

Identifying the Role of Fashion Involvement in Apparel Consumption: A Systematic Literature Review

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This systematic literature review aims to identify and analyse the role of fashion involvement in the context of apparel consumption. Fashion involvement represents the degree to which individuals are engaged and interested in fashion-related activities. Its impact on consumer behaviour within the apparel industry is of paramount importance. The review encompasses a comprehensive analysis of existing scholarly articles, journals, and publications to synthesise key findings and insights. By conducting a systematic literature review based on the Scopus database, 72 studies were found and reviewed after filtering and screening. It is found that the main antecedents of fashion involvement are personal values and personal traits, and the main consequences of fashion involvement include intention, attitudes, perceptions, satisfaction and word-of-mouth (WOM). The findings of this literature review contribute to a deeper understanding of the multifaceted role that fashion involvement plays in shaping consumers' choices within the apparel sector. The implications of these findings extend to marketers, policymakers, and researchers who seek to comprehend and leverage the dynamics of fashion involvement for effective strategies in the ever-evolving realm of apparel consumption.

Keywords: fashion involvement; consumer behaviour; apparel consumption; behavioural intention

I. INTRODUCTION

Involvement has been a significant topic in the consumer research literature (Lesschaeve & Bruwer, 2010). It holds a prominent place in consumer behaviour theory as it is believed to have a substantial impact on customer decision-making (Laurent & Kapferer, 1985). Zaichkowsky (1986) defined involvement as a person's perception of the importance of an object based on fundamental needs, values, and interests. Mittal (1989) described involvement as a person's emotional state related to an item or action, reflecting their level of interest in that item or action. Brennan and Mavondo (2000) expanded on these

definitions, describing involvement as an inspirational and goal-oriented emotional state that governs the personal significance of a buyer's purchase decision.

Fashion consumer involvement is a trendy research area focused on understanding how significant, important, and relevant fashion clothing is to consumers' lives. It investigates consumption patterns of fashion clothes (Bloch *et al.*, 2009; O'Cass, 2004). O'Cass (2004) defines fashion consumer involvement as the extent to which customers perceive fashion activities as a crucial aspect of their lives. It can vary from very high involvement to very low involvement, depending on whether consumers find the fashion clothing products they purchase engaging or not. Based on their level

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of fashion involvement, consumers have different preferences for shopping stores/centres. Those highly passionate about fashion tend to shop at a department or specialised stores to stay up-to-date with the latest trends. When consumers are involved with a product, they associate it with meanings, desires, beliefs, and characteristics, aiming to convey various benefits through clothing, such as social position, identity, attractiveness, role identity, style image, and individualism (Alpaslan, 2021).

Despite the significance of the topic, there has been a notable dearth of comprehensive efforts to review, assess, and consolidate existing research on fashion involvement. The most recent review paper on fashion involvement dates back to the year 2013 (Naderi, 2013), despite its examination of the antecedents and consequences of fashion involvement, its age makes it outdated and insufficient for capturing the contemporary dynamics of fashion consumption. As the fashion landscape evolves rapidly, the need for a more recent and thorough examination of the literature on fashion involvement becomes imperative. This systematic literature review aims to fill this gap by providing an up-to-date and comprehensive synthesis of the latest findings, addressing the contemporary nuances of fashion involvement in the context of apparel consumption.

illustrated in Figure 1. This enables consumers in these countries to engage more extensively with fashion, leading to a greater interest in understanding their preferences and behaviours. Major fashion capitals, such as New York, Paris, Milan, and London, are located in developed countries. These cities are not only home to influential fashion brands but also to numerous fashion publications, research institutions, and fashion-related events (Rudnicka, 2023). This concentration of fashion industry activity naturally stimulates research. Retailers are attracted to the mature and sophisticated fashion markets of developed countries, leveraging their comprehensive consumer data and diverse demographics to explore consumer behaviour, branding, trends, sustainability, and the impact of ethnicity, culture, and social class on fashion engagement. For example, companies like Universal Standard from developed countries started to provide options for all to enhance consumer involvement, as shown in Figure 2. Also, many developed countries have established fashion education institutions (eg. Parsons School of Design in the US, Fashion Institute of Technology in the US, London College of Fashion in the UK, Antoinette Westphal College of Media Arts & Design in the US, The École supérieure des arts et techniques de la mode in France). These institutions produce fashion researchers and the academic environment fosters research on various aspects of the fashion industry. Collaboration between academia and the fashion industry is more common in developed countries. Fashion brands and retailers may partner with researchers to gain insights into consumer behaviour and preferences. The competitive nature of the fashion industry in developed countries encourages businesses to invest in market research to gain a competitive edge. This, in turn, creates opportunities for academic research collaborations.

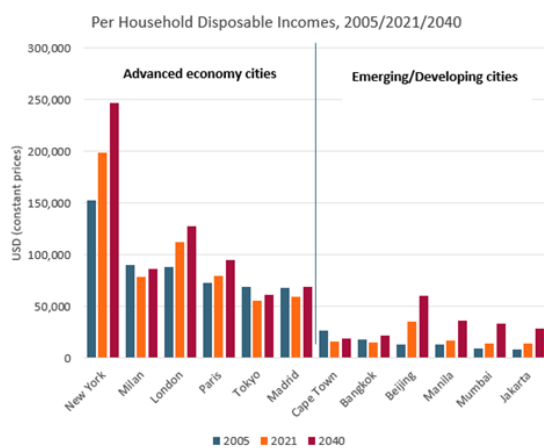


Figure 1. Per household disposable incomes in advanced cities and developing cities (Source: Euromonitor International from national statistics)

Fashion involvement research tends to be more prevalent in developed countries for several interconnected reasons. Developed countries generally have higher levels of disposable income and consumer spending power, as



Figure 2. New inclusivity fashion trend in developed countries (Image Source: Universal Standard).

While fashion involvement research is more prevalent in developed countries, it is worth noting that interest in this area is growing in emerging markets as well. As emerging economies continue to grow, their fashion markets become increasingly important, and researchers are recognising the value of studying consumer behaviour and preferences in these regions. This trend contributes to a more global and inclusive approach to fashion involvement research.

The purpose of this study is to present a comprehensive and critical review and analysis of the most recent studies on involvement in the context of fashion clothing. Such an assessment over a lengthy period of time is imperative since it will indicate the current state and identify possible gaps in the literature that should be addressed by future research. This study is expected to offer useful insights to both practitioners and academic scholars and could provide the basis for future research on the subject in a more systematic, thorough, and effective way.

To this end, the paper first provides an introduction of fashion involvement. Second, studies are chosen from the Scopus database based on their relation to this topic and their quality. Third, the results of a content analysis of previous studies on this topic, outlining methodologies, sample characteristics, variables and major findings are provided. Finally, the findings are presented and analysed, followed by future research directions, theoretical and managerial implications, and limitations.

II. METHODOLOGY

A systematic review was conducted on the current articles in the marketing and consumer behaviour literature, focusing on the content of fashion clothing involvement. A systematic review is a comprehensive method of gathering, evaluating, and interpreting all available research relevant to a specific research question, topic, or phenomenon of interest. It involves summarising the process of collecting, organising, and assessing literature within a specific review domain (Paul *et al.*, 2021). The decision to conduct a systematic review for this study was based on the research's purpose, which aims to identify key findings in current research and provide suggestions for future research (Hao *et al.*, 2021). Systematic reviews play a crucial role in enhancing understanding within a research area, pinpointing gaps in the literature, and

proposing potential avenues for future research (Khatoon & Rehman, 2021).

Indeed, adhering to the rules and guidelines of systematic reviews is essential for researchers conducting this approach (Massaro *et al.*, 2016). Creating a protocol at the outset of the review process to guide the identification, selection, and assessment of relevant literature enhances the efficiency and rigour of the systematic review (Tranfield *et al.*, 2003). It is crucial for the systematic process to be reproducible, objective, transparent, unbiased, and rigorous in order to ensure the reliability and validity of the review findings (Boell & Cecez-Kecmanovic, 2015).

In this study, the systematic review approach follows the strategies and rules outlined by Massaro *et al.* (2016). By adhering to these established principles, the researchers can maintain the integrity of the review and provide trustworthy and robust insights into the topic of interest. The following describes the procedure used for data collection, coding, and analysing the data.

A. Search Strategy

In this study, the main focus is on fashion involvement; however, the decision was made to broaden the search scope to include related terms such as apparel involvement, clothing involvement, and fashion consciousness. The reason behind this decision is that in the literature, scholars often use the abstract term "fashion involvement" to refer to interest in the apparel and clothing product category (e.g., Kim *et al.*, 2002). Additionally, fashion consciousness (e.g., O'Connor *et al.*, 1997) is frequently utilised as an indicator of the level of involvement in fashion clothing.

Therefore, in this systematic review, the keywords used for the search include "fashion involvement," "fashion consciousness," "clothing involvement," and "apparel involvement" to ensure a comprehensive search and capture relevant studies related to the concept of interest, which allows for a comprehensive analysis of the literature and provides a comprehensive understanding of the topic under investigation.

B. Data Collection

When the search string (TITLE-ABS ("fashion involvement" OR "fashion consciousness" OR "clothing involvement" OR

"apparel involvement")) is used in the Scopus database, 283 initial articles are found. After filtering out articles written in languages other than English, there are 269 articles. As this study focuses on the subject area of consumer behaviour, there are 214 articles remaining after limiting subject areas to "Business, Management and Accounting", "Social Sciences", and "Economics, Econometrics and Finance". To control the quality of papers to be reviewed, only those articles published in journals with an H-index of more than 50 are accepted. Thus, 77 studies remained. Finally, all titles and abstracts are examined to check whether they fit in the scope of this review and that every study should be related to fashion involvement and in the research field of consumer behaviour. Five studies are excluded after screening, the final sample size is 72.

fashion-related stimuli, such as clothing, brands, advertisements, and trends (Samala & Katkam, 2020). Quantitative methods provide precise and objective data, making it easier to draw statistically significant conclusions. Researchers can use standardised surveys, questionnaires, and measurements to collect structured data, ensuring consistency in responses. Fashion involvement research often requires large sample sizes to ensure the results are representative of a particular population or market (Joshi & Garg, 2021). Quantitative methods are efficient for collecting data from a large number of respondents, which can be crucial for achieving statistical validity (Mohajan, 2020). Quantitative research allows for sophisticated statistical analysis, enabling researchers to uncover patterns, relationships, and correlations in the data. This analysis can provide valuable insights into the factors influencing fashion involvement. Researchers often want to compare the responses of different consumer groups, such as various age groups, genders, or cultural backgrounds. Quantitative methods allow for systematic comparisons and hypothesis testing. Quantitative research aims for generalisability, meaning that the findings can be applied to a broader population or context. This is important in fashion involvement research because the goal is often to understand consumer behaviour on a larger scale. Fashion is highly influenced by trends, and quantitative methods can help track and analyse these trends over time. Researchers can use quantitative data to identify shifts in consumer preferences and behaviours. Quantitative research is efficient in terms of data collection and analysis. This efficiency is essential when dealing with large datasets or when conducting surveys with a considerable number of respondents. In fashion involvement research, constructs like brand loyalty, purchase intent, and fashion involvement itself can be challenging to measure subjectively (Samala & Katkam, 2020). Quantitative methods allow for standardised and objective measurement of these constructs. Quantitative research enables benchmarking against industry standards and norms. Fashion companies can use quantitative data to assess their performance relative to competitors and make informed strategic decisions. While quantitative methods offer advantages, including objectivity and replicability, it is important to note that they may not capture the full

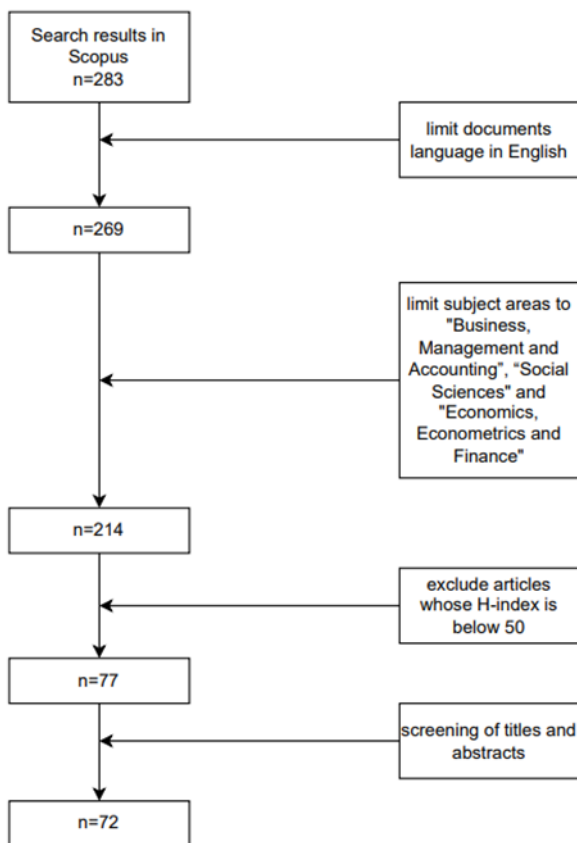


Figure 3. Systematic process of data collection and selection.

The vast majority of studies (70 studies) have used quantitative methods for several reasons. Quantitative research is particularly well-suited for measuring consumer behaviour, attitudes, and preferences on a large scale (Moisander *et al.*, 2020). Fashion involvement research aims to understand and quantify consumer responses to various

complexity of human behaviour and motivations (Dehalwar & Sharma, 2023). Combining quantitative research with qualitative methods can provide a more comprehensive understanding of consumer attitudes and behaviours, as qualitative methods allow for in-depth exploration of underlying motivations and contextual factors.

III. RESULT AND DISCUSSION

A. Distribution of the Sample

In general, research on fashion involvement is on the rise, indicating that fashion involvement is a topic worth investigating in the research field of consumer behaviour. Among all the sources that sample studies published, the Journal of Fashion Marketing and Management has the most published papers (27 papers). Following is the International Journal of Consumer Studies with 13 papers published. The third one is the Journal of Product and Brand Management, with 5 papers published. A large portion of studies are conducted in the USA. While India is the second largest portion after the USA. Most of the studies are conducted in developed countries, suggesting the need for more future research about developing countries.

Table 1. Distribution of sample.

JOURNAL	COUNTRY																					
	Canada	Germany	Australia	Brazil	China	Ecuador	Germany	Ghana	India	Indonesia	Iran	Korea	Malaysia	Mexico	Portugal	Saudi Arabia	Singapore	Thailand	UK	USA	TOTAL	
Asia Pacific Journal of Marketing and Logistics										1			1			1					3	
European Journal of Marketing			1																		1	
Hispanic Journal of Behavioral Sciences																				1	1	
International Journal of Communication					1																1	
International Journal of Consumer Studies	1				1				1			1			1						9	14
International Journal of Retail and Distribution Management									1												1	2
Internet Research																				1	1	
Journal of Business Research							1											1			2	
Journal of Cleaner Production		1																			1	
Journal of Consumer Marketing									2												1	3
Journal of Consumer Psychology																					1	1
Journal of Fashion Marketing and Management		1		1		1		1	4		1									1	16	26
Journal of International Consumer Marketing			1																		1	3

Journal of Marketing Communications																				1	1
Journal of Marketing Management																				1	1
Journal of Product and Brand Management		1			1				1											2	5
Journal of Research in Interactive Marketing												1									1
Journal of Retailing and Consumer Services														1							1
Journal of Strategic Marketing																				1	1
Social Indicators Research														1							1
Sociology of Education									1												1
World Review of Entrepreneurship, Management and Sustainable Development																		1			1
TOTAL	1	3	2	1	3	1	1	1	10	1	1	3	2	1	1	1	1	1	4	33	72

Theories in the field of marketing are in a large amount. However, in sample literature, only a few studies have clearly demonstrated the underlying theories. Most of the studies do not state specific theories in their theoretical background part. Theories applied by sample studies include Homer and Kahle's (1988) theoretical framework (Bae & Yan, 2023), stimulus–organism–response theory (Alanadoly & Salem, 2022), symbolic self-completion theory (Kautish & Sharma, 2018), Rogers' diffusion of innovations model (Workman & Lee, 2017), the theory of planned behaviour (Moon & Lee, 2014), Theory of Reasoned Action (Wolny & Mueller, 2013), and Engel, Blackwell, and Miniard model on consumer decision making (Chae *et al.*, 2006). The limited use of clearly demonstrated underlying theories in fashion involvement studies can be attributed to several reasons. Fashion is a multidisciplinary field that draws from various academic disciplines, including psychology, sociology, marketing, and cultural studies. Researchers in fashion involvement may approach their studies from different theoretical perspectives, leading to a diversity of theories applied or adapted to the research. This interdisciplinary nature can make it challenging to pinpoint a single dominant theory. Consumer behaviour, including fashion involvement, is complex and influenced by a multitude of factors. Researchers often need to consider multiple theories and variables to account for this complexity adequately. This can result in a more eclectic approach rather than a strict adherence to one theory. The fashion industry is dynamic, with trends and consumer preferences constantly evolving. This rapid evolution may not always align neatly with established theoretical frameworks, making it necessary for researchers to adapt or develop new theories to address emerging phenomena. Fashion businesses and brands may be more focused on practical, industry-specific research questions, such as market trends, consumer segments, and product development, rather than theoretical explanations. This can influence the research priorities in the field. Conducting research that clearly demonstrates underlying theories often requires access to comprehensive data, including longitudinal data, which may not always be readily available in the fashion industry. This can limit the ability to conduct theory-driven research. Fashion involvement is influenced by a combination of individual, social, cultural,

and economic factors. These factors interact in complex ways, making it challenging to attribute consumer behaviour solely to a single theory. Fashion involvement research is expanding to encompass emerging areas such as sustainable fashion, ethical consumerism, and digital fashion. These areas may not have well-established theories, leading researchers to develop new frameworks or adapt existing ones.

B. Thematic Analysis

Antecedents of fashion involvement include personal traits such as self-esteem, age, income, marital status and education, the influence of celebrities, instrumental and terminal values including religiosity and materialism, psychological factors such as self-monitoring and susceptibility, and satisfaction including pre-purchase satisfaction and post-purchase satisfaction.

The consequences of fashion involvement in consumer behaviour research can shed light on various aspects of how individuals interact with the fashion industry and make purchasing decisions. For example, highly fashion-involved individuals tend to have more positive attitudes toward fashion products and brands, leading to a higher likelihood of making fashion-related purchases. Fashion involvement can foster brand loyalty, as individuals who are deeply engaged in fashion may develop strong preferences for particular fashion brands and become repeat customers. Fashion-involved consumers are more likely to follow and adopt fashion trends, influencing their purchasing choices and the types of products they seek. Fashion involvement can lead to more frequent impulse buying of fashion items, especially when individuals are highly influenced by the latest trends. Fashion involvement is often associated with online shopping behaviour, including browsing fashion websites, participating in online fashion communities, and making online purchases. Fashion-involved individuals may actively engage in word-of-mouth recommendations and discussions about fashion products and brands.

Understanding the antecedents and consequences of fashion involvement is valuable for fashion brands, retailers, and marketers as they seek to engage with and cater to different segments of the fashion-involved consumer market. It also helps researchers gain insights into the motivations and behaviours of individuals within the fashion domain.

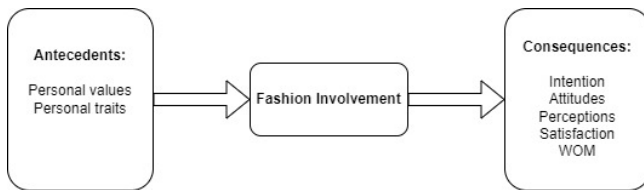


Figure 4. Antecedents and consequences of fashion involvement

C. Antecedents of Fashion Involvement

1. Personal values

The study conducted by Bae and Yan (2023) delves into the intricate relationship between materialism, ethical consumer behaviour, and status consumption, primarily focusing on their influence on clothing-related behaviours such as clothing involvement and clothing brand loyalty. Previous theoretical literature has highlighted the pervasive impact of materialism, brand engagement, and status consumption on consumer behaviour (Belk, 1985; Eastman *et al.*, 1999; Gabriel & Lang, 2006; O’Cass & Frost, 2002; Spratt *et al.*, 2009). While some studies have established connections between materialism and marketplace outcomes (Eastman *et al.*, 1999; Spratt *et al.*, 2009), Bae and Yan’s (2023) study employed robust measures of materialism and status consumption to confirm their positive interrelationships. The findings reveal that materialism and status consumption are associated with greater clothing involvement, while brand engagement and status consumption positively correlate with clothing brand loyalty, such a model underscores the significant influence of these motivating constructs on specific consumer behaviour outcomes.

Moreover, the study conducted by Handa and Khare (2013) aligns with the notion that materialism plays a pivotal role in fashion clothing involvement. It posits that materialism positively impacts fashion clothing involvement. Additionally, gender moderates this relationship and receives empirical backing. Furthermore, a positive connection between fashion clothing involvement and fashion clothing purchase involvement is substantiated by a robust correlation. Essentially, this research identifies materialistic values as a key factor influencing individuals’ engagement with fashion clothing and their purchase decisions, emphasising that a consumer’s attachment to fashion

clothing exists on a continuum, with varying levels of involvement based on the significance of fashion clothing in their lives.

O’Cass (2004) examines the relationship between materialism and fashion involvement, highlighting that consumers who place high importance on materialism tend to exhibit a strong interest in fashion. Materialism, defined as the significance of material belongings in one’s life (Belk, 1985), can drive ethical purchase patterns among fashion-conscious consumers. Surprisingly, the study finds that individuals who view material items as a symbol of success and accomplishment are less likely to engage in ethical consumption. This challenges the notion that ethical consumption has become a status symbol, suggesting that it no longer holds this role unless it remains inaccessible to the majority. The study also notes that while guilt often motivates ethical consumerism, ethical consumption is associated with positive experiences, particularly among materialistic consumers, contradicting the idea that it is more distressing than enjoyable.

A positive relationship between materialism and fashion involvement suggests that individuals who score higher on measures of materialism tend to be more involved in fashion-related activities and behaviours. This relationship has been observed in various research studies and can be explained by several reasons. Materialistic individuals often place a high value on acquiring possessions that signal status and prestige. Fashion involvement, particularly in luxury and designer brands, aligns with this desire for conspicuous consumption and social recognition. Materialistic individuals may prioritise their appearance and self-presentation, viewing fashion as a means to enhance their image and self-esteem. This emphasis on personal appearance can lead to greater engagement with fashion. Materialism is associated with a strong desire to acquire and possess material goods. Fashion is a consumption-oriented domain, and materialistic individuals may enjoy the process of shopping for clothing and accessories. Materialistic individuals may be brand-conscious and seek out fashion items from well-known and prestigious brands. Their fashion involvement often revolves around acquiring and displaying these brands. Materialistic individuals tend to engage in social comparisons, measuring their success and self-worth against others. Fashion

involvement can serve as a tool for these individuals to keep up with or surpass the fashion choices of their peers. Materialism is sometimes associated with impulsive buying behaviours. Materialistic individuals may make spontaneous fashion purchases, leading to greater fashion involvement. Materialistic individuals may be more inclined to follow fashion trends, as staying up-to-date with the latest styles and clothing items is seen as a way to enhance their social standing and image. Shopping itself can be an enjoyable experience for materialistic individuals. They may view shopping for fashion as a pleasurable and fulfilling activity.

It is important to note that while a positive relationship between materialism and fashion involvement exists, it does not imply that all individuals with materialistic tendencies are equally involved in fashion, nor does it suggest that materialism is the sole determinant of fashion involvement. Moreover, the relationship between materialism and fashion involvement can vary among individuals and across different cultural and socioeconomic contexts. Researchers continue to explore this complex relationship to understand better the motivations and behaviours of individuals with varying levels of materialism in the realm of fashion.

Besides materialistic value, the study conducted by Islam and Chandrasekaran (2019) explores the impact of religiosity on two key aspects of consumer behaviour: novelty-fashion consciousness and brand consciousness. Their findings reveal a noteworthy negative relationship between religiosity and both novelty-fashion consciousness and brand consciousness. In simpler terms, individuals with stronger religious affiliations are less likely to exhibit a keen interest in novelty-fashion and brand-conscious behaviours. This discovery echoes a similar pattern observed in a study by Farrag and Hassan (2015), which focused on Egyptian Muslim youth. Farrag and Hassan's (2015) research also uncovered a negative association between religiosity and attitudes toward fashion among this demographic, further substantiating the findings. The unanticipated finding in the study suggests that brand consciousness may also encompass the preference for expensive brands, a preference that may not align with the values or choices of religious individuals. Consequently, this unexpected outcome adds nuance to the understanding of how religiosity intersects with consumer behaviour, indicating that the relationship between

religiosity and brand consciousness is more complex than previously thought.

2. *Personal traits*

Many studies stated that personal traits, including self-esteem, age, income, and marital status, can significantly influence an individual's level of fashion involvement. While the study conducted by Saran, Roy, and Sethuraman (2016) yielded an intriguing finding regarding the relationship between personality and fashion involvement. Previous research, as indicated by Vieira and Slongo (2008), had suggested the significance of personality in shaping fashion involvement. However, Saran, Roy, and Sethuraman's (2016) study challenges these earlier arguments by revealing that the connection between personality and fashion involvement is entirely mediated by positive emotions. In essence, this implies that consumers engage with fashion primarily based on their internal personality traits, but this engagement is contingent upon reaching a certain emotional state. The emotional aspect, in this context, plays a pivotal role as it acts as a bridge between one's personality and their level of fashion involvement. This affective component may be influenced by internal motives, ego, and self-concept, as suggested by Vieira (2009).

This nuanced perspective suggests that the role of personality in fashion involvement is not direct but rather indirect, with emotions serving as the intermediary. It underscores the complexity of human behaviour, particularly in the context of consumer choices and engagement with fashion, where emotional states play a crucial role in translating personality traits into actual behaviours and preferences.

D. Consequences of Fashion Involvement

1. *Satisfaction*

The study conducted by Chae, Black, and Heitmeyer (2006) provides empirical support for the well-established Engel, Kollat, and Blackwell model of consumer decision-making. This model comprises five distinct stages in the decision process: need recognition, search, alternative evaluation, purchase, and outcome assessment. Notably, the research identified several positive correlations between these stages

and the level of fashion involvement among respondents and uncovered a positive correlation between post-purchase satisfaction with tennis wear and fashion involvement. This finding implies that individuals who were satisfied with their purchases tended to exhibit a higher level of fashion involvement, suggesting a connection between satisfaction with the product and a heightened interest in fashion. Fashion involvement plays a pivotal role in shaping consumers' satisfaction throughout the various stages of the decision-making process. One significant aspect is evident in the thorough selection and evaluation of fashion products. Consumers deeply engaged in fashion tend to invest time and effort in choosing items that resonate with their personal style preferences. This meticulous selection process contributes to a better match between the chosen product and the consumer's expectations, fostering satisfaction from the outset.

Furthermore, fashion involvement is closely linked to the desire for personal expression. Individuals who exhibit a higher level of fashion involvement often view clothing and accessories as a means of conveying their identity. When the chosen fashion items successfully align with the consumer's desired image or style, it results in a heightened sense of satisfaction, as the product becomes a tangible extension of their self-expression. The perceived value of fashion products is another critical factor influenced by fashion involvement. Beyond functional attributes, fashion-involved consumers place importance on elements such as brand image, design aesthetics, and trendiness. When these elements align with their expectations, it enhances the perceived value of the product, contributing to overall satisfaction.

The overall shopping experience is significantly impacted by fashion involvement. Consumers deeply engaged in fashion derive satisfaction not only from the end product but also from the process of exploration, discovery, and trying different styles. Positive experiences during the shopping journey, including interactions with fashion trends and styles, contribute to an enhanced sense of satisfaction.

2. Behavioural intention

A wealth of empirical research has consistently demonstrated that there exists a strong and positive relationship between fashion involvement and consumers' behavioural intentions.

This relationship underscores the significant impact that one's engagement with fashion has on the choices and actions one takes in the marketplace. Through a multitude of studies, this link between fashion involvement and consumer behaviour has been robustly established. The notion of fashion involvement, referring to the level of an individual's interest and engagement with fashion trends, products, and styles, has repeatedly shown its ability to shape consumers' intentions. When individuals are deeply invested in fashion, they tend to exhibit a range of behavioural intentions that are intricately linked to their preferences, attitudes, and desires within the realm of fashion consumption.

In recent research conducted by Bae and Yan (2023), it was found that consumers with a strong passion for fashion were more inclined to purchase ethical apparel. This discovery aligns with the findings of previous studies by Gam (2011) and Razzaq *et al.* (2018), which also demonstrated a positive association between fashion consciousness and sustainable fashion consumption. Bae and Yan's study extended these earlier findings by consolidating various ethical fashion sectors into a unified concept within a hierarchical framework. The results indicated that fashion-conscious consumers tend to buy more clothing, spend more money, and actively engage in fashion trends and variety. This increased fashion involvement makes them more inclined to embrace ethical fashion and explore its diverse offerings. Interestingly, it challenges the previous assumption that highly fashion-conscious individuals were not interested in ethical products (Joy *et al.*, 2012). Given the growing emphasis on sustainability in the industry, fashion-conscious consumers now have greater access to a wider array of ethical fashion choices, making ethical fashion significantly more appealing to them. This research underscores the importance of understanding the motivations of highly fashion-conscious consumers and how their attitudes influence purchase decisions.

In research conducted by Thomas, Brooks, and McGouran (2020), the findings indicated that fashion involvement and willingness to participate are crucial factors influencing co-creation through social commerce platforms for online fashion brands in the UK. The study suggested a relationship between fashion involvement and willingness to engage in fashion-related co-creation through social commerce

platforms. Social desirability was proposed as a potential moderator in this relationship. The research offers insights for organisations and academics in entrepreneurial marketing, social commerce, and fashion literature, emphasising the significance of managing these antecedents for co-creation behaviours among consumers.

Cruz-Cárdenas, Arévalo-Chávez, and Guadalupe (2018) conducted a study in Ecuador, a developing country, to investigate the relationship between individuals' involvement with clothing and their spending on clothing and footwear. The study found that an individual's involvement with clothing was a significant predictor of their expenditure on clothing and footwear. This finding aligns with similar studies in developed countries, which also demonstrated a strong positive association between involvement with clothing and spending on clothing and footwear. The study highlighted the importance of considering individuals' clothing involvement in consumer panels studying clothing and footwear consumption, alongside measurements of personal and family characteristics.

Saran, Roy, and Sethuraman (2016) also found a significant and positive relationship between fashion involvement and hedonic consumption. Highly fashion-motivated recreational shoppers tend to indulge in fashion shopping to satisfy their sensory and emotional gratifications. This aligns with the arguments of Scarpi (2006) and Guiry *et al.* (2006), who proposed that highly motivated recreational shoppers engage in fashion shopping to satisfy multisensory and emotional gratifications. The results also support the propositions of Ramanathan and Williams (2007) that individuals make hedonic and utilitarian consumption decisions based on their degree of involvement and arousal in the fashion shopping process.

Kim and Jin (2019) explored older female consumers' environmentally sustainable apparel (ESA) consumption and its relationship with time perspective (TP) and fashion consciousness. The findings indicated that older female adults with an expansive TP engaged in more sustainable apparel consumption than those with a limited perception of their lifespan. Highly fashion-conscious respondents, particularly those with low fashion consciousness, exhibited greater ESA consumption when they had an expansive TP. However, highly fashion-conscious individuals did not

significantly increase their ESA consumption despite having an expansive TP. These results suggest that TP plays a role in ESA consumption and that fashion consciousness can moderate this relationship.

3. Attitudes

In a study by Sung and Chattaraman (2022), it was found that the degree of fashion involvement did not significantly influence the attitudes of Gen-Y men toward style subscription box retail. Regardless of their level of fashion involvement, Gen-Y men did not base their attitudes on their fashion interests. This finding suggests that other factors, such as convenience and the utility of the subscription service, could influence Gen-Y men's attitudes toward style subscription box retail. The study also referred to O'Cass (2004), who found that highly fashion-involved individuals were more confident in choosing their clothing, potentially reducing their need for styling assistance. As style subscription boxes offer styling services, highly fashion-involved individuals may not see them as beneficial. The study also revealed that Gen-Y men who regularly sought out new fashion styling tips were more likely to have positive attitudes toward style subscription box retail, leading to actual subscriptions.

Fashion involvement significantly shapes and influences consumers' attitudes, playing a central role in their overall perception of fashion products and the industry as a whole. One fundamental way in which fashion involvement impacts attitudes is through the development of a heightened appreciation for style, trends, and design. Individuals deeply engaged in fashion often develop a more discerning eye for aesthetics, leading to a positive attitude towards well-designed and fashionable products. Moreover, fashion involvement fosters a sense of attachment and emotional connection to fashion items. Consumers who actively participate in the fashion realm often form emotional bonds with specific brands, styles, or pieces. This emotional resonance contributes to a positive attitude, as the consumer perceives these fashion elements as extensions of their identity, fostering a sense of connection and loyalty. Fashion-involved individuals tend to exhibit a more open-minded and experimental approach to fashion. This willingness to explore diverse styles and trends contributes to a positive and

progressive attitude towards fashion as a dynamic and ever-evolving industry. Consumers with high fashion involvement may embrace innovation, creativity, and diversity within the fashion landscape, shaping a positive and inclusive attitude towards different styles and expressions.

4. Perceptions

In the study by Bhaduri and Stanforth (2017), it was observed that consumers with high fashion involvement perceived higher value for artisanal luxury products than those with low fashion involvement. High fashion-involved participants perceived higher value across social, emotional, price, and quality dimensions for artisanal luxury products compared to their low fashion-involved counterparts. Interestingly, when no descriptor cues were provided, high fashion-involved consumers perceived products as being from well-known luxury brands, resulting in favourable evaluations of consumer perceived value. However, cues such as artisan-made, handcrafted, and curated collections led high fashion-involved consumers to perceive products as coming from independently owned small-scale artisans and emerging designer businesses, reducing their ratings across various dimensions of consumer perceived value. Low fashion-involved consumers, on the other hand, valued products with cues that indicated uniqueness or quality, increasing their consumer perceived value due to the presence of cues. The study suggested that high fashion-involved consumers may prioritise the symbolic value of luxury goods, while low fashion-involved consumers focus on cues that reflect uniqueness and quality.

Fashion involvement exerts a substantial influence on consumers' perceptions, shaping the way individuals perceive not only fashion products but also the broader fashion industry and their role within it. This impact is multifaceted, encompassing aesthetic perceptions, brand perceptions, self-perceptions, and perceptions of social and cultural aspects of fashion. One key aspect of how fashion involvement influences perception is through heightened aesthetic sensitivity. Individuals deeply involved in the fashion realm tend to develop a refined sense of style and aesthetics. This heightened sensitivity allows them to perceive subtle details, quality craftsmanship, and innovative designs in fashion products. As a result, their overall perception of fashion items

becomes more discerning, with an emphasis on visual appeal and creative expression.

Fashion-involved consumers often develop a nuanced perception of brand value and authenticity. They are more likely to appreciate brands that align with their style preferences, ethical considerations, and personal values. The perception of a brand's authenticity becomes crucial, influencing purchasing decisions. Individuals with high fashion involvement may be more inclined to support brands that resonate with their sense of identity and values, contributing to a sophisticated brand perception.

5. WOM

Kang, Johnson, and Wu (2014) found that novelty-conscious and fashion-conscious consumer decision-making styles predicted electronic word-of-mouth (eWOM) opinion-seeking and attitudes toward online social shopping through social networking sites (SNSs). These consumers sought others' opinions on fashion to align with the latest styles and adapt their appearance accordingly, making SNSs a valuable platform for gathering fashion-related opinions. Price-conscious, fashion-conscious, and brand-conscious consumers all sought information to achieve their goals, demonstrating the need for information in various forms. Those with a confused-by-over choice decision-making style turned to others' opinions to simplify their decision-making process, as it helped narrow down their choices.

In a study by Kim, Park, and Glovinsky (2018), it was found that customer involvement in product development led to WOM in the context of fast-fashion apparel retailing. Customer involvement had a positive impact on emotional connection and satisfaction with the brand, ultimately enhancing customer WOM. The research contributed to the understanding of customer involvement in product development in fast fashion by elucidating the psychological process through which participation strengthens the customer-brand relationship. Additionally, the study highlighted the moderating effects of consumers' fashion consciousness on the relational consequences of customer involvement.

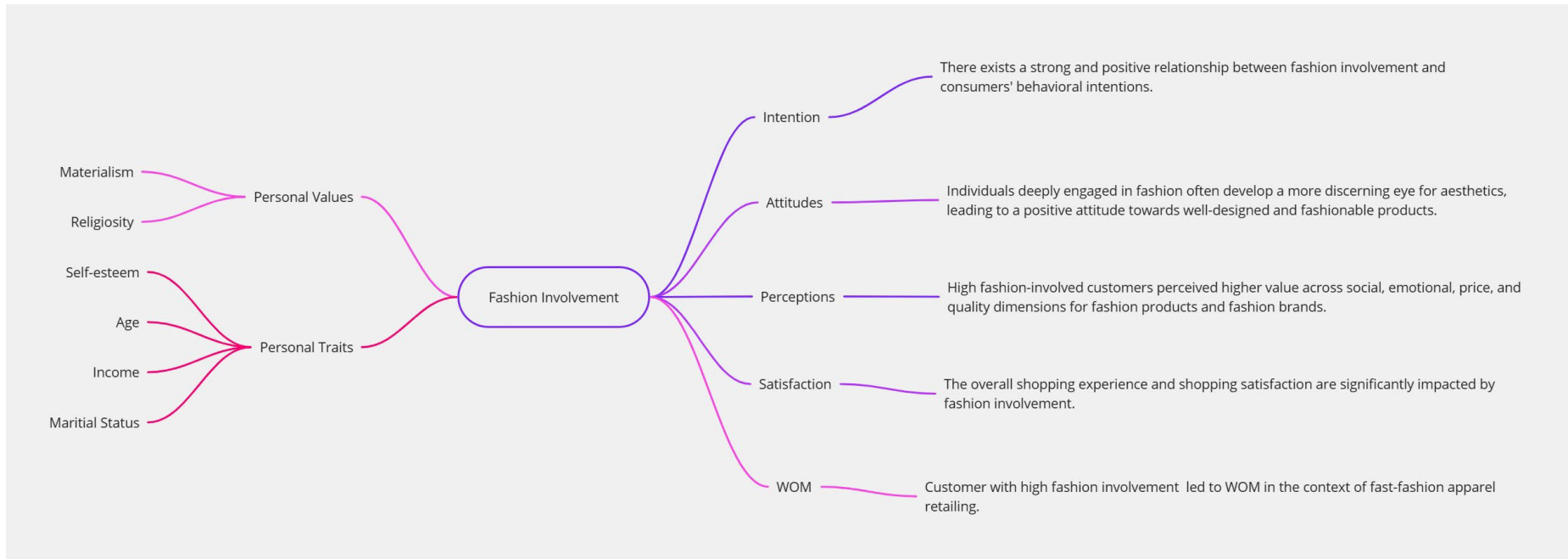


Figure 5. Mind map of the outcome from the thematic analysis

IV. SUGGESTIONS FOR FUTURE RESEARCH

In terms of future theoretical directions, the growing trend of consumers purchasing fashion apparel online presents a rich and evolving area of research within the realm of fashion involvement. It is no longer a limited phenomenon, so it is crucial to explore contemporary fashion marketing within the context of online interfaces. Future investigations in online fashion purchasing can focus on elucidating concrete behavioural patterns and the motivations behind these behaviours, including the benefits individuals perceive from online fashion shopping, both personally and socially (Rehman *et al.*, 2017; Vriens & Hofstede, 2000) and how fashion involvement influence these variables. Moreover, researchers can investigate the motivations behind consumers' choice to shop for fashion online and how these motivations relate to their level of fashion involvement, and explore whether convenience, wider product selection, or other factors influence online shopping behaviour.

With the fast development of AI, studying the role of personalised product recommendations and AI-driven fashion styling services in enhancing fashion involvement and driving online purchases is a compelling research area that can provide valuable insights into consumer behaviour and the evolving fashion industry. For example, researchers can investigate the effectiveness of personalised product recommendations in online fashion retail, analyse how recommendation algorithms impact consumers' engagement with fashion products and their likelihood to make purchases, and examine the algorithms and machine learning models used for fashion product recommendations. Researchers can also explore how these algorithms consider factors such as browsing history, purchase history, style preferences, and user demographics to tailor recommendations; study consumer perceptions of personalised recommendations, including issues related to privacy, data security, and transparency; and explore how trust in recommendation systems influences fashion involvement and purchasing behaviour. By addressing these research areas, scholars can advance our understanding of the impact of new technologies and personalisation in the fashion industry and help fashion brands, and retailers make informed decisions to enhance customer engagement, satisfaction, and online sales.

In terms of methodological approaches, researchers can consider conducting conceptually robust and methodologically rigorous work using qualitative methods such as in-depth interviews and focus groups with individual consumers. The predominant research methods utilised in this field are surveys and self-administered questionnaires. There is a notable absence of in-depth exploration and understanding through qualitative methods, which could provide valuable insights into the underlying nuances of the subject matter. This approach can offer a more profound understanding of consumer behaviour in the realm of fashion. Researchers may also benefit from targeting a purposeful sample that encompasses a more balanced group of subjects from various generational cohorts and varying levels of fashion involvement, as this diversity may yield different results. Moreover, it's essential to explore the mediating role of fashion consciousness, which can significantly mediate the influence of direct antecedents on the outcome variable, aligning with previous studies affirming its mediating nature (Lam & Yee, 2014). To capture the dynamic nature of fashion consumption, particularly in rapidly changing economies, a longitudinal study can provide valuable insights into evolving fashion trends in these markets and shifting consumption cultures.

In terms of contextual exploration, emerging markets are witnessing significant shifts in consumer behaviour, making it intriguing to study the consumption patterns of customers across diverse locations, cultures, and societal facets, especially in countries like China with diverse emerging markets. Future research can also explore other dimensions of fashion value and incorporate them into the existing model. Younger consumers are particularly attuned to the latest fashion trends and are heavily influenced by fashion media. Therefore, examining their fashion apparel purchase behaviour, possibly using the generational cohort theory as a framework, could shed light on evolving fashion trends (Lissitsa & Kol, 2016). So far, limited research has been conducted on the concept of "fashion involvement" within developing countries. This gap in the literature presents a significant opportunity for future research to explore how individuals in these countries engage with and participate in the fashion industry. Understanding fashion involvement in developing countries is crucial due to their unique socio-

economic and cultural contexts. Factors such as income levels, cultural values, and access to fashion resources can influence how individuals in these regions perceive and engage with fashion. Exploring fashion involvement in developing countries can provide insights into consumer behaviour, preferences, and motivations, contributing to a more comprehensive understanding of global fashion trends and dynamics.

V. CONCLUSION

Prevailing research in this domain has predominantly delved into personal factors and behavioural intention. Additionally, a notable spectrum of variables pertinent to this field has been unveiled, including brand loyalty, personality traits, personal values, perceptions and satisfaction. This compilation bolsters the contextual understanding of the subject, enriching the lexicon of the field. The primary research methodologies adopted in this arena manifest as surveys and self-administered questionnaires. Notably, consolidating the outcomes from the reviewed studies could culminate in overarching inferences regarding fashion involvement. The comprehensive review undertaken not only cements the foundation for advancing insights but also catalyses theory development. By identifying research gaps and directing attention towards uncharted domains, the review encapsulates the essence of steering research progress. As researchers continue to unravel the intricacies of fashion involvement, the prospect of explicating diverse consumer behaviours within this distinctive sphere looms, thereby augmenting the broader comprehension of consumer engagement.

The fashion industry, recognised for its prominence and economic impact, hinges significantly on fashion involvement. In a strategic context, the expansive compass of

studies and issues discussed in this paper makes a comprehensive analysis of all managerial implications unfeasible. Nonetheless, a few cardinal takeaways merit consideration. Highly fashion-involved consumers stand as pivotal assets for fashion marketers. Serving as both trendsetters and advocates, their role in the fashion adoption and diffusion process is paramount. Thus, understanding and cultivating this segment's engagement becomes a strategic prerogative. The adept identification and targeting of such consumers become linchpins for successful marketing endeavours. While traditional demographics have often been instrumental, adopting alternative indicators that paint a more vivid picture of fashion-involved consumers offers a nuanced approach. Brands' significance is underscored as a cardinal variable within the realm of fashionable products. The imperative for brands to exhibit exclusivity, emotional resonance, and trend relevance is paramount. Hence, strategic communication strategies, especially advertising, must be tailored to convey these aspects effectively. Furthermore, the discerning trend of highly fashion-involved consumers displaying lower price sensitivity underscores the potential to recalibrate pricing strategies.

However, this study is not immune to limitations inherent in exploratory research. The constraint of focusing on the research field of consumer behaviour only is one such limitation. The criteria for data collection could potentially omit certain pertinent studies. However, rigorous methodologies like diverse database searches, extensive descriptor use, and holistic referencing practices were adopted to mitigate this possibility. The study also does not account for non-journal outlets as sources of scholarly contribution, which could be as supplements to sample in the future.

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