysis (PLS) is a multivariate statistical technique that allows comparisons between multiple dependent variables and multiple independent variables. PLS is a variant-based statistical method for SEM designed to solve multiple regression when specific problems arise in the data, e.g. studies with small sample sizes, missing values and multicollinearity. Partial least squares (PLS) models are evaluated by evaluating the outer model and evaluating the inner model. In this research, 64% of the participants were female, while the remaining portion of the sample comprised male respondents.

3.1 Outer Models

The various stages of the SEM-PLS analysis use four criteria to evaluate external reflections, namely, to test the validity and reliability of variables by considering Cronbach's alpha, composite reliability, and average variance (AVE) for each variable. Depending on the number of indicators used to evaluate variables in this study, the estimated PLS model was formed as follows. The test results in figure 1.

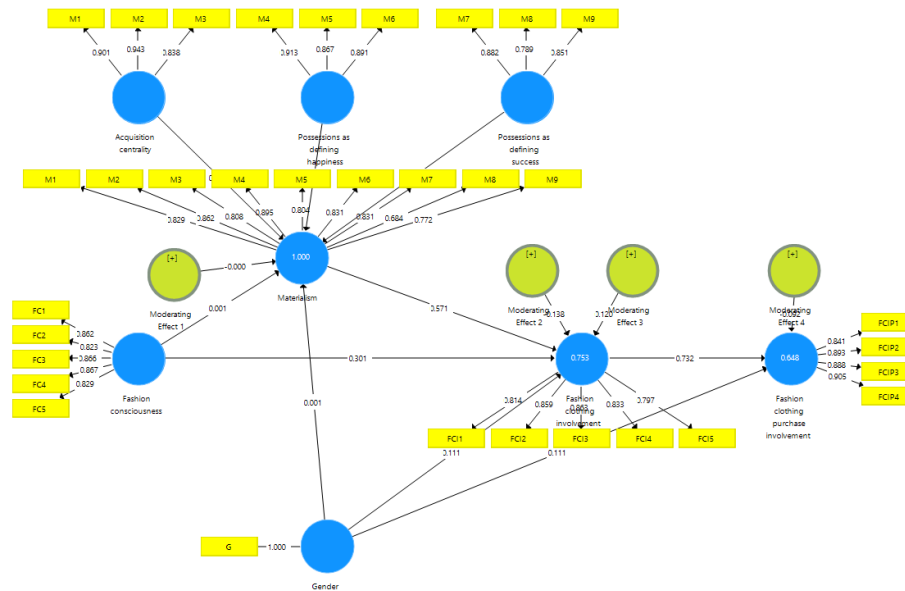


Figure 1. Outer Model

Source: Primary Analysis Data, 2023.

3.1.1 Validity Test

1) Convergent Validity

Convergence validity was evaluated using external loading values or load factors. Indicators with external loading > 0.70 are considered valid. All indicators' values in Table 4.10 surpass this threshold, indicating strong convergence validity. Additionally, the AVE (average variance extracted) values can be used to gauge convergence. If $AVE > 0.5$, convergence is valid; if < 0.5 , it's invalid. This assessment confirms good convergence validity for all research variables.

The AVE (average variance extracted) values in Table 4.11 indicate strong discriminant validity. Values exceeding 0.5 are considered valid. "Fashion clothing involvement" has an AVE of 0.695, "Fashion clothing purchase involvement" has an AVE of 0.778, "Fashion consciousness" has an AVE of 0.722, "Gender" has an AVE of 1, and "Materialism" has an AVE of 0.664. Overall, AVE scores > 0.5 affirm good discriminant validity across all variables.

2) Discriminant Validity

The cross-loading values provided above demonstrate that each indicator is most strongly associated with its designated variable compared to other variables.

These results affirm the robust discriminant validity of the indicators used in this study.

3.1.2 Reliability Test

1) Composite Reliability

The combined reliability scores for each variable in this study are shown below. As per the criterion of composite reliability, a value greater than 0.70 indicates reliability. The obtained scores for the variables are as follows: fashion clothing involvement (0.919), fashion clothing purchase involvement (0.933), fashion consciousness (0.928), gender (1), and materialism (0.947). These values affirm the reliability of the variables.

2) Cronbach's Alpha

The reliability of variables was further assessed using Cronbach's alpha value, reinforcing the findings from the comprehensive reliability test. A variable is considered reliable if its Cronbach's alpha exceeds 0.70. The Cronbach's alpha values for the variables are as follows: fashion clothing involvement (0.89), fashion clothing purchase involvement (0.905), fashion consciousness (0.903), gender (1), and materialism (0.936). These values, detailed in Table 4.14, confirm the reliability of the mentioned variables.

3.1.3 Multicollinearity Test

The multicollinearity test, conducted to assess potential multicollinearity among variables by examining their correlation, yielded results indicating no significant issues. The test involved evaluating Variance Inflation Factor (VIF) values for each variable, with all values falling below the threshold of 5, which is considered acceptable. This suggests that multicollinearity is not a major concern in the analysis.

3.2 Inner Model

Inner models are structural models used to predict causal relationships between latent or indirectly measurable variables. Structural models (inner models) describe causal relationships between latent variables in terms of theoretical content. Examine relationships between latent constructs using structural models. The model was evaluated by goodness-of-fit (coefficient determination (R-

square), f-square, and Q-square predictive correlation) and hypothesis testing(direct and indirect effects).

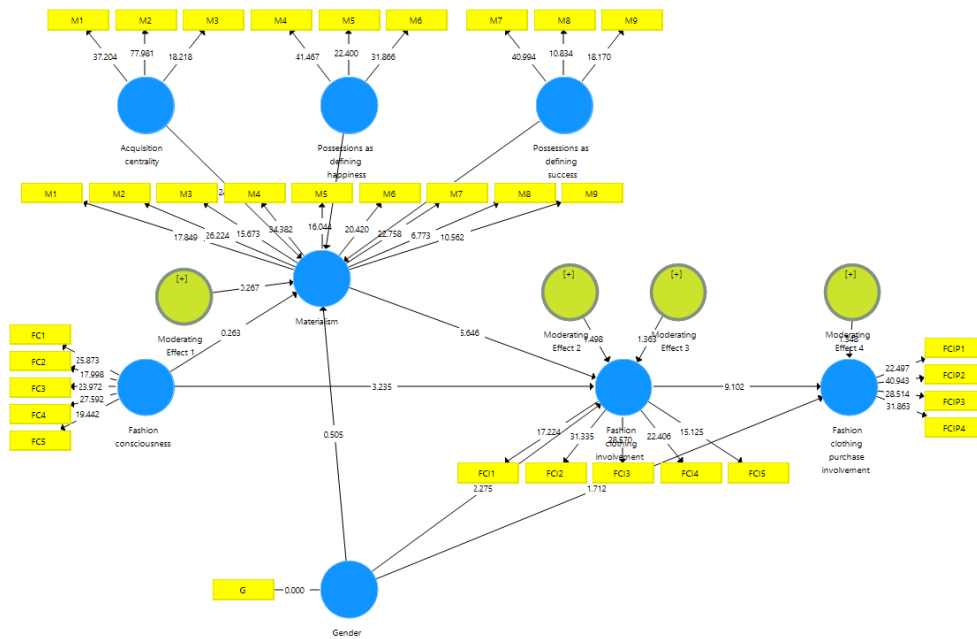


Figure 2. Inner Model

3.2.1 Goodness of Fit Test

The purpose of a fit test is to find out whether the distribution of the data obtained from a sample follows a certain theoretical distribution (Ahmad & Ariffin, 2018). Structural model estimation is performed to show the relationship between explicit and latent variables for primary predictors, mediators, and outcome variables in complex models. The model fit test consists of three tests, R-squared (R^2), f-squared (f^2), and Q-squared (Q^2).

1) Coefficient Determination (R^2)

The coefficient of determination (R-squared) measures the extent to which the dependent variable is influenced by other variables. In the structural model, an R-squared value of 0.67 or higher indicates a strong influence of independent variables on the dependent variable, while scores between 0.33 and 0.67 represent a moderate influence. Values between 0.19 and 0.33 are considered weak.

2) f-Square

In addition to evaluating the significance of relationships between variables, it's also important to assess the effect size between variables using the f-square

(Sarstedt et al., 2017). An f-square value of 0.02 indicates a small effect, 0.15 represents a medium effect, and 0.35 corresponds to a large effect. Values below 0.02 are typically disregarded.

Analysis reveals effect sizes: f-square > 0.35 implies strong impact. Notably, Fashion Clothing Involvement on Fashion Clothing Purchase Involvement and Materialism on Fashion Clothing Involvement exert large influences. F-squares 0.15 - 0.35 denote moderate effects; none observed. Small effects (f-square 0.02 - 0.15) include Fashion Consciousness, Gender on Clothing Involvement, and Gender on Purchase Involvement.

Notably, the influence of Fashion Consciousness on Materialism and the influence of Gender on Materialism are deemed insignificant as their f-square values fall below 0.02.

3) Predictive Relevance (Q^2)

Q-square predicts correlation, a measure of how well a capital and its parameter estimates generate observations. A Q-squared value > 0 indicates that the model is predictively relevant. A Q-squared value ≤ 0 means that the model's predictions are less relevant. A value of $Q^2 >$ indicates that the model has predictive relevance, and $Q^2 < 0$ indicates that the model does not have predictive relevance. The Q^2 value is shown in below:

$$\begin{aligned}
 \text{Q-Square} &= 1 - (1 - R_{12}) (1 - R_{22}) \dots (1 - R_{p2}) \\
 &= 1 - [(1 - 0.753) (1 - 0.648) (1 - 1)] \\
 &= 1 - [(0.247)(0.352)] \\
 &= 0.913
 \end{aligned}$$

Based on the calculation above, the Q-squared value is 0.913. This value explains that 91.3% of the diversity of research materials can be explained by the research model, while the remaining 8.7% can be explained by other factors outside this research model. Thus, the value of $Q^2 > 0$ indicates that the model is appropriate.

3.2.2 Hypothesis Test

Based on the results of the data processing performed, the results can be used to answer hypotheses in this study by looking at t-statistics and p-values. The

hypothesis was accepted if the P-value was <0.05 . In this study, since there are independent variables, dependent variables and intervention variables, there are direct and indirect effects.

1) Direct Effect

In this test, a t-statistic value greater than 1.967 (at a 5% significance level) indicates a significant effect. Additionally, when the obtained P value for each variable is less than 0.05, the null hypothesis (H_0) can be rejected. The direct effect test results reveal the impact of variables based on the original sample (O), sample mean (M), standard deviation (STDEV), and T statistics ($|O/STDEV|$), along with the corresponding P values. The findings from the direct effect test are summarized as follows:

- a) The first hypothesis test is whether the Fashion Consciousness has a significant positive effect on Materialism. Based on the path coefficient table on the bootstrapping test, the Fashion Consciousness has a negative and insignificant effect on Materialism. This is indicated by the T-statistic value of $0.263 < 1.96$ and the P-value of $0.793 > 0.05$. So, it can be concluded that the first hypothesis is rejected because there is a negative and insignificant influence between the Fashion Consciousness on Materialism.
- b) Test the second hypothesis whether the Fashion Consciousness has a significant positive effect on Fashion Clothing Involvement. Based on the table of path coefficients in the bootstrapping test, Fashion Consciousness have a positive and significant effect on Fashion Clothing Involvement. This is indicated by the T-statistic value of $3.235 > 1.96$ and the P-value of $0.001 < 0.05$. So, it can be concluded that the second hypothesis is accepted because there is a positive and significant influence between the Fashion Consciousness on Fashion Clothing Involvement.
- c) Test the third hypothesis whether Materialism has a significant positive effect on Fashion Clothing Involvement. Based on the path coefficient table in the bootstrapping test, Materialism has a positive and significant effect on Fashion Clothing Involvement. This is indicated by the T-statistic value of $5.646 > 1.96$ and the P-value of $0 < 0.05$. So, it can be concluded that the third hypothesis is

accepted because there is a positive and significant effect of Materialism on Fashion Clothing Involvement.

- d) Test the fourth hypothesis whether Fashion Clothing Involvement has a positive effect on Fashion Clothing Purchase Involvement. Based on the path coefficient table in the bootstrapping test, Fashion Clothing Involvement has positive significant effect on Fashion Clothing Purchase Involvement. This is indicated by the T-statistic value of $9.102 > 1.96$ and the P-value of $0 < 0.05$. So, it can be concluded that the fourth hypothesis is accepted because there is a positive and significant effect of Fashion Clothing Involvement on Fashion Clothing Purchase Involvement.
- e) The sixth hypothesis examines Gender's moderating effect on proposed model variables. Via path coefficient bootstrapping, the hypothesis is divided into four parts. The first part tests if Gender moderates Fashion Consciousness and Materialism. Analysis of Moderating Effect 1 vs. Materialism reveals T-statistic $0.267 < 1.96$ and P-value $0.790 > 0.05$, signifying no Gender moderation from Fashion Consciousness to Materialism.

The second hypothesis is Gender moderates the relationship between Fashion Consciousness and Fashion Clothing Involvement. The results of the path coefficient test between Moderating Effect 2 and Fashion Clothing Involvement show that the value of the specific indirect effect on the T-statistic is smaller than the T-table, namely $1.498 < 1.96$ and the P-value is $0.135 > 0.05$. So, it can be concluded that Gender is not moderated from Fashion Consciousness to Fashion Clothing Involvement.

Hypothesis three explores Gender's moderation in the Materialism-Fashion Clothing Involvement relationship. However, the path coefficient test for Moderating Effect 3 and Fashion Clothing Involvement indicates a specific indirect effect value of 1.363. This value is under the T-table threshold of 1.96, and the P-value is 0.174, exceeding 0.05. Therefore, Gender is not a significant moderator from Materialism to Fashion Clothing Involvement.

Hypothesis four explores Gender's moderating effect on Fashion Clothing Involvement and Fashion Clothing Purchase Involvement. Analysis of path

coefficient, specifically Moderating Effect 4 on Clothing Purchase Involvement, shows 1.348 indirect effect below 1.96 threshold. P-value (0.178) surpasses 0.05, indicating Gender lacks significant moderating impact on the two variables' association.

So, it can be concluded that the sixth hypothesis is rejected because there is a negative and insignificant influence of Gender that moderates the relationship between the proposed variables of the model.

2) Indirect Effect

Test the effect of Fashion Consciousness → Materialism → Fashion Clothing Involvement. The results of the analysis can be seen in the indirect effect of the bootstrapping technique:

a) The fifth hypothesis tests whether Materialism mediates the Fashion Consciousness on Fashion Clothing Involvement. The results of the path coefficient test between the Fashion Consciousness and Fashion Clothing Involvement show that the value of the specific indirect effect on the T-statistic is smaller than the T-table, namely $0.270 < 1.96$ and the P-value is $0.788 > 0.05$. So, it can be concluded that the fifth hypothesis is rejected because there is a negative and insignificant influence of Materialism that mediated the relationship between Fashion Consciousness and Fashion Clothing Involvement.

3.3 Discussion

Recently, many branded clothing stores have opened in Indonesia. High-quality apparel fashion careers for young generations will thus represent an important market segment with high potential and lucrative opportunities (El Din and El Sahn, 2013). This study aims to uncover factors impacting clothing and purchase engagement among young Indonesian consumers.

First, this study found an insignificant negative correlation between fashion consciousness and materialism (T-statistic = $0.263 < 1.96$; P-value = $0.793 > 0.05$). The results are not consistent with the work of Leung et al. match. (2015) which not indicated that a fashionista or fashion-conscious individual oftenly relies on the style/design of luxury brands to enhance his/her appearance. Instead, fashion can be a way for individuals to express their individuality, creativity and

identity. In this context, fashion consciousness may not necessarily be associated with materialism, but rather with artistic expression (Muposhi and Chuchu, 2022). It is important to distinguish between an appreciation of fashion and materialism. One can enjoy fashion without being overly materialistic. The main difference is how much an individual values material possessions and whether they prioritize them over anything else (Segev et al., 2015). Materialism is influenced by a variety of factors, including culture, upbringing, and personal value (Dittmar et al., 2014). Even if some people show materialistic tendencies because of their interest in fashion, that doesn't mean there's a direct connection. Moreover, the fashion industry has made great strides in terms of sustainability and ethical practices, conscious fashion consumers may actively seek out environmentally friendly and ethical clothing to counter materialistic tendencies (Kaikobad et al., 2015).

Second, the results showed a significant positive correlation between fashion consciousness and fashion clothing involvement (T-statistic = 3.235 > 1.96; P-value = 0.001 < 0.05). The more fashion conscious an Indonesian student is and the more clothing becomes a key element of his/her everyday life, the more invested he/she is in fashionable clothing. Thus, the results are consistent with several previous works (Browne and Kaldenberg, 1997; Khare and Rakesh, 2010).

Third, the study highlights the important role materialism plays in Indonesian students' exposure to fashionable clothing or fashion clothing involvement. There was a significant positive relationship between materialism and fashion clothing involvement (T-statistic = 5.646 > 1.96; P-value = 0 < 0.05). The results are consistent with other research emphasizing that materialists spend more time on clothing as they experience the positive effects of better self-status and reduced self-threat (Arthur et al., 2019; O'Cass, 2004; Richins, 2013) which would lead people to view fashion clothing as the main reason for their happiness/success. For the Young Generation Materialists, one's material objects reflected his/her qualifications or social acceptance (Richins and Rudmin, 1994). Materialistic values are powerful drivers of participation, attachment, and purchases of fashionable clothing among Egyptian students.

Fourth, the results showed that fashion clothing involvement was significantly positively correlated with Fashion Clothing Purchase Involvement (T-statistic = 9.102 > 1.96; P-value = 0 < 0.05). The more consumers are exposed to fashion apparel, the more involved they are in purchasing decisions (Casidy et al., 2015; Mittal and Lee, 1989). We argue that Egyptian students are highly involved in purchasing fashion clothing primarily because they believe that fashion clothing reflects certain social/symbolic values, so they may consider it along with other factors (i.e. clothing type, the schools they attend, their parents' jobs, etc.) when compared with others (Khare and Rakesh, 2010).

Fifth, the results showed that Materialism was not mediates the Fashion Consciousness on Fashion Clothing Involvement. (T-statistic = 0.270 < 1.96; P-value = 0.788 > 0.05). Fashion Consciousness and Fashion Clothing Involvement may have a strong, direct link not requiring mediation by Materialism. The positive, significant effect of Fashion Consciousness on Fashion Clothing Involvement doesn't involve Materialism. Introducing a mediator weakens the direct effect by diverting part of its impact through materialism.

Fashion Consciousness and Materialism may have different underlying motivations. Fashion Consciousness is related to one's interest and awareness of fashion trends (Naderi, 2013), while Materialism is more about the emphasis on material wealth (Manchiraju and Krizan, 2015). These different motivations may have separate and unrelated effects on Fashion Clothing Involvement (Lertwannawit and Mandhachitara, 2012).

Finally, the results showed that gender was not moderates the relationship between the proposed variables of the model. Gender roles become fluid and flexible. In other words: consciousness, materialism, fashion clothing involvement and their purchases have similar meanings for both sexes in the Indonesian context; they are not just the prerogative of women. The act of engaging and shopping, once a female activity, has been redesigned to fit the new male concept. The results are consistent with studies by Khare (2014) and Vieira (2009), which showed that men and women now have similar shopping patterns and behaviours.

4. CONCLUSIONS

4.1 Theoretical contribution

The analysis and discussion reveal that fashion consciousness and materialism significantly impact exposure to fashionable clothing. They lead in fashion involvement and luxury fashion consumption among young Indonesian students. Fashion-conscious students exhibit awareness of various international fashion brands. The increased role of the media, tourism activities of young generations, and the entry of foreign brands into a country may attest to her high consciousness of fashion clothing (Sharda and Bhat, 2018). This work also shows that fashion-conscious Indonesian students have strong motivations for fashion, which can be explained by the fact that their status in a social group can be strengthened by purchasing items that reflect a certain taste/status.

4.2 Managerial Implication

These findings hold significant implications for global marketers aiming to enter the Indonesian market, guiding strategies in segmentation, positioning, targeting, communication, and marketing mix. The combination of economic growth and shifting demographics creates an avenue for apparel manufacturers to focus on a self-aware, stylish younger demographic. With an inclination toward trendy clothing to bolster self-image, educated and affluent Indonesian consumers present a viable marketing opportunity for fashion brands. The practical implications are evident in urging marketers not to underestimate Indonesia's fashion market potential, especially considering comparable consumer dedication to fashion as seen in developed countries, alongside the projected market growth.

The findings also expand the field of knowledge about fashion consciousness among young Indonesians by highlighting how these groups, place clothing at the center of their lives to reflect success, attain happiness and flaunt a certain social status. They show a particular interest in the latest trends as they want to update their clothing lines. They are easily attracted by the image and style in the advertisement.

In Indonesia's fashion market, educating young consumers about trends is crucial. Enhancing fashion consciousness through socialization is key, aided by

retailers offering guidance and maintaining online presence. Materialism drives fashion engagement. Brands should integrate marketing activities for youth appeal, including culturally relevant advertisements targeting specific social classes (Wu et al., 2015).

Indonesian students are heavily influenced by advertising, probably because they are eager to learn about the latest fashion trends, especially those worn by celebrities. This knowledge will be of great benefit to marketers as it will help them design appropriate advertising strategies that position fashion apparel as a central part of the lifestyle of young consumers, ultimately increasing their product and purchase engagement (Khare and Rakesh, 2010).

4.3 Limitations and areas for future research

Despite the valuable insights provided by this paper, there are still limitations that could be explored as potential directions for future research. The study's focus on college students led to a homogenous sample with limited purchasing power. Thus, the findings primarily apply to student consumers. Also, since the main focus of this work is consumer involvement with fashion apparel, college students provided appropriate samples for fashion apparel (Browne and Kaldenberg, 1997; O'Cass, 2000). Future studies should explore various product categories and demographics, such as non-students and local pride items like batik, for a comprehensive model validation. This study employed a non-probability random sampling technique, suitable for its scope. However, due to a limited sample size from specific Indonesian regions, result generalization is constrained. Future research should broaden the sample to enhance validity by encompassing diverse demographics and geographical areas. Future research could extend this study's conceptualization and measurement to encompass diverse product categories and consumer demographics. Incorporating variables tied to values, personality, and contextual factors could enhance the comprehension of participation in fashion apparel. Additionally, investigating the impact of novel business models, such as online and viral marketing, is warranted. Evolving infrastructures might influence shopping behaviours, values, and apparel commitment, warranting further exploration.

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