Psychological and Social Factors of Fashion Consciousness: An Empirical Study in the Luxury Fashion Market

ABSTRACT

Fashion consciousness is one important consumers' attribute affecting their purchase for luxury products. Research mainly focuses on exploring few factors of fashion consciousness in some fashion markets. This research investigates the physiological and social factors influencing fashion consciousness in the luxury fashion market. Specifically, we compare how these factors affect fashion consciousness and purchase behavior among consumers in three age groups. We collected and analyzed consumer data from the age groups of 18-23, 24-29 and 30-35. We find that self-monitoring and self-concept affect fashion consciousness among consumers of age group of 18-23. We also show that media exposure has a positive effect on fashion consciousness in age groups of 24-29 and 30-35. Accordingly, we suggest that toward young consumers around twenty, retailers may design proper content in advertising messages to influence their self-monitoring and self-concept. We also recommended selecting appropriate channels to enhance the exposure of luxury fashion information among consumers of mid-twenty to mid-thirty.

Keywords: Fashion Consciousness, Luxury Fashion Market, Empirical Study

1. Introduction

Luxury fashion is generally referred to those fashion products that entail the key perceived attributes of superior quality, aesthetic and exclusive design, prestige, emotional and aspirational brand and premium price (e.g., Nueno & Quelch, 1998; Vigneron & Johnson, 2004; Kim et al., 2012). Consumers usually consider that luxury fashion products can offer status that helps them to relate to their desired social group, role or self-image (Vickers & Renand, 2003; Berthon et al., 2009; Miller & Mills, 2012). Therefore, they are prone to be fashion-conscious and eager to acquire the update about the latest luxury fashion trend (D'Aveni, 2010). This is indeed a particular phenomenon among young adults whose ages are around 20 to 30 as they are more willing to spend on clothing than consumers of other age groups (Gibson, 2013).

Research on fashion consciousness is relatively limited. The existing research is mainly focused on examining the impact of fashion consciousness on shopping behavior in various geographic locations, such as Japan, America and China (Parker et al., 2004) and among different genders (Bakewell et al., 2006). Very limited research investigates the antecedents of fashion consciousness. Lertwannawit and Mandhachitara (2012) attempted to study the interpersonal effects on fashion consciousness among middle-aged male consumers. Lam and Yee (2014) explored some general factors influencing fashion consciousness among male consumers in the fashion market. Such stream of studies mainly resides the understanding of limited predictors of fashion consciousness in men's purchase. Thus, a more comprehensive investigation about antecedents of fashion consciousness and a more in-depth examination about how the antecedents of fashion consciousness affect consumers' purchase behaviors are urged for the fashion market, especially the luxury fashion market that consumers are quite fashion-conscious.

This research conceptually explores the physiological and social factors influencing fashion consciousness in the luxury fashion market. Specifically, we compare how these factors affect consciousness and purchase behavior among consumers in three age groups. Accordingly, we conduct an empirical study

among consumers in the luxury fashion market of Hong Kong. This research offers valuable insights to retailers how to effectively enhance consumers' purchase in the luxury fashion market.

2. Theoretical Background and Hypothesis Development

Fashion consciousness is defined as the degree to which that a person is desirable to incorporate up-to-date fashion style into his fashion clothing (Shim & Gehrt, 1996; Walsh et al., 2001; Nam et al., 2007). Research has shown that consumers with a high level of fashion consciousness are more likely to explore new things in fashion and enjoy being stylish in fashion (Zhou et al., 2010). Some research has displayed that highly fashion-conscious consumers are more prone to depend on fashion products' attributes and styles, rather than fashion products' comfort and appropriateness, when making purchase decisions (Bakewell et al., 2006; Nam et al., 2007).

To date, the research has focused on investigating few antecedents, such as self-identify and self-monitoring, influencing fashion consciousness and their effect on consumer purchase behavior (Lertwannawit & Mandhachitara, 2012; Nam et al., 2007). Nevertheless, there is a lack of research on capturing factors of fashion consciousness in a more comprehensive manner. In this research we examine a few psychological and social factors that potentially affect fashion consciousness. We also compare their impacts on fashion consciousness and purchase behavior among consumers between various age groups. Figure 1 shows the overview of the research model that includes all the hypothesized relationships in this study. The hypotheses will be discussed in the following.
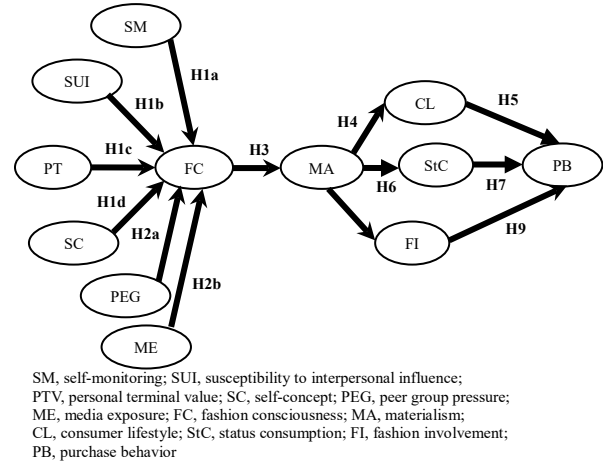

SM, self-monitoring; SUI, susceptibility to interpersonal influence; PTV, personal terminal value; SC, self-concept; PEG, peer group pressure; ME, media exposure; FC, fashion consciousness; MA, materialism; CL, consumer lifestyle; StC, status consumption; FI, fashion involvement; PB, purchase behavior

Fig. 1. The Research Model

2.1 Psychological Factors of Fashion Consciousness

With the reference to the prior research, we identify self-monitoring, susceptibility to interpersonal influences, personal terminal value and self-concept, as four psychological factors that are highly relevant and important to determine the level of fashion consciousness among consumers in the luxury fashion market. They will be described as below.

2.1.1 Self-monitoring

Self-monitoring refers to a person's mental process of continuous observation and comparison with the norms to make criticism about one's self-appearance. People with strong self-monitoring tend to pay attention to their appearance and engage in activities that help them to enhance their self-image (Thompson & Hirschman, 1995; Lertwannawit & Mandhachitara, 2012). They are valued about their self-image in the social context (Aaker 1999), thereby leading to fashion consciousnesses. Accordingly, we propose

Hypothesis 1a (H1a): Self-monitoring has a positive impact on fashion consciousness.

2.1.2 Susceptibility to interpersonal influence

Susceptibility to interpersonal influence is considered as one kind of an individual's personality (Bearden et al., 1989; Mandhachitara & Piamphongsant, 2011). In the consumer research, susceptibility to interpersonal influence is regarded as a person's agreement with the norm or amendment of

his own judgment by referring to people's evaluation on him or her (Mourali et al., 2005). People who are characterized by susceptibility to interpersonal influence tend to have the need to determine and enhance their image in the perspective of other people by using branded products (Bearden et al., 1989; Mandhachitara & Piamphongsant, 2011). Research shows that consumers with a high degree of susceptibility to interpersonal influence have a stronger consciousness toward fashion products that are believed helpful to significantly increase their prestige and status in their social groups (Clark & Goldsmith, 2006). Hence, we hypothesize

> Hypothesis 1b (H1b): Susceptibility to interpersonal influence has a positive impact on fashion consciousness.

2.1.3 Personal terminal value

Personal terminal value concerns a person's value about his end-states of existence in his own favor (Kahle et al., 1986; Dibley & Baker, 2001). Some examples of an individual's preferred end states of existence are happiness and successful accomplishment. Personal terminal value is considered as a precursor of consumers' fashion consciousness (Goldsmith et al., 1991; Sheth et al., 1991; Kwan, 2006; Kwan et al., 2008). Empirical studies demonstrate that personal terminal value affects fashion consciousness positively in the fashion context (Goldsmith et al., 1991; Kwan, 2006). Thus, we have the following hypothesis.

> Hypothesis 1c (H1c): Personal terminal value has a positive impact on fashion consciousness.

2.1.4 Self-concept

Self-concept is generally referred to a person's perception about one's uniqueness (Pastorino & Doyle-Portillo, 2013). In the consumer context, self-concept is conceptualized by both actual self and ideal self of a person (e.g., Sproles & Burns, 1994; Phau & Lo, 2004; Kwan, 2006). Consumers with strong self-concept tend to use symbolic products such as luxury clothing to make the congruence between their actual selves and ideal selves (Phan & Lo, 2004), thereby becoming more fashion conscious. Thus, we propose

> Hypothesis 1d (H1d): Self-concept has a positive impact on fashion consciousness.

2.2 Social Factors of Fashion Consciousness

Apart from psychological factors, we also identify two factors that are highly related and imperative to affect consumers' fashion consciousness in the luxury fashion sector. They are: peer group influence and media exposure. They will be depicted as below.

2.2.1 Peer group influence

Previous research shows that peer group influences consumer purchase behavior in the luxury market (Kempf & Palan, 2006). The reason is that consumers consider their peer groups as a credible source of fashion information when making purchase decisions (Kempf & Palan, 2006). Workman and Lee (2011) found that peer group can facilitate sharing of the fashion-conscious norm among university students. Similarly, Thomas et al. (2007) states that, consumers in the same peer group act as the source of advice on fashion products, making consumers more fashion-conscious. Thus, in the luxury fashion context, we consider that consumer in the same group are likely to share information about luxury products, enhancing consumers' fashion consciousness. Accordingly, we hypothesize

> Hypothesis 2a (H2a): Peer group influence a positive impact on fashion consciousness.

2.2.2 Media exposure

Mass media is well recognized as a tool that marketers use to enhance the levels of fashion interest and of fashion involvement among consumers when purchasing products (Bakewell et al., 2006). Fashion-conscious consumers are more reliant on acquiring fashion-related information through mass media than those who are not fashion conscious (Nam et al., 2006). The reason is that media exposure enables social comparison conducted in consumers' mindset, such as comparing their appearance and self-image with the ones of the celebrities in advertising messages (Workman & Lee, 2011). Such kind of comparison would increase the level of fashion consciousness in consumers. Thus, we suggest

> Hypothesis 2b (H2b): Media exposure has a positive impact on fashion consciousness.

2.3 Consequences of Fashion Consciousness

With reference to the luxury fashion market, we identify materialism, lifestyle, status consumption, fashion involvement and purchase behavior as the potential outcomes of fashion consciousness.

2.3.1 Fashion consciousness and materialism

Materialism is regarded as an individual's value that guides his selection of material possessions to express his appearance, status, success and prestige (Gu et al., 2005; Fitzmaurice & Comegys, 2006; Wang & Wallendorf, 2006). The extant literature focuses mainly on how materialism predicts consumers' fashion possession (Gu et al., 2005; Fitzmaurice & Comegys, 2006). In this study, we argue that fashion-conscious consumers purchase and own more luxury products as this enables them to enhance their social status. Hence, we hypothesize

Hypothesis 3 (H3): Fashion consciousness has a positive impact on materialism.

2.3.2 Materialism, lifestyle and purchase behavior

Consumer lifestyle is conceptualized as the construct concerning consumers' activities and interests toward their purchase (Gutman & Mills, 1982; Kwan, 2006; Ko et al., 2007). Some researchers further advocate that lifestyle is embedded with consumers' consumption of time on and their preference for shopping (e.g., Wel, 1997; Cui & Liu, 2000; Dickson et al., 2004; Sun & Wu, 2004). Research shows that highly materialistic consumers have a more positive attitude toward fashion-oriented lifestyles and have a higher tendency to buy luxury fashion brands (Li et al., 2012). The rationale behind is that highly materialistic consumers are likely to express their status outwardly in their individual lifestyles. Therefore, they tend to have a stronger preference for shopping and spend more time on shopping, leading to a higher tendency for purchase. In line with the previous research, in the luxury fashion context, we posit

Hypothesis 4 (H4): Materialism has a positive impact on lifestyle.

Hypothesis 5 (H5): Lifestyle has a positive impact on purchase behavior.

2.3.3 Materialism, status consumption and purchase behavior

Status consumption is defined as the behavioral inclination to value a person's status and buy products that can grant status and reputation to oneself (O'Cass & McEwen, 2004). In the consumer context, visible products of high-priced brands can be used to demonstrate a person's status to the public (Chao & Schor, 1998). Research demonstrates that consumers with a high degree of status consumption are more eager to impress others (Husic & Cicic, 2009). As discussed earlier, materialistic consumers are prone to use clothing possessions to express their status in the social context. In line with this reasoning, we argue that materialistic consumers are prone to consume luxury products that can help express their status to impress others. They therefore would be prone to purchase more luxury fashion products. Thus, we have the following hypotheses.

Hypothesis 6 (H6): Materialism has a positive impact on status consumption.

Hypothesis 7 (H7): Status consumption has a positive impact on purchase behavior.

2.3.4 Materialism, fashion involvement and purchase behavior

Fashion involvement concerns with a consumer's involvement in fashion. It can be manifested by a variety of consumers' behaviors in fashion, including getting awareness and interest toward fashion trend, interpersonal communication about fashion as well as purchasing frequency for fashion products (Summers et al., 2006). Research shows that materialism has a significant impact on fashion involvement (O'Cass & McEwen, 2004). It is also demonstrated that fashion involvement has a strongly positive effect on fashion-oriented impulse buying (Park et al., 2006). As discussed earlier, materialistic consumers are prone to use clothing possessions to express their status in the social context. Under such a situation, they tend to be more aware and interested to the luxury fashion trend, communicate fashion-related information with others and buy luxury fashion products. This ultimately leads to purchase luxury products. Thus, we suggest

Hypothesis 8 (H8): Materialism has a positive impact on fashion involvement.

Hypothesis 9 (H9): Fashion involvement has a positive impact on purchase behavior.

3. Methodology

3.1 Sample

To test the aforementioned hypotheses, we conducted a survey in the luxury fashion market in Hong Kong. We collected data from young adults with the age range between 18-year-old and 35-year-old.

3.2 Data Collection Process

We prepared the questionnaire in English and then translated it into Chinese so as to suit our potential respondents who are in Hong Kong. Subsequently, we conducted a pilot study with five respondents within the target age ranges. We made minor adjustments for wording, based on the comments acquired from the pilot studies. Then, we distributed our questionnaire through the online platform and the other is mall-intercept interview. We totally distributed 400 questionnaires randomly to potential respondents. We obtained 230 returned questionnaires. However, we dropped eight questionnaires in which missing data was found. Finally, we have 222 usable questionnaires. The response rate is 55.5%.

3.3 Profile of Respondents

Table 1 shows the overview of demographic profile of respondents who are divided into three groups (age groups of 18-23, 24-29, and 30-35), according to their ages. The criterion for dividing the respondents into these three age groups is career stage. Those respondents between 18-year-old and 23-year-old are at their early career stage. Therefore, they tend to rely on luxury fashion products that are helpful to shape their image at work. The respondents of the age of 24-29 often work for a certain period of time and may be promoted. They have a tendency to depend on luxury fashion products that aid them to differentiate themselves from others. For the respondents who are among 30-year-old and 35-year-old, they tend to work at a senior level for some time. Hence, they are prone to consume luxury fashion items which help them to demonstrate their superior status at work.

Table 1. Demographic Profile of Respondents (*n*=222)

Demographic Variables		Percentage
Gender	Female	61.7
	Male	38.3
Age Group	18-23	37.8
	24-29	33.3
	30-35	28.8

3.4 Instrument Development

We adopted the measures mainly in the fields of consumer behavior and marketing. Respondents were asked to rate the questions on a seven-point Likert scale or a seven point semantic differential scale.

3.4.1 Self-monitoring (SM)

We measured self-monitoring by four questions used in the study of Lertwannawit and Mandhachitara (2012).

3.4.2 Susceptibility to interpersonal influence (SUI)

We assessed susceptibility to interpersonal influence by the five items modified by Lertwannawit and Mandhachitara (2012).

3.4.3 Personal terminal value (PTV)

We adopted the seven-item measure modified in Kwan's (2006) study to measure terminal value of a person.

3.4.4 Self-concept (SC)

We referred to the eight-item measure used in Mehta's (1999) research and modified by Kwan's (2006) research to capture an individual's self-concept.

3.4.5 Peer group influence (PEG)

We adopted the four-item scale adopted in the study of Shin and Dickerson (1999) to assess peer group influence.

3.4.6 Media exposure (ME)

We used the seven items used by Shin and Dickerson (1999) to measure media exposure.

3.4.7 Fashion consciousness (FC)

We measured fashion consciousness by the five items used in the studies of Walsh's (2001) research team and Nam's team (2006).

3.4.8 Materialism (MA)

We assessed materialism using the seven items suggested in Richins and Dawson's (1992) research and Richins's (2004) subsequent research.

3.4.9 Consumer lifestyle (CL)

We referred to the five items used in Kwan's (2006) study to measure lifestyle and modified them to suit the fashion context.

3.4.10 Status consumption (StC)

We adopted the four-item measure modified by Lertwannawit and Mandhachitara (2012) which is grounded on Eastman et al.'s (1999) study.

3.4.11 Fashion involvement (FI)

We adopted five questions from the O'Cass's (2000) study and Kwan's (2006) research to assess a consumer's involvement in fashion.

3.4.12 Purchase behavior (PB)

This construct is assessed by asking respondents for two questions. One question is "Did you purchase any luxury products in last six months?" Another question is "Expenditure on the luxury products in last six months".

3.5 Reliability Test

We assessed the scale reliability of each construct for the three age groups. The values of Cronbach's alpha for all the constructs in the three age groups are greater than the cutoff point of 0.7, ranging from 0.700 to 0.923. With reference to the guideline of Nunnally (1978), this provides evidence that all the construct measures are internally consistent and highly reliable.

4. Data Analysis and Results

4.1 Descriptive Analysis

Table 2 shows the descriptive statistics for the constructs. The descriptive statistics clearly reveal that there is no major violation for further structural equation modeling (SEM) analyses.

Table 2. Descriptive Statistics for the Constructs (n=222)

Construct*	Mean	Standard Deviation
Self-monitoring (SM)	4.456	1.313
Susceptibility to interpersonal influence (SUI)	4.001	1.717
Personal terminal value (PTV)	5.257	1.146
Self-concept (SC)	4.897	1.266
Peer group pressure (PEG)	3.568	1.647
Media exposure (ME)	4.255	1.410
Fashion consciousness (FC)	3.775	1.574
Materialism (MA)	3.403	1.538
Consumer lifestyle (CL)	3.375	1.626
Status consumption (StC)	3.604	1.670

4.2 Results of the Structural Equation Modeling

We applied SEM to examine whether the model and the hypothesized relationships fit to the data collected for each age group using AMOS (Byrne, 2001; Hair et al., 2010). We firstly assessed the model fit. The results of the model fit indices for the three age groups are reported in Table 3. As indicated in Table 3, in every age group, all the fit indices satisfy the acceptable criteria (Bagozzi & Yi, 1988; Byrne, 2001; Hair et al., 2010). This supports that the models are well-fitting.

Table 3. Model Fit Indices for the Three Groups

Fit Index[a]	Acceptable Criterion[b]	Age Group		
		18-23 (n=84)	24-29 (n=74)	30-35 (n=64)
χ^2	Nil	3883.871	4284.789	4382.352
df	Nil	1877	1877	1877
χ^2/df	< 3.000	2.069	2.283	2.335
RMSEA	< 0.07	0.01	0.03	0.04
NNFI	> 0.900	0.901	0.907	0.902
CFI	> 0.900	0.914	0.921	0.906

Notes: [a] RMSEA, root mean square error of approximation; CFI, comparative fit index; NNFI, non-normed fit index; [b] The acceptable criteria suggested for fit indices are based upon the literature of SEM (Bagozzi & Yi, 1988; Byrne, 2001; Hair et al., 2010)

After confirming the well-fitting models, we determined the path estimates for the hypothesized relationships. The direction, magnitude, and significant test of path estimates for the age groups of 18-23, 24-29, and 30-35 are shown in Figure 2a, Figure 2b, and Figure 2c, respectively.

4.3 Results of the Relationship between Psychological Factors and Fashion Consciousness

The results show that self-monitoring has a positive impact on fashion consciousness only in the youngest age group ($p < 0.01$). Hypothesis 1a is therefore accepted for the age group of 18-23. Countering to the perdition, it is found that susceptibility to interpersonal influence has a negative effect on fashion consciousness in the two older age groups, though such effect is significant ($p < 0.05$). Hence, Hypothesis 1b is rejected. Again, countering to the perdition, we show that personal terminal value has a negative influence on fashion consciousness in all the three age groups, though this influence is significant ($p < 0.01$). Thus, Hypothesis 1c is rejected. The findings display that self-concept affects fashion consciousness positively for the youngest group ($p < 0.05$). Therefore, Hypothesis 1d is accepted for the age group of 18-23.
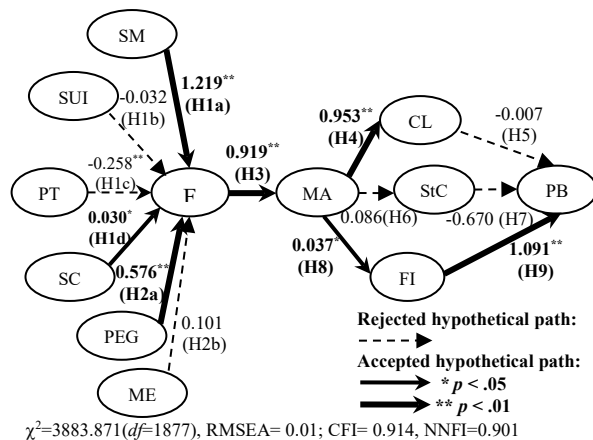

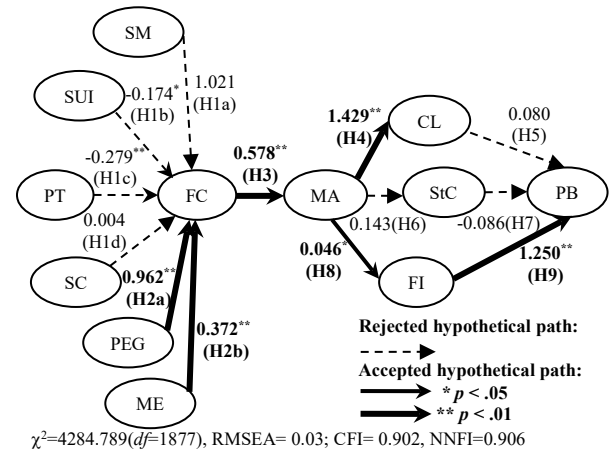Fig. 2a. SEM Estimation Results for the Group of 18-23 (n=84)

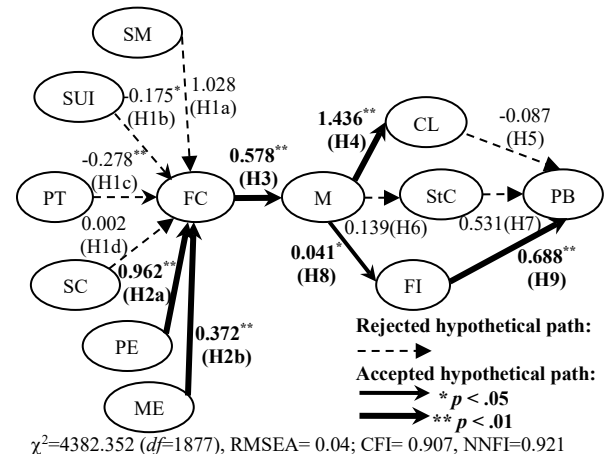Fig. 2b. SEM Estimation Results for the Group of 24-29 (n =74)

Fig. 2c. SEM Estimation Results for the Group of 30-35 (n=64)

4.4 Results of the Relationship between Social Factors and Fashion Consciousness

It is found that peer group influence has a positive impact on fashion consciousness in all the three age groups ($p < 0.01$). Hence, Hypothesis 2a is supported for the age groups of 18-23, 24-29, and 30-35. The results demonstrate that media exposure influences fashion consciousness positively only in the two older groups ($p < 0.01$). Hypothesis 2b is therefore accepted for the age groups of 24-39 and 30-35.

4.5 Results of the Consequences of Fashion Consciousness

It is shown that fashion consciousness has a positive effect on materialism ($p < 0.01$) in all the age groups.

Hypothesis 3 is accepted for all the age groups of 18-23, 24-29, and 30-35. The findings also show that materialism affects lifestyle ($p < 0.01$) in all the age groups. Hence, Hypothesis 4 is accepted in the age groups of 18-23, 24-29, and 30-35. It is shown that lifestyle has no significant impact on purchase behavior. Hypothesis 5 is therefore rejected.

It is found that materialism has no significant influence on status consumption in all the three age groups. Hypothesis 6 is therefore rejected. The results show that status consumption is not significantly related to purchase behavior. Thus, Hypothesis 7 is not supported.

The findings show that materialism has a positive effect on fashion involvement ($p < 0.05$) in all the age groups. Thus, Hypothesis 8 is accepted in the age groups of 18-23, 24-29, and 30-35. The results display that only fashion involvement demonstrates a positive impact on purchase behavior ($p < 0.01$). Hence, Hypothesis 9 is accepted.

5. Discussion

5.1 Psychological Factors of Fashion Consciousness

For the youngest consumers with the age range between 18 and 23, it is shown that self-monitoring and self-concept affect their fashion consciousness positively. Developmental and social psychologists generally advocate that the importance of self-monitoring diminishes as people grow older (e.g., Gangestad & Snyder, 1985; Sears, 1986; Snyder, 1987). Compared with people with older ages, young adolescents tend to feel important about the role they take up (Gangestad & Snyder, 1985; Snyder, 1987). Young consumers who are strong in self-monitoring concern about the roles they have taken up have a tendency to compare their appearance and clothing with the norm. Therefore, they would be more fashion-conscious. Furthermore, young consumers with strong self-concept pay more attention to their selves related to their role taken. They are more aware of the actual and ideal selves in them and have stronger tendency to depend on luxury fashion products to get their actual self closer to their ideal self, leading to becoming more fashion-conscious.

5.2 Social Factors of Fashion Consciousness

The results show that peer group influence has a positive influence on fashion consciousness across all three age groups of 18-23, 24-29 and 30-35. Such findings are consistent with the previous studies (Kwan, 2006). Peer groups are considered as a very important source of luxury fashion information to consumers. The information acquired from the peer group about luxury fashion would enhance the level of fashion consciousness in consumers.

The findings also display that the media exposure has a positive effect on fashion consciousness among consumers in the age groups of 24-29 and 30-35. When consumers have greater media exposure, it may imply that they have a higher chance to acquire the information of luxury fashion. This would enable consumers to be more fashion-conscious.

5.3 Consequences of Fashion Consciousness

The results show that fashion consciousness affects materialism positively among consumers in all the age groups of 18-23, 24-29 and 30-35. Fashion-conscious consumers are likely to rely on the style and design of luxury fashion to improve their appearance. They are likely to possess more luxury fashion products, thereby becoming more materialistic.

The findings demonstrate that materialism has a positive effect on fashion involvement, which in turn influences purchase behavior among consumers in all the age groups of 18-23, 24-29 and 30-35. Materialistic consumers are likely to be more involved in purchase as they have a strong desire to purchase and possess luxury fashion products. Hence, they would make more purchases for luxury products.

6. Conclusion

Unlike the previous research, this research provides a comprehensive investigation on both psychological and social factors of fashion consciousness and a detailed examination how these factors affects consumers of different age ranges in the luxury market. The findings of this research offer significant implications to managers of luxury fashion companies.

Self-monitoring and self-concept influence fashion consciousness only among the consumers of the young age group of 18-23. As discussed earlier, self-monitoring is based on social comparison conducted by consumers while self-concept is based on the comparison and making congruence between actual and ideal self in consumers. Hence, it is suggested that retailers may design appropriate content in advertising so as to facilitate young people around twenty years old to make social comparison and congruence between their selves. The content will indeed facilitate consumers to compare their appearance with the celebrities' in the advertising message and formulate their selves.

Peer group influence has a positive impact on fashion consciousness among consumers in all age groups. Social advertising offers a platform that consumers can share information and interest about products and purchase. Therefore, retailers may consider developing user-friendly social networks via Facebook and Twitter.

Like other research, this study has some limitations. This research emphasizes to compare how the psychological and social factors influence consumers of the three age groups. Further research may compare two different genders. Male and female consumers have various levels of importance on psychological and social factors affecting their fashion consciousness.

This study considers peer group influence and media exposure as predictors of fashion consciousness. Indeed, they are social factors and therefore may be considered as contextual factors. Therefore, it is suggested to explore these two contextual effects on the relationship of fashion consciousness and purchase attitudes and behaviors in consumers.

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