TEKSTİL VE KONFEKSİYON

VOL: 35, NO. 1
DOI: 10.32710/tekstilvekonfeksiyon.1472514

# Analysis of Turkish consumers' customized clothing purchase intention

Ahmet Özbek 0000-0001-5015-8082

Marmara University, Faculty of Technology, İstanbul, Turkiye

**Corresponding Author:** Ahmet Özbek, aozbek@marmara.edu.tr

**ABSTRACT**

This research aims to investigate the relationships between some values (environmental, hedonistic, utilitarian), UD, and the intention to purchase customized clothing through the mechanism of attitude towards customized clothing. This quantitative research uses a questionnaire to obtain survey data from 1052 respondents in cities in Turkey. Structural equation modelling was used to test and validate the scale validity and relationship of the proposed model. As a result of the research, the following results were obtained. Utilitarian and hedonic values are positively related to attitudes towards customized clothing. In addition, attitudes towards customized clothing positively affect purchase intention. However, environmental values and desire for uniqueness do not have a significant effect on attitudes towards customized clothing. The research suggests marketing strategies to stimulate the intention to purchase customized clothing through advertising that emphasizes utilitarian and hedonic values, such as the pleasure of using customized clothing.

**ARTICLE HISTORY**
Received: 23.04.2024
Accepted: 19.09.2024

**KEYWORDS**

Customized clothing, Hedonic values, Utilitarian values, Environmental values, Uniqueness desire, Purchase intention

## 1. INTRODUCTION

Today, some consumers do not demand ready-made clothes because their body size is non-standard [1], and some other consumers do not demand ready-made clothes because they are low quality and affordable, easily accessible clothes [2]. These consumers demand clothes that fit well and provide individuality, difference, uniqueness, and exclusivity [3, 4, 5]. This demand has popularised the production of customized clothing (CC) in the clothing market, where producers produce according to the wishes of consumers, outside of the traditional ready-made clothing production relationship between producers and consumers [6, 7]. Due to the increasing demand for CC, many types of CC have started to be seen in the market [8]. For example, large sportswear businesses such as Nike and Adidas have started to offer customers customized sports shoes based on combinations of predefined parameters through online platforms [9]. Again in this context, in 2020, Amazon made Made for You, an online customized t-shirt application, available to consumers [10].

On the other hand, each generation has different views, tastes and values as well as different purchasing intentions [11]. The generations in our century are listed as follows: Silent Generation (1927-1945), Baby Boomer (1946-1964), Generation X (1965-1979), Generation Y (1980-1999) and Generation Z (2000 and after) [12]. Among these generations, Generation Z, which has the highest purchasing power [7], high education, technology knowledge, innovative, creative and intensive technology use, expects great things from manufacturers [13], does not trust brands [14], demands unique and customized products, and is preparing to become the main consumer generation [7], and makes the most CC purchases, has a special place [15]. According to 2022 data, Turkey's population is over 85 million and the distribution of the population by age groups is shown in Figure 1 [16].

According to Figure 1, a significant portion of Turkey's population consists of young people and the proportion of Generation Z is high among this population. This situation is important in terms of showing that the CC market in Turkey is a market open to development.

There is no doubt that excessive competition in the international clothing market has led to a significant decrease in profit margins. Businesses must pay more attention to customer demands to maintain their competitiveness in the current market and increase their profitability. On the other hand, recent research clearly shows that demand for CC in the clothing market is on the rise. This trend is especially

**To cite this article:** Özbek A. 2025. Analysis of Turkish consumers' customized clothing purchase intention. *Tekstil ve Konfeksiyon*, 35(1), 64-75.

prevalent among Generation Z, who are poised to become the primary consumer generation. The demand for CC will undoubtedly increase in the future. We can therefore predict that the clothing industries of countries such as Turkey, where both the traditional mass production of clothing and the ratio of Generation Z in the population is high, will undergo a transformation. This research has been conducted to attract the attention of clothing businesses towards the growing CC market and to determine the expectations of Turkish consumers from CC. By analysing their intention to purchase CC, we will be able to identify the main motivating factors for conducting this research. Furthermore, this research is significant because it is the first study to investigate Turkish consumers' purchase intentions for CC. Its findings will undoubtedly lead to new studies in the literature.

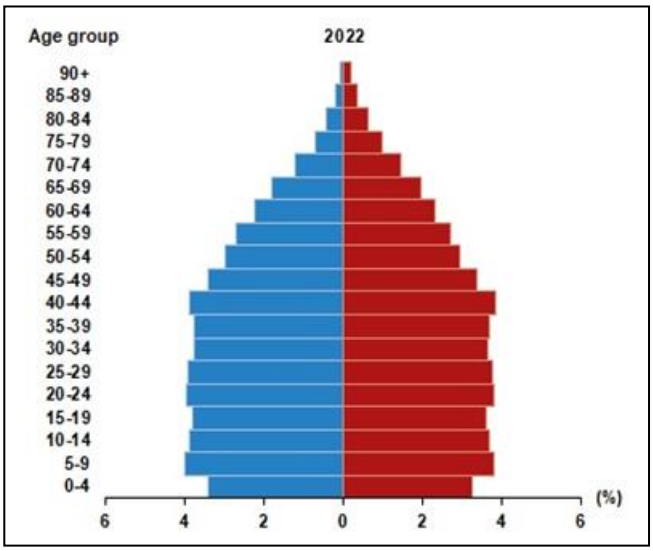


**Figure 1.** Turkish population pyramid [20]

This study addresses the research gap by using environmental values (EV), hedonic values (HV), Utilitarian Values (UV), and Uniqueness Desire (UD) to predict positive attitudes toward customized clothing (ACC) that influence purchase intention (PI); attitude is a strong predictor of (PI). There are not study on the relationship between these motivational shopping values and CC consumption in Turkey, and this research is intended to fill that void. In addition, this research guides CC manufacturers and businesses by revealing how consumers are affected by EV, HV, UV and desire to be unique factors during their clothing purchasing intentions.

## 2. CUSTOMIZED CLOTHING

Customized production is production carried out under the guidance of customer demand [17]. Customized production is more preferred for products with frequent changes in product specifications [18]. Clothing is one of the most suitable products for customized production [19]. CC production is a production method that has different features from other clothes in terms of design, material, fit and meets the personal needs of the customer as much as possible [20, 21]. In order to meet the increasing demand for CC, clothing manufacturers have started to adapt their production systems to the production of these products [22]. However, the production of CC can be realised through a very simple adaptation of the clothing to the customer or through a complex application involving the entire supply chain such as design, product development, production and delivery [23]. In the past, CC production could not compete with ready-to-wear clothing production due to the fact that it requires face-to-face communication between the manufacturer and the customer, the existence of a long production process and the high cost of the clothes produced [24]. However, in the past few decades, fast, flexible digital production technologies (3D printers, laser cutting machines, digital printing, weaving, embroidery machines, etc.), 3D human body measurement technology, virtual reality technologies such as Virtual Reality and Augmented Reality [25] and the development of Web 2.0 have accelerated, facilitated and promoted the production of CC [26]. Thanks to these technologies, the customer can participate in the production stages of CC (pattern creation, design, style and fabric selection, production planning, assembly, delivery, sales and purchasing) [27]. Moreover, "customized production" ranked first in the top 10 most important technologies that will change the future research conducted in the USA [28]. For all these and other reasons, the production of customized products in the categories of everyday clothing such as denim trousers, T-shirts, blouses, skirts and trousers is increasing today [29].

### 2.1. Consumer Attitude

An attitude is a definitive, positive or negative evaluation of an object or concept [95]. People acquire attitudes because they know they will help them fulfil their needs and achieve their goals [96]. People acquire attitudes from childhood onwards. These are formed through experience, learning and reinforcement. Attitudes can be changed throughout life. The formation of attitudes is shaped by three key elements: direct personal experience, family influence, and the influence of people around the individual, including those in the family and in the school environment [97-99]. A positive attitude towards a product means consumers are more likely to purchase it [100]. It is crucial to understand consumer attitudes to reach, influence and change consumer behaviour and to develop effective product strategies [101-102].

### 2.2. Customized clothing purchase intention

The process between consumers evaluating a product or service and making a purchase is referred to as PI [30]. PI occurs when there is a chance or desire to purchase, and the greater the desire to purchase, the greater the likelihood that the product will be purchased [31]. Customers' positive feelings and attitudes towards a product and service positively affect purchase intention [32]. Generally, shopping satisfaction occurs according to the level of

satisfaction of a product with the customer's needs [33]. The purpose of personalisation is to ensure customer satisfaction and create superior customer value by personalising products [34].

CC creates a sense of individuality and quality with a customized emphasis [35]. In addition, consumers generally want the clothes they wear to have unique features that are suitable for their body shape and tastes [36]. Through CC, manufacturers offer their customers a wide range of possibilities, such as the ability to apply their identity and popular elements to their clothes and to have unique clothes. Customers can thus achieve a high level of status, flexibility and satisfaction [22, 37, 38, 39]. As a result, consumers having a unique product that reflects their own style and having this experience positively affects the PI [40]. For these reasons, consumers' demand for CC is increasing [41]. Research has shown that consumers are more likely to buy CC than standard clothing and are willing to pay more for it [34]. According to Deloitte's research, half of US consumers are interested in customized products. It was also found that these consumers are willing to pay more and wait longer for clothes in which they take an active role in the design [42].

### 2.3. The Role of purchase intention factors in clothing customization

Many factors affecting consumers' PI are included in the literature. This study focuses on environmental, hedonistic, UV and the desire to be unique, which affect the consumer's intention to purchase CC.

*Hedonic values (HV).* Focuses on seeking and/or satisfying one's own pleasure [43]. Therefore, HV are concerned with the pleasure, enjoyment, fun and entertainment aspects of a product [44]. As they are related to the emotional state resulting from the experience, they include all elements that cause a state of pleasure, such as colour and other design elements [45]. HV are subjective and personal [46]. The most important HV are adventure/exploration authority and status [47]. Hedonic products are products that satisfy consumers' aesthetic and sensory tastes, fantasies or entertainment [48]. They usually represent desires and are consumed for pleasure [49]. Luxury and customized products are hedonic products that appeal emotionally to consumers [50]. Clothes are also hedonic products [51]. CC satisfies consumers' hedonic needs, such as membership in a particular social status or social group, flexibility and satisfaction [22, 38], shopping experience [27], functional and/or artistic desires. Therefore, consumers form strong emotional bonds with CC. These bonds, in turn, lead consumers to value and protect customized products [52]. Based on these arguments, the first hypothesis for this study is:

H1. Hedonic values positively affect attitudes towards customized clothing.

*Utilitarian values.* UV consists of the difference between the benefit the customer receives and the total cost paid by the customer [46]. UV can be categorised based on convenience, cost savings, information availability, choice and customized products or services [47]. In short, utilitarian products are products that fulfil needs [49]. Producers create UV by supplying consumers with clothing that best meets their preferences, has better functional fit and/or aesthetic features such as style, colour and design [53]. Utilitarian consumers give importance to the usefulness of the product rather than the brand and design of the product they will buy [54]. Utilitarian customers also pay more attention to the customization of clothes according to their wishes and desires [18]. In addition, the production of CC increases the utility of the clothes by combining both aesthetic and functional harmony [55]. For example, color is a crucial factor generating positive approach behaviors for utilitarian clothing, while style and quality are core factors influencing the approach behaviors of hedonic products [56]. Thus, they cause consumers to be willing to pay more for CC [55]. CC generates UV by satisfying individual needs and wants [27]. Based on these arguments, the second hypothesis for this study is:

H2. Utilitarian values positively affect attitudes towards customized clothing.

*Environmental values.* Individual and shared community or societal beliefs about the importance and condition of the natural environment and how it should be viewed and addressed by people [57]. Therefore, production should be carried out in accordance with EV. Clothes are one of the products that cause the most damage to the environment through the wastes they generate both during production and during the cleaning phase after use. For example, a 150-gram shirt creates a water footprint of 2.194L [58]. 118 billion cubic metres of water will be consumed for global clothing production in 2030 [59]. This excessive consumption causes a significant reduction in the world's natural resources, minimising the restoration of the natural environment and negatively affecting the ecosystem [60]. This production approach leads to environmental degradation, causing environmental problems to attract worldwide public attention and more and more consumers to become more aware of environmental issues [61]. Young consumers in particular have a strong interest and concern for the environment [62]. For example, having become aware of the environmental impact of clothing consumption during the COVID-19 pandemic, many young consumers expect socially responsible practices to help make their purchasing behaviour more ethical and reduce the environmental damage produced by the clothing industry [63]. Consumers have a personal attachment to customized styles and well-fitting clothes [55]. In addition, CC is almost never abandoned and is often used, even if it does not fully fulfil the need or is not aesthetically pleasing [64]. For this reason, clothing manufacturers offer their customers the option of creating CC, which extends the

lifespan of these garments [55]. Consumers thus demand less clothing, contributing to a reduction in the amount of clothing production [65]. CC production is an environmentally friendly production method that personali environmental impacts by reducing overproduction due to a fixed number of orders for specific consumers [64]. Based on these arguments, the third hypothesis of this study is as follows:

H3. Environmental values positively affect attitudes toward customized clothing.

*Desire to be unique*. According to the theory of uniqueness, people feel dislike towards others and try to be different from them to a certain extent [66]. Consumers seek to satisfy their desire to be unique by acquiring and using products to differentiate themselves from others [67]. Some studies have concluded that consumers with a high need for uniqueness tend to have a high interest in new products and brands and are constantly looking for products that differentiate themselves [68]. Consuming customized products also provides the consumer with experience and uniqueness [69]. Some of the consumers who have this desire tend to distinguish themselves from others with accessories and clothes [70]. Thus, clothes have become an important element for consumers to achieve uniqueness [71]. As consumers' desire for uniqueness increases, so does their demand for personalized clothing [72]. Based on these arguments, the fourth hypothesis of this study is as follows:

H4. The desire to be unique positively affects attitudes towards customized clothing.

*Attitudes toward customized clothing.* Attitudes refer to the mental framework or individual tendency to like or dislike an object and to approach or avoid it [73]. The preferences and expectations of consumers with increasing economic opportunities are constantly changing, mass-produced clothes with the same shape, function and colour are boring the consumers, consumers cannot tolerate others showing the same appearance or lifestyle as themselves [8]. For the reasons mentioned here and for other reasons, consumers demand more CC [74]. However, the production of CC requires the cooperation of both the clothing producer and the consumer. This situation causes the consumer to place a higher value on customized clothes than other clothes they buy. Moreover, consumers value simpler clothes that they take part in their own production rather than clothes that are well designed by an expert [75]. Increased voluntary participation in the process increases consumers' subjective ownership of the customized product, which in turn leads to more positive consumer attitudes towards the product [73]. For example, it has been found that customers in countries such as the USA, Germany, Saudi Arabia, China, Taiwan and South Korea are beginning to show interest in customized their clothing [76]. Based on these arguments, the fifth hypothesis of this study is as follows:

H5. Attitude toward customized clothing has a significant positive relation to purchase intention.

Based on the literature review, this study offers a research framework, depicted in Figure 2, theorizing the effect of EV, HV, UV and UD on PI through ACC.

## 3. METHOD OF THE RESEARCH

Within the scope of this research, a survey has been used as the data collection method. This survey has been consisted of HV, EV, UV, ACC, and UD scales and demographic information questions. The EV scale has been created using four items (EV1, EV2, EV3, and EV4) from Aprianingsih et al., 2022. The HV scale has been created using four items (HV1, HV2, HV3, and HV4) from Aprianingsih et al., 2022. The UV scale has been created using four items (UV1, UV2, UV3, and UV4) from Aprianingsih et al., 2022. The UD scale has been created using four items (UD1, UD2, UD3, UD4, UD5, UD6, UD7, and HV8) from [67]. The ACC scale has been created using four items (ACC1, ACC2, ACC3, and ACC4) from Aprianingsih et al., 2022, and the PI scale has been created using four items (PI1, PI2, PI3, and PI4) and three items (PI1, PI2, PI3, and PI4) from Aprianingsih et al., 2022. PI1, PI2, PI3 and PI4). PI5, PI6 and PI7) from [41] (see Table 2). Each scale has assessed on a seven-point Likert scale ranging from (1) strongly disagree to (7) strongly agree. Several demographic questions have been included at the end of the questionnaire, including gender, age, education level, and income.

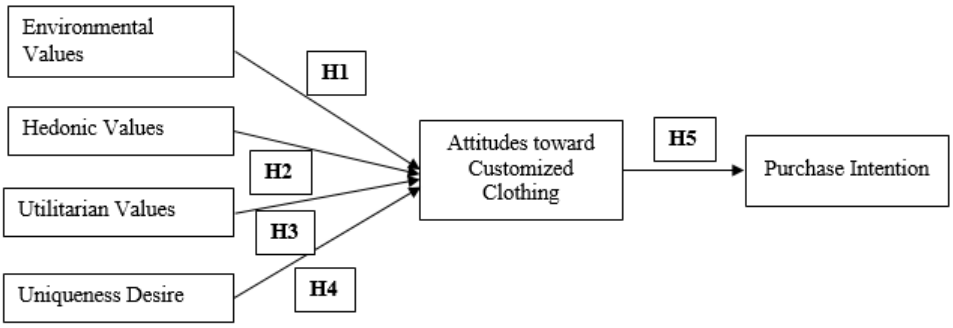


**Figure 2.** Research framework

The population of this research consists of approximately 85 million people who are potential customers of personalized clothing [91]. Raosoft, a readily available sampling calculator online, has been used to verify the minimum amount of sample size that is needed for this study [92]. Considering that the sample size does not vary much for populations greater than 20,000 at the 95% confidence level, Raosoft has indicated that a sample size of 385 participants would be sufficient for this study [93]. Before administering the survey within the scope of the research, permission dated 20.11.2023 and numbered 2023-12 has been obtained from Marmara University Faculty of Technology Scientific Research and Publication Ethics Board. The survey has been then published on the Google survey page. According to the convenience sampling method, the survey link has been started to be sent to the samples via social media, text message, and WhatsApp as of 22.11.2023. As the sample size increases, less error and better representation ocur [94]. For this reason, the survey answering process was terminated on 12.12.2023, with the number of surveys expected to exceed 1000. Then, the hypotheses established within the scope of the research have been tested by applying Structural Equation Modeling (SEM) to the data obtained through the survey.

## 4. FINDINGS OF THE RESEARCH AND THEIR ANALYSIS

Within the scope of the research, data has been collected from 1052 participants. The demographic characteristics of the participants are given in Table 1.

According to Table 1, 598 of the participants are men (56.84 percent) and 454 are women (43.16 percent). The majority of participants 441 (41.92 percent) are between 24 and 43 years of age, 333 participants (31.65 percent) are between 44 and 58 years of age, 225 (21.39 percent) are between 8 and 23 years of age, and, finally, 53 (5.04 percent) are between 59 and 77 years of age.

**Table 1.** Demographic characteristics of participants

| Categories | Subcategories | *N* (%) |
|---|---|---|
| Gender | Male | 598 (56.84) |
| | Female | 454 (43016) |
| | Total | 1052 (100.00) |
| Age group | 8–23 (Generation Z) | 225 (21.39) |
| | 24–43 (Generation Y) | 441 (41.92) |
| | 44–58 (Generation X) | 333 (31.65) |
| | 59–77 (Baby Boomer) | 53 (5.04) |
| | 78–96 (Silent Generation) | 0 (0.00) |
| | Total | 1052 (100.00) |
| Education level | Uneducated | 6 (0.57) |
| | Primary school | 5 (0.48) |
| | Junior high school | 11(1.05) |
| | Senior high school | 226 (21.48) |
| | Diploma degree | 69 (6.56) |
| | Bachelor degree | 532 (50.57) |
| | Master and Doctoral degrees | 203 (19.30) |
| | Total | 1052 (100.00) |
| City of respondents | İstanbul | 209 (19.87) |
| | Antalya | 46 (4.37) |
| | İzmir | 40 (3.80) |
| | Ankara | 39 (3.71) |
| | Bursa | 29 (2.76) |
| | Konya | 22 (2.09) |
| | No answer | 23 (2.19) |
| | Other cities | 644 (61.22) |
| | Total | 1052 (100.00) |

The education levels of the participants are as follows: Uneducated (n=0.57 percent), Primary school (n=0.48 percent), Junior high school (n=1.05 percent), senior high school (n=21.48 percent), bachelor's degree (n=50.57 percent), master's and doctoral degree (n=19.30 percent). The majority of the participants are from Istanbul (n=19.87 percent), followed by Antalya (n=4.37 percent), Izmir (n=3.80 percent), Ankara (n=3.71 percent), and Bursa (n=2,76 percent). The remaining participants are from various cities in Turkey (n=61.22 percent). When the distribution of the participants is examined, it can be said that the sample represents the Turkish consumer.

Table II indicates the mean and standard deviations of the different variables used. The variables have moderate to high mean values. The variable with the highest mean of 6,24 is EV4 ("I am an environmentally conscious person.") and that with the lowest of 3,54 is UD8 ("When the style of clothing I have becomes too ordinary; I usually give it up"). The mean for the UD items is generally lower than that for other items and ACC.

The SEM was analysed with the partial least squares approach using the R Studio software language SEMinR package [77]. The difference of this method from the others is that SEM with the Partial Least Squares approach (PLSA) estimates model parameters (path coefficients, indicator weights or loadings-explanatory power) using a sequence of least squares regression and weighted sums, and works on a multi-stage algorithm. SEMs work with covariance and variance based algorithms. PLSA, on the other hand, analyses the data with a variance-based algorithm [79, 80]. In recent years, PLSA - SEM is a frequently preferred method in marketing, psychology, sociology and management and organisation research. This method allows complex models such as mediation/regulation to be analysed by using a large sample and offers the advantage that assumptions such as normal distribution can be ignored [81].

As seen in Table 2, the factor loadings of the observed variables EV1 (0.659), UV4 (0.390), UD1 (0.677) and UD8 (0.647) were lower than the threshold value of 0.70 [82]. In the study conducted by Afthanorhan et al. (2020) in R software for factor loadings, the analysis was renewed by removing UV4 (0.390) variable from the structural model with the view that the threshold value can be taken as 0.60. After the renewed analysis, all of the factor loadings of the observed variables in the structure were above the threshold value of 0.60 [83].

Cronbach's Alpha values of the variables in the structural model vary between 0.728 and 0.964. The composite reliability values ranged between 0.830 and 0.971. The average variance extracted (AVE) values vary between 0.551 and 0.833. Therefore, the reliability of the measurement model is supported.

Figure 3 shows the results of the Structural Equation Analysis of the model created within the scope of the research. According to these results; The relationship between HV and attitude towards customised clothes is significantly positive (H1). Customised clothes attitudes are significantly and positively influenced by UV (H2). EV do not affect ACC (H3). The desire to be unique does not affect ACC (H4). Finally, attitude towards CC has a positive and significant relationship with PI (H5).

This study investigates the factors affecting ACC leading to PI. Unlike previous studies, this study uses partial least squares-structural equation modelling. In addition, this study also included EV, HV and UV as well as desire for uniqueness as factors influencing consumer attitudes. The results contribute to the body of knowledge by showing how these values simultaneously influence attitudes. Therefore, this study emphasises the importance of both HV and UV in developing consumer ACC.

Within the scope of this research, the effect of attitude towards customised clothes and PI on attitude towards customised clothes and PI was measured. SEM was used as the measurement method. The hypothesis results of SEM are presented in Table 4.

**Table 2.** Constructs, items, descriptive statistics and measurement model results

| Constructs and items | | Means | SD | FL |
|---|---|---|---|---|
| *Hedonic values (CR = 0.965; AVE = 0.875)* | | | | |
| HV1. | Customized clothes make me feel good. | 5,59 | 1,72 | 0.923 |
| HV2. | Customized clothing is a product that I would like. | 5,60 | 1,69 | 0.950 |
| HV3. | Customized clothing makes me want to use it. | 5,42 | 1,76 | 0.933 |
| HV4. | Customized clothes give me pleasure. | 5,45 | 1,78 | 0.935 |
| *Utilitarian values (CR = 0.918; AVE = 0.788)* | | | | |
| UV1. | A good outfit is a customized outfit. | 4,73 | 2,05 | 0.827 |
| UV2. | It's worth the price I paid for customized clothing. | 4,62 | 1,97 | 0.910 |
| UV3. | In general, customized clothing has a higher value for me. | 4,86 | 1,97 | 0.904 |
| UV4. | I buy customized clothes only when I need them[a]. | 5,49 | 1,64 | ***0.390*** |
| *Environmental values (CR = 0.830; AVE = 0.551)* | | | | |
| EV1. | I consider the environmental impact of my clothes while shopping. | 4,77 | 1,95 | 0.659 |
| EV2. | The future well-being of the planet is important to me. | 6,06 | 1,50 | 0.749 |
| EV3. | I think my actions can make a difference to the health of the planet. | 5,42 | 1,69 | 0.792 |
| EV4. | I am an environmentally conscious person. | 6,24 | 1,24 | 0.754 |
| *Uniqueness Desire (CR = 0.929; AVE = 0.622)* | | | | |
| UD1. | When an outfit becomes too popular, I lose interest in it. | 4,44 | 2,07 | 0.677 |
| UD2. | I avoid the clothing that has been recognised or purchased by many consumers. | 4,38 | 1,99 | 0.760 |
| UD3. | When an item of clothing I own is used a lot by other consumers, I start to use that item less. | 4,24 | 2,17 | 0.833 |
| UD4. | I usually try to avoid clothes that I know are bought by many consumers. | 4,34 | 2,06 | 0.856 |
| UD5. | In principle, I don't like clothes that are accepted and bought by everyone. | 4,12 | 2,05 | 0.847 |
| UD6. | I give up clothes that become popular with everyone after purchase. | 3,69 | 2,03 | 0.849 |
| UD7. | Clothes are not worth much to me if they are bought regularly by everyone. | 3,93 | 2,06 | 0.809 |
| UD8. | When the style of clothing I have becomes too ordinary, I usually give it up. | 3,54 | 2,07 | 0.647 |
| *Attitude toward customized clothes (CR = 0.952; AVE = 0.833)* | | | | |
| ACC1. | I have a very positive attitude towards customized clothes. | 5,03 | 1,74 | 0.918 |
| ACC2. | I think it's very wise to wear customized clothes. | 4,60 | 1,89 | 0.904 |
| ACC3. | I think customized clothes are very suitable for me. | 4,72 | 1,87 | 0.934 |
| ACC4. | I feel very nice when I wear customized clothes. | 5,07 | 1,83 | 0.894 |
| *Purchase intention (CR = 0.971; AVE = 0.825)* | | | | |
| PI1. | I plan to buy customized clothes in the future. | 4,50 | 1,93 | 0.894 |
| PI2. | In the future I will tell my friends about customized clothes. | 3,91 | 2,05 | 0.824 |
| PI3. | I think it's a good idea to buy customized clothes. | 4,52 | 1,95 | 0.928 |
| PI4. | I will prioritise customized clothes over other clothes. | 4,32 | 1,99 | 0.924 |
| PI5. | I'll probably buy customized clothes. | 4,26 | 1,96 | 0.943 |
| PI6. | The next time I need clothes, I will most likely buy a customized outfit. | 4,08 | 2,01 | 0.909 |
| PI7. | I am likely to buy customized clothing in the future. | 4,34 | 1,98 | 0.932 |

**Notes:** [a]Item deleted in the validation process.

CR: composite reliability; AVE: average variance extracted; SD: standard deviation; FL: factor loading

[a] UV4 was excluded from the analysis and CR and AVE values were obtained again

The discriminant validity of the scale was found using the hetero trait single trait ratio (HTMT) as shown in Table 3. Hair et al. (2016) supported the discriminant validity of the measurement model by finding that all values of the HTMT in this study were less than 0.90 (the HTMT value between the variables UV and attitude toward customized clothes was calculated as 0.902 and was accepted at the threshold value) [84]. As a result, the measurement model of the study was confirmed to be reliable and valid.

**Table 3.** Heterotrait–monotrait ratio results

| | ACC | HV | UV | EV | PI | UD |
|---|---|---|---|---|---|---|
| ACC | | | | | | |
| HV | 0.804 | | | | | |
| UV | 0.902 | 0.781 | | | | |
| EV | 0.214 | 0.263 | 0.304 | | | |
| PI | 0.887 | 0.678 | 0.812 | 0.148 | | |
| UD | 0.390 | 0.385 | 0.440 | 0.075 | 0.405 | |

As shown in Table IV, HVs (β =0.372, t =12.319, p= 0.000) and UVs (β =0.551, t = 18.3478, p= 0.000) have significant and positive effects on attitude towards CC and ACC (β =0. 843, t =75.6770, p= 0.000) has significant and positive effects on PI. Thus, hypotheses H1, H2 and H5 are supported. However, since EVs (β =-0.003, t =-0.167, p= 0.566) and UDs (β =-0.013, t =-0.655, p= 0.256) have no significant effect on attitude towards CC, hypotheses H3 and H4 are rejected.

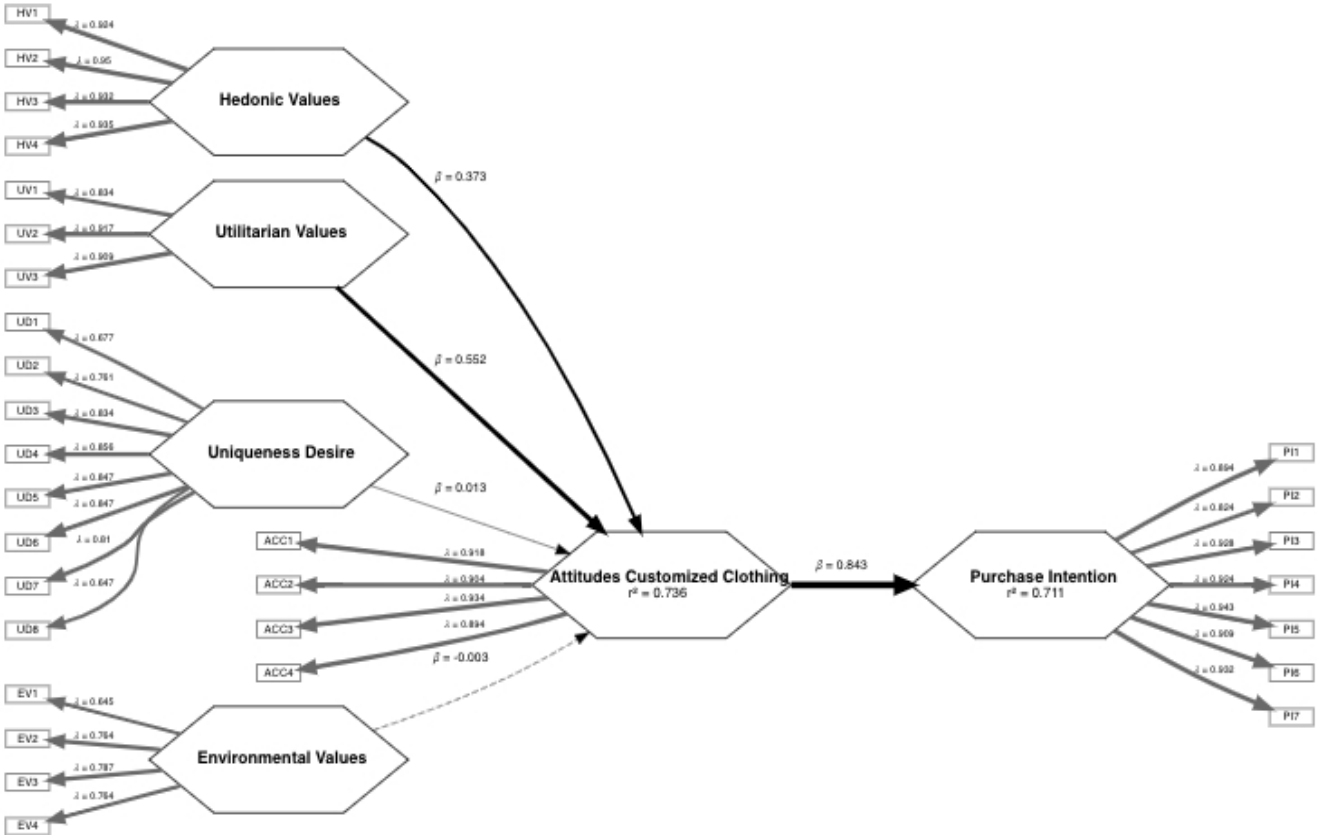


**Figure 3.** Research model

**Table 4.** Results of the structural model assessment

| Hypothesis | β Values | T Statistics | p Values | $R^2$ | $f^2$ | Hypothesis |
|---|---|---|---|---|---|---|
| **H1:** Hedonic values → attitude toward customized clothing | 0.372 | 12.3190 | 0.000 | 0.373 | 0.266 | Supported |
| **H2:** Utilitarian values → attitude toward customized clothing | 0.551 | 18.3478 | 0.000 | 0.552 | 0.570 | Supported |
| **H3:** Environmental values → attitude toward customized clothing | -0.003 | -0.1670 | 0.566 | -0.003 | 0.000 | Not supported |
| **H4:** Uniqueness Desire → attitude toward customized clothing | 0.013 | 0.6555 | 0.256 | 0.013 | 0.001 | Not supported |
| **H5:** Attitude toward customized clothing → purchase intention | 0.843 | 75.6770 | 0.000 | 0.843 | 2.456 | Supported |

As a result of SEM analysis in Table 4, three of the five hypotheses (H1, H2 and H5) were supported while two of them (H3 and H4) were not supported. $R^2$ value and $f^2$ values should also be taken into consideration in the interpretation of hypothesis results. Coefficient of determination $R^2$ is a measure that expresses the predictive accuracy of the model. $R^2$ represents the total effect of the exogenous variable on the endogenous value. This effect gives an estimated accuracy between 0 and 1 [78, 89]. Another effect size coefficient is the $f^2$ coefficient. If the $f^2$ coefficient takes a value of 0.02 and above, the effect of the variable on the model is small, if it takes a value of 0.15 and above, its effect on the model is moderate, while a value of 0.35 and above indicates that its effect on the model is high [90]. Accordingly, it is seen that the explanatory value of the HV variable in terms of $R^2$ is at a medium level in terms of the $f^2$ value, the effect of the UV variable in terms of the $f^2$ value of the prediction accuracy is at a large level, and the effect size of the prediction value ($R^2$) of the ACC value on the PI variable is at a very high level.

## 5. CONCLUSION AND SUGGESTIONS

### 5.1. Conclusion

According to this research results;

The relationship between HV and ACC is significantly positive. This result supports the thesis that clothes have high HV [85]. In addition, this result is consistent with Varshneya and Das's (2016) finding that HV have a positive effect on ACC [86] and Arianti and Hadiprawoto's (2024) finding that HV of fashion brands further strengthen the positive effect of fashion brands on consumer PI [87].

Customised clothes attitudes are significantly and positively influenced by UV. This is consistent with the finding that UV significantly influences consumers' intention to purchase fashion products [88]. On the other hand, Najib et al (2022) found that UV do not influence consumers' intention to purchase head-covering garments [46].

EV do not affect ACC. This result contradicts with Lin et al. (2023) who found that young consumers are expected to engage in practices that will help reduce the environmental damage caused by the clothing industry [63].

The desire to be unique does not affect ACC. This result contradicts Choi's (2014) findings that clothing is an important factor for consumers to be unique [71] and Tran's (2015) findings that consumers' desire for uniqueness increases the demand for personalized clothing [72].

Finally, ACC has a positive and significant relationship with PI. This result is similar to Seo and Lang's (2019) finding that consumers' perception of personalization and intention to purchase CC are positively related [64].

This research confirmed that HV and UV affect ACC. These results show that consumers' ACC can be influenced by offering hedonic and utilitarian opportunities. This suggests that the production of customised clothes in a way that the color and design features of customised clothes meet the hedonic desires of consumers such as pleasure, enjoyment and entertainment can positively support consumers' ACC. It also shows that the production of customized clothes in accordance with UV such as high quality, affordable and long-lasting will positively support consumers' ACC.

EV do not affect ACC. This result does not support the generally accepted finding that "as the EV of consumers increases, their ACC will also increase". In other words, consumers' EV do not affect their ACC. UD does not affect ACC. This result contradicts the view that consumers have positive ACC to be unique. In summary, it shows that consumers' desire to be unique does not affect their ACC.

### 5.2. Suggestions

From now on, ACC can be seen as a mediator variable with positive effects on the intention to purchase CC. This finding suggests that increasing the intention to purchase CC requires that companies increase the positive attitudes of consumers. For example, consumers need to be convinced that CC is fashionable and worth buying. Improving the attitudes of consumers in this way will, in turn, increase their intention to purchase CC.

Some of the limitations of this study are as follows; it is based on data obtained from only 1052 Turkish consumers. Different results can be obtained when the sample size is increased. In addition, since this research was carried out specifically for Turkish consumers, different results may be obtained when applied to other countries.

In the future of this issue; since the CC production sector in Turkey is not sufficiently developed, consumers' perceptions towards customised clothing are not sufficiently developed. For this reason, this study can be repeated in the future with a larger sample population, and comparing Turkish consumers with other consumers will lead to more reliable results. In addition, the attitudes of generations towards CC can be compared.

This research is the first study that links HV, UV, EV, and UD with ACC in Turkey. This study contributes to the literature by determining that there is no relationship between EV and UD with ACC. There are several managerial implications of this study. In Turkey, interest in purchasing CC is increasing. CC manufacturers who want to take advantage of this situation should know what to pay attention to in their advertising and promotional activities.

Since HV and UV affect consumers' intention to purchase CC, businesses should appeal to these values in the production and marketing of CC. For this reason, manufacturers should emphasise hedonic features such as pleasure, pleasure and entertainment in the advertisement and promotion of CC. However, since hedonic features such as pleasure, enjoyment and entertainment are brought to customized clothes by colour and design, they need to improve themselves in this regard. On the other hand, consumers expect high quality benefits from customized clothes. For this reason, businesses should prioritise quality in the promotion of customized products. Therefore, they should give importance to high quality in production.

## REFERENCES


1. Ashdown, S. P. 2014. Creation of ready-made clothing: the development and future of sizing systems. In Designing apparel for consumers. Woodhead Publishing, 17-34.
2. Kusnezov, X. 2012. Custom-made fashion: Customized fashion collection Hamk University.
3. Ribeiro, L., Duarte, P. Miguel, R. 2009. Guidelines to the Development of an E-Commerce Platform for Customized Garments. e-Commerce 2009, 113.
4. Han, H. S., Kim, J. Y., Kim, S. M., Lim, H. S., & Park, C. K. 2014. The development of an automatic pattern-making system for made-to-measure clothing. Fibers and Polymers, 15, 422-425.
5. Ye, X., & Mishaal. I. 2022. Fuzzy Applications in Custom Clothing Design Technology Based on Intelligent 3D Simulation Technology. Mathematical Problems in Engineering, DOI: 10.1155/2022/6140915.
6. Jang, H. S., Park, E. H., Nam, W. S. Jung, D. S. 2020. The Development of Usability Assessment Tool for Customized Clothing Web Site Using Nitting Machine. The Journal of the Korea Contents Association. 20(1), 630-643.
7. Ng, S. Y., Mok, P. Y. 2023. Design and Development of Online Customized Clothing Marketplace: A Preliminary Study On Consumer Preferences. in 17th Multi Conference on Computer Science and Information Systems, Porto, Portugal, 15-18.
8. Liu, R., Wang, J. 2012 July. Research on contract for clothing mass customization based on customer value. in International Conference on Services Systems and Services Management (ICSSSM12). 755-759, IEEE.
9. Maldini, I., Manz, E. L. 2016. The perfect dress and its making. Blucher Design Proceedings, 1(1), 157-161.
10. Shin, E., Kincade, D. H., Han, J. 2023. Exploring online consumer reviews of customized apparel products. Journal of Fashion Marketing and Management: An International Journal, https://doi.org/10.1108/JFMM-08-2022-0168.
11. Ming, W. W. P., En, V. L. S., Chin, C. H., Khairuddin, A. S. B. 2022. The Influence of External and Internal Determinants on Generation Z's Purchase Intention for Sport Shoes: A PLS-SEM Approach. International Journal of Academic Research in Business and Social Sciences, 12(6), 1001-1017.
12. Akpinar, B., Kuloğlu, A., Erdamar, F. S. 2022. Metaverse Awareness of Turkish Generation Z Preservice Teachers. OPUS Journal of Society Research, 19(50), 838-852.
13. Afonso, V. A. M. 2021. Shopper phenomenon: combinations of channels and touchpoints on the customer journey in Generation Z, Doctoral dissertation, Universidade Do Algarve, Portugal, Algarve.
14. Gutfreund, J. 2016. Move over, Millennials: Generation Z is changing the consumer landscape. Journal of Brand Strategy, 5(3), 245-249.
15. Muralidhar, A., Raja, A. S. 2019. Understanding the purchase intention characteristics of Gen Y and Gen Z and introspecting the modern demand variables in fashion industry. International Journal of Scientific and Engineering Research, 10(12), 144-170.
16. Turkish Statistical Institute (TSI), 2023. The Results of Address Based Population Registration System, 2022, available at: https://data.tuik.gov.tr/Bulten/Index?p=The-Results-of-Address-Based-Population-Registration-System-2022-49685&dil=2, (accessed 24 November 2023)
17. Qian, J., Zhao, M. 2021. Research status and development of clothing mass customization", in Journal of Physics: Conference Series, IOP Publishing. 1790.
18. Kumar, S., Yadav, R. 2021. The impact of shopping motivation on sustainable consumption: A study in the context of green apparel. *Journal of Cleaner Production*, 295, 126239.
19. Wang, Y., Cho, H. 2012. The effect of fashion innovativeness on consumer's online apparel customization. *International Journal of Organizational Innovation*, 5(2), 263-283.
20. Björk, H. M. 2019. I wanted the best: Perceived value of a customized athletic clothing. *Studies*, 102, 105.
21. Li, P., Guo, X., Wu, C., Spence, C. 2022. How multisensory perception promotes purchase intent in the context of clothing e-customization. *Frontiers in Psychology*, 13, 1039875.
22. Lim, H., Cho, H. 2015. A Study of the Development Direction Factors for Mass Customization of Clothing based on Digital Fashion System. *Fashion & Textile Research Journal*. 17(1), 102-115.
23. Vuruşkan, A. 2010. Developing a new approach on customized clothing considering fit and design parameters, PhD Thesis, Dokuz Eylül University, İzmir.
24. Shi, X., Xie, Z., & Chen, J. 2010. Research of online MTM application scheme based on 3D personalized digital mannequin", in 2010 IEEE International Conference on Progress in Informatics and Computing, 2, 832-836.
25. Wang, L. 2021. Computer Aided System Design of Fashion Design and Decoration Process under the background of Big Data, in 2021 5th International Conference on Electronics, Communication and Aerospace Technology (ICECA), 1691-1694.
26. Coşkun, G., Akpinarli, H. F. 2019. Co-Design Approach in Textile Printing and a Case Study of an E-Commerce Company Website. *Journal of Textiles and Engineer*, 26(116), 415-430.
27. Cho, H., Fiorito, S. S. 2009. Acceptance of online customization for apparel shopping. *International Journal of Retail & Distribution Management*, 37(5), 389-407.
28. Chen, M., Chen, J., Li, Z. 2020. Research on the Influence of Product Design on Purchase Intention Based on Customer Satisfaction. In Proceedings of the Fourteenth International Conference on Management Science and Engineering Management, 1, 716-730.
29. Shaver, J., Yan, R. N. 2022. Examining Sustainable Consumption Behaviors Through the Mass Customization Context: Emotional Product Attachment and Environmental Attitude Perspectives. *Journal of Sustainability Research*, 4(3), 1-32.
30. Kotler, P., Armstrong, G. 2018. Principles of marketing, 17th ed. Harlow: Pearson Education Limited.
31. Baliyan, R., Diwan, M. P. 2021. Vegan Fashion or Sustainable Apparels: India's next move post pandemic. *Empirical Economics Letters*, 20, 136-146.
32. Erdil, T. S. 2015. Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing. *Procedia-Social and Behavioral Sciences*, 207, 196-205.
33. MacGregor, J. O. A., Eriata, O. O. I. N., Frank, U. 2015. Computer Assisted Production Framework for Mass Customization in Fashion Cloth-Making Industry of Nigeria. *International Journal of Research (IJR)*, 2(8), 822-826.
34. Canarslan, N. Ö. 2017. Willingness to Pay for Mass Customization: A Research on Female Customers. *Journal of Consumer and Consumption Research*, 9(1), 95-115.
35. Xu, Y. 2016. Research on Dynamic Multi-Dimensional Positioning of Customized Clothing Brand", in 2016 4th International Conference on Mechanical Materials and Manufacturing Engineering, Atlantis Press, 793-796.
36. Yang, J., Xia, W., Hong, Y. 2022. Intelligent Garment Graphic Design System for Artificial Intelligence and 3D Image Analysis. *Mobile Information Systems*, DOI: 10.1155/2023/9802584.
37. Özbek, A., Topaklı, A. 2019. Online Mass Customized T-Shirt Design. *Vocational Education*, 14(3), 1-10.
38. Yuan, Y., Huh, J. H. 2019. Developing Participatory Clothing Shopping Platform for Customer's Participation in Design. In Advanced Multimedia and Ubiquitous Engineering: MUE/FutureTech 2018, 12, 717-723. Springer Singapore.
39. Özbek, A. 2020. Online Customized T-shirt Design and Evaluation of Online Websites for customization. *Industria Textila*, 71(4), 371-379.

40. Karaman, D., Akyüz, F. 2015. The Application Examples of The "Design & Buy" As A New Method in Shoe Menufacture and Marketing. *International Refereed Journal of Engineering and Sciences*, 5, 24-39.

41. Chen-Yu, J. H., Yang, J. H. 2020. Consumer characteristics as predictors of purchase intentions and willingness to pay a premium for men's mass-customized apparel. *Journal of Global Fashion Marketing*, 11(2), 154-170.

42. Liu, N., Chow, P. S., Zhao, H. 2020. Challenges and critical successful factors for apparel mass customization operations: recent development and case study. *Annals of Operations Research*, 291, 531-563.

43. Schwartz, S. H. 2012. An overview of the Schwartz theory of basic values. *Online readings in Psychology and Culture*, 2(1), 11.

44. Iftikhar, H., Shah, P., Luximon, Y. 2020. Exploring the balance between utilitarian and hedonic values of wearable products. In Advances in Physical Ergonomics and Human Factors: Proceedings of the AHFE 2019 International Conference on Physical Ergonomics and Human Factors, July 24-28, 2019, Washington DC, 407-416.

45. Papagiannidis, S., Pantano, E., See-To, E. W., Dennis, C., Bourlakis, M. 2017. To immerse or not? Experimenting with two virtual retail environments. *Information Technology & People*, 30(1), 163-188.

46. Najib, M. F., Fauziah, T., Djatnika, T., Saefulloh, D. and Purnamasari, D. 2022. The Impact of Utilitarian and Hedonic Values on Hijab Buying Intentions: Evidence from Indonesia. *Journal of Marketing Innovation*, 2(2), 154-168.

47. Arora, A., Singh, D., Debgupta, S., Bhoyar, P. K. 2022. The Impact of COVID-19 on Online Fashion Apparel Purchase Intention. *Cardiometry*, 25, 528-535.

48. Epuran, G., Gardan, I. P., Gardan, D. A., Bumbas, F. 2015. Hedonic value of clothing products. *Industria Textila*, 66(3), 164-168.

49. Halinen, M. 2021. How Green Consumption Values Affect Purchase Intention of Ecologically Innovative Wood-based Products?. Master's thesis, Itä-Suomen yliopisto, Finland, Joensuu.

50. Gu, Z., Wei, J., Xu, F. 2016. An empirical study on factors influencing consumers' initial trust in wearable commerce. *Journal of Computer Information Systems*, 56(1), 79-85.

51. Bakirtaş, H., Bakirtaş, İ., Çetin, M. A. 2015. Effects of utilitarian and hedonic shopping value and consumer satisfaction on consumer behavioral intentions. *EGE Academic review*, 15(1), 91-98.

52. Seo, S., Lang, C. 2017. Making apparel last: Examining psychological factors motivate the adoption of customized products. in International Textile and Apparel Association Annual Conference Proceedings, 74(1), 1-2.

53. Liang, Y., Liu, C., McRoberts, L. B. 2017. College students' acceptance of online mass-customized athletic shoes. *Fashion and Textiles*, 4(1), 1-16.

54. Andriani, L., Sihombing, S. O. 2015. Factors influencing purchase intention in online shopping, in Conference on Management and Behavioral Studies, 978-602.

55. Lang, C., Zhang, R., Zhao, L. 2018. Facing the Rising Consumer Sophistication: Identifying the Factors that Influence Chinese Consumers' Intention to Purchase Customized Apparel. *Chinese consumers and the fashion market*, Springer Series in Fashion Business, 3-23.

56. Yoh, E. A. 2011. Comparative experimental research on product evaluations and approach behaviors of utilitarian and hedonic clothing in on-line and off-line settings. *Journal of the Korean Society of Clothing and Textiles*, 35(6), 635-645.

57. Reser, J.P., Bentrupperbäumer, J.M. 2005. What and where are environmental values? Assessing the impacts of current diversity of use of 'environmental and 'world heritage values. *Journal of Environmental Psychology*, 25(2), 125-146.

58. Özbek, A., Coşkun, H. 2023. Dirtiness Perception of Clothes: A Research on User Experiences. *Istanbul Aydin University Journal of Social Sciences*, 15(4), 443-459.

59. Rausch, T. M., Kopplin, C. S. 2021. Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal of Cleaner Production*, 278, 123882.

60. Abrar, M., Sibtain, M. M., Shabbir, R. 2021. Understanding purchase intention towards eco-friendly clothing for generation Y & Z, *Cogent Business & Management*, 8(1), 1-19.

61. Liang, J., Li, J., & Lei, Q. 2022. Exploring the influence of environmental values on green consumption behavior of apparel: A chain multiple mediation model among Chinese Generation Z. *Sustainability*, 14(19), 12850.

62. Xu, Y., Chen, Y., Burman, R., Zhao, H. 2014. Second-hand clothing consumption: a cross-cultural comparison between American and Chinese young consumers. *International Journal of Consumer Studies*, 38(6), 670-677.

63. Lin, C. A., Wang, X., Yang, Y. 2023. Sustainable Apparel Consumption: Personal Norms, CSR Expectations, and Hedonic vs. Utilitarian Shopping Value. *Sustainability*, 15(11), 9116.

64. Seo, S., Lang, C. 2019. Psychological antecedents to customized apparel purchases. *Journal of Fashion Marketing and Management: An International Journal.* 23(1), 66-81.

65. Yong, K., 2013. Pattern changing clothing, Master Thesis, Rochester Institute of Technology, New York.

66. Bertrandias, L., Goldsmith, R. E. 2006. Some psychological motivations for fashion opinion leadership and fashion opinion seeking. *Journal of fashion marketing and management: an international journal*, 10(1), 25-40.

67. Tian, K., Bearden, W. O. 2001. Consumers' Need for Uniqueness: Scale Development and Validation. *Journal of Consumer Research*, 28(1), 50-66.

68. Cham, T. H., Ng, C. K. Y., Lim, Y. M., Cheng, B. L. 2018. Factors influencing clothing interest and purchase intention: a study of Generation Y consumers in Malaysia. *The International Review of Retail, Distribution and Consumer Research*, 28(2), 174-189.

69. Kim, H. Y., Lee, Y. 2020. The effect of online customization on consumers' happiness and purchase intention and the mediating roles of autonomy, competence, and pride of authorship. *International Journal of Human–Computer Interaction*, 36(5), 403-413.

70. Esfidani, M., Nazari, M., Davijani, M. 2014. Factors influencing social shopping behavior of fashion in Tehran apparel market. *Management Science Letters*, 4(6), 1201-1210.

71. Choi, T. M. 2014. Fashion branding and consumer behaviors, Springer New York. DOI 10.1007/978-1-4939-0277-4.

72. Tran, G. A. 2015. Investigating consumer attitudes toward customized apparel: A look at uniqueness, involvement, apparel fit, and body size". in Ideas in Marketing: Finding the New and Polishing the Old: Proceedings of the 2013 Academy of Marketing Science (AMS) Annual Conference, Springer International Publishing, 35-38.

73. Lee, E. J. 2016. How perceived cognitive needs fulfillment affect consumer attitudes toward the customized product: The moderating role of consumer knowledge. *Computers in Human Behavior*, 64, 152-162.

74. Chen, X. 2021. Optimization of Garment Production Management System Based on Comparative Psychology Theory. *Psychiatria Danubina*, 33(7), 115-117.

75. Pallant, J., Sands, S., Karpen, I. 2020. Product customization: A profile of consumer demand. *Journal of Retailing and Consumer Services*, 54, 102030.

76. Hawa, H. 2018. Attitudes toward apparel mass customization: Canadian consumer segmented by lifestyle and demographics. in Customization 4.0: Proceedings of the 9th World Mass Customization & Personalization Conference (MCPC 2017), Aachen, Germany, November 20th-21st, 2017, 671-684.

77. Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. 2021. The SEMinR Package. Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook, 49-74.

78. Haïr Jr, Joe, et al., 2014. Partial Least Squares Structural Equation Modeling (PLS- SEM) An Emerging Tool İn Business Research. *European Business Review*, 26(2), 106-121.

79. Kandemir, H. 2020. Measurement The Effect of Agency in Organizational Culture with Partial Least Squares Road Analysis in Influence of National Culture Over the Job Satisfaction. *The Journal of Academic Social Science*, 32(32), 310-326.

80. Willaby, Harold W., et al. 2015. Testing complex models with small sample sizes: A historical overview and empirical demonstration of what partial least squares (PLS) can offer differential psychology, *Personality and Individual Differences*, 84, 73-78.

81. Yalçin, A. 2023. The Effect of General Housing Characteristics and Price Sensitivity on Housing Purchase Behavior. *Journal of Social Sciences of Mus Alparslan University*, 11(2), 525-550.

82. Henseler, J., Ringle, C.M., Sarstedt, M. 2012. Using partial least squares path modeling in advertising research: basic concepts and recent issues. in Okazaki, S. (Ed.), Handbook of Research on International Advertising, Edward Elgar Publishing, Cheltenham, 252-276.

83. Afthanorhan, A., Awang, Z., Aimran, N. 2020. An extensive comparison of CB-SEM and PLS-SEM for reliability and validity. *International Journal of Data and Network Science*, 4(4), 357-364.

84. Hair, J.F., Jr, Hult, G.T.M., Ringle, C., Sarstedt, M. 2016. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage Publications, Thousand Oaks, CA.

85. Irani, N., Hanzaee, K. H. 2011. The effects of variety-seeking buying tendency and price sensitivity on utilitarian and hedonic value in apparel shopping satisfaction. *International Journal of Marketing Studies*, 3(3), 89-103.

86. Varshneya, G., Das, G. 2016. Antecedents and consequences of Indian consumers' attitude towards organic clothing purchase. *International Journal of Business and Emerging Markets*, 8(4), 383-402.

87. Arianti, F., Hadiprawoto, T. R. 2024. Investigating Social Media Influencers' Credibility and Religiosity, and The Moderating Role of Hedonic Value on Purchase Intention of Modest Fashion Brands. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 10(1), 168-168.

88. Sumarliah, E., Usmanova, K., Mousa, K., Indriya, I. 2022. E-commerce in the fashion business: the roles of the COVID-19 situational factors, hedonic and utilitarian motives on consumers' intention to purchase online. *International Journal of Fashion Design, Technology and Education*, 15(2), 167-177.

89. Kandemir, H., Özdaşli, K. 2019. The Effect of Positive Informel Communication on Empowerment and Work Place Happiness: A Research On Research Assıstants. *International Journal of Euroasian Researches*, 7(18), 242-258.

90. Çetin, B., Yalçin, A. 2023. The Mediation Effect of Export Barriers in the Effect of Marketing Strategies on Innovation Orientation. *Journal of Busıness Research-Turk*, 15(2), 1206-1222.

91. Turkish Statistical Institute (TSI). 2023. Population by Age Group, available at: https://data.tuik.gov.tr/Bulten/Index?p=49685 (accessed 21 November 2023)

92. Kusumah, W. J., & Wijayanti, R. A. R. 2023. The Effect of the 4p's of Electronic Cigarettes Towards Customer Satisfaction and Customer Loyalty in *Indonesia. Liaison Journal of Best*, 2(2), 1-25.

93. Raosoft, Inc., 2023. Sample size calculator, available at: http://www.raosoft.com/samplesize.html, (accessed 21 November 2023)

94. Creswell JW. 2009. Research Design. 3rd ed. Los Angeles, CA: Sage.

95. Fishbein, M., & Ajzen, I. 2005. Theory-Based Behavior Change Interventions: Comments on Hobbis and Sutton. *Journal of Health Psychology*, 10(1), 2731.

96. Hogg, M., Askegaard, S., Bamossy, G., & Solomon, M. 2006. Consumer behaviour: A European perspective. Prentice Hall.

97. Tavşancıl, E. 2018. Measuring Attitudes and Data Analysis with SPSS (6th Edition), Ankara, Nobel Academic Publishing.

98. Sakallı-Uğurlu, N. 2018. Attitudes and attitude change in social psychology. Ankara: İmge Bookstore.

99. Kağıtçıbaşı, Ç. 1999. New man and people. Istanbul: Evrim Publishing House.

100. Camacho, L. J., Salazar-Concha, C., & Ramírez-Correa, P. 2020. The Influence of Xenocentrism on Purchase Intentions of the Consumer: The Mediating Role of Product Attitudes. *Sustainability*, 12(4), 1647.

101. Peter, J. P., Olson, J. C., & Grunert, K. G. 1999. Consumer behavior and marketing strategy.

102. Asiegbu, I. F., Powei, D. M., & Iruka, C. H. 2012. Consumer attitude: Some reflections on its concept, trilogy, relationship with consumer behavior, and marketing implications. *European Journal of Business and Management*, 4(13), 38-50.