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The Impact of Perceived Value on Consumer Decision-Making in the Fashion Industry: A Systematic Literature Review

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Abstract: In the fashion industry, understanding consumer decision-making significantly relies on perceived value.However, existing research spans different dimensions of perceived value, consumer groups, and fashion contexts. This systematic literature review examines the different dimensions of perceived value, its impact on consumers' purchase intentions, and the factors that influence perceived value and purchase intention in fashion consumption. This study is based on secondary data from existing research on fashion, sustainable fashion, online fashion shopping, luxury fashion, and fashion e-commerce. The reviewed studies were analyzed to identify common findings and patterns related to perceived value and consumer decision-making. The findings show that perceived value includes several dimensions, such as functional, social, emotional, economic, environmental, ethical, and experiential values. The review also shows that consumers' purchase intentions are strongly associated with perceived value and can link consumer, product, social, and digital factors to purchase decisions. Factors such as product quality, price, design, fashion involvement, social media, shopping experience, self-awareness, and sustainability influence consumers' perceptions of fashion product value. This review underscores the significance of perceived value in fashion consumers' decision-making and indicates the need for additional research that integrates multiple value dimensions and influencing factors.

Keywords: Perceived Value; Consumer Decision-Making; Consumer Behaviour ; Purchase Intention; Purchase Decision; Fashion Industry.

Introduction - Consumer decision-making is influenced by more than just a product's objective characteristics. Consumers weigh the expected benefits against the monetary, psychological, social, and other sacrifices involved in a purchase decision. This subjective evaluation is commonly referred to as perceived value, and it has emerged as an important construct in consumer behavior research (Zeithaml, 1988; Blut et al., 2024). Perceived value reflects consumers' overall assessment of whether an offering provides sufficient benefits relative to the costs of acquisition and use (Zeithaml, 1988). Its multidimensional nature is widely recognized, with functional, emotional, social, and economic or price-related values frequently examined in the literature (Sweeney & Soutar, 2001; Blut et al., 2024).

Perceived value is particularly important for understanding consumer decision-making, as consumers use different value perceptions to evaluate alternatives and form behavioral responses (Blut et al., 2024). Prior studies have linked perceived worth to outcomes such as purchase intention, purchase decisions, satisfaction, loyalty, and repurchase behaviors (Jain, 2019; Blut et al., 2024). For example, research in the fashion context shows that different luxury value perceptions influence consumers' purchase intentions, while research on fashion retailing has linked the impact of experiential value on customer satisfaction and encouraging positive word of mouth (Jain, 2019; Varshneya & Das, 2022). However, the relative importance of different value dimensions may vary across consumers and purchasing contexts, suggesting that perceived value is not a uniform concept (Blut et al., 2024). The fashion industry provides a particularly relevant context for examining perceived value because fashion consumption extends beyond functional utility. Consumers may derive value from product quality and price, as well as aesthetics, emotions, identity, social recognition, brand associations, and experiences (Jain, 2019; Varshneya & Das, 2022). The increasing influence of digital platforms, online shopping, social media, and sustainability considerations has further transformed how consumers evaluate fashion products and make purchasing decisions (Wang & Huang, 2026; Busalim et al., 2022). Consequently, understanding the different forms of value consumers perceive is increasingly important for explaining fashion decision-making. Research on sustainable fashion, for instance, shows that perceived value can influence

purchase intention, while broader reviews indicate that multiple psychological, social, and contextual factors shape consumer decision-making in fashion (Dangelico et al., 2022; Busalim et al., 2022).

Although perceived value has received considerable scholarly attention, the literature remains dispersed across dimensions, theoretical perspectives, consumer groups and decision-making outcomes (Blut et al., 2024). Previous reviews have examined broader areas, such as sustainable fashion consumer behavior and purchase intention (Busalim et al., 2022; Suneja & Aastha, 2025); however, a focused synthesis of perceived value as a multidimensional construct and its relationship with consumer decision-making in the fashion industry remains limited. This fragmentation makes it difficult to determine how perceived value has been conceptualized, which factors contribute to its formation, and which consumer decision-making outcomes are most frequently associated with it.

Therefore, the present study conducts a systematic literature review (SLR) to compile existing research on perceived value and consumer decision-making in the fashion industry. The review examines the evolution and conceptualization of perceived value, identifies its major dimensions and antecedents, analyses its relationship with consumer decision-making outcomes, and highlights theoretical, methodological, and contextual gaps in the existing literature.

This study systematically explores how fashion consumer research has examined perceived value and identifies potential avenues for future research. By synthesising fragmented findings across the literature, this study contributes to a clearer understanding of the significance of perceived value in guiding consumer decision-making in the fashion market.

Literature Review

Wang and Huang (2026) examined the psychological mechanisms through which perceived value influences word-of-mouth in omnichannel apparel retailing. The study integrated perceived value theory with flow theory, privacy calculus theory, hyperbolic discounting theory, and psychological reactance theory. A quantitative questionnaire survey was conducted among Generation Z apparel consumers in Henan, China, with 458 valid responses analyzed using Structural Equation Modeling (SEM) through AMOS. The findings revealed that utilitarian, hedonic, and social values significantly influenced word-of-mouth, while flow experience mediated these relationships. Perceived privacy risk negatively affected word-of-mouth and mediated the relationships between utilitarian and hedonic value and word-of-mouth; however, its mediation effect for social value was not significant. Thisresearch adds to the perceived-value research by identifying the psychological mechanisms underlying consumer responses in omnichannel fashion retailing. This is relevant to the present literature review as it demonstrates the multi-layered nature of perceived worth and its relationship with buyer behavioral outcomes in the fashion industry (Wang & Huang, 2026).

Zhang et al. (2026) examined consumer acceptance of eco-printed womenswear by investigating how product-level design characteristics influence perceived value, consumer perception, and buying intent. The study addresses a research gap concerning how consumers interpret the visible and experiential attributes of environmentally-printed fashion products, as previous research has largely emphasized production and environmental aspects. This research used an exploratory sequential mixed-methods design, combining qualitative interviews with a survey of 992 female consumers in mainland China. The study incorporates the Triple Bottom Line, the Technology Acceptance Model, and a consumption-value perspective. Results indicate that perceptions of fabric, preferences for color, and awareness of structure and craftsmanship impact functional, emotional, and environmental values, which in turn influence consumer attitudes and purchase intentions. Of these factors, awareness of structure and craftsmanship had the most significant impact on environmental value and consumer attitudes. This research therefore supports an attribute–value–attitude–intention pathway, highlighting the role of perceived value in translating product attributes into consumer responses. The study contributes by linking specific fashion-design attributes with multidimensional perceived value and consumer acceptance and introduces a data-calibrated analytic hierarchy process for design decision-making. However, the predominantly younger female sample from mainland China limits broader generalizability (Zhang et al., 2026).

Septiana et al. (2026) examined the effects of social influence, self-awareness, and social media on Generation Z's sustainable fashion purchase intentions, with perceived value as a mediating variable. This study adopted a quantitative causal-associative design and collected data through an online questionnaire from Generation Z respondents aged 18–27 years who were familiar with sustainable fashion. A total of 190 valid responses were analyzed using SmartPLS. The findings revealed that social influence, social media, and perceived value had positive and significant effects on purchase intention, whereas self-awareness had a positive but insignificant direct effect on purchase intention. Furthermore, self-awareness and social media significantly influenced perceived value, whereas social influence did not have a significant effect on perceived value. Perceived value mediated the relationships between self-awareness and purchase intention and between social media and purchase intention; however, it did not mediate the relationship between social influence and purchase intention. This study highlights the role of perceived value as a mechanism connecting individual and digital influences with sustainable-fashion purchase intention among Generation Z. The significance of this study for the current review is found in its direct analysis of how perceived value

acts as an intermediary factor in the connection between social and digital influences and the intention to purchase sustainable fashion.(Septiana et al., 2026).

Hoang et al. (2026) examined how personalized media content, customer privacy, social media engagement, customer satisfaction, and AI experience relate to purchase intention in social media advertising within the fashion industry. This study used a judgmental, non-probability sampling approach and obtained 452 valid responses. Cronbach's alpha reliability testing, Exploratory Factor Analysis, Confirmatory Factor Analysis, and Structural Equation Modeling were employed. The findings indicate that personalized media content, customer privacy, customer engagement on social media, and customer satisfaction positively influence purchase intentions. Customer satisfaction also has a significant relationship with purchase intention, and AI experience moderates the relationship between satisfaction and purchase intention. This study proposes that AI-enabled personalization can strengthen the translation of satisfaction into purchase intention, particularly when consumers perceive personalized recommendations as relevant and credible. Thisstudy contributes to the fashion marketing literature by integrating personalization, privacy, engagement, satisfaction, and AI experience into a single framework. Its relevance to the present review lies in demonstrating how digital personalization and consumer perceptions can shape purchase-related outcomes in fashion e-commerce. However, this study focused on young consumers aged 18–25 years in Ho Chi Minh City, limiting the extent to which the findings can be generalized to other populations (Hoang et al., 2026).

Wu and Lee(2025)explored how consumption value affects the intention to purchase eco-friendly fashion items, applying the theory of planned behaviour (TPB). They analyzed five aspects of consumer value: functional, social, emotional, precious, and ethical, in conjunction with subjective norms, attitudes, perceived behavioral control, environmental concern, and purchase intention. Data was gathered via questionnaires from university students located in Busan, South Korea, and Guangzhou, China. From the 1,390 questionnaires that were distributed, 1,308 were returned as valid responses, including 592 from Korean participants and 716 from Chinese participants. The analysis of the data was conducted using SPSS 26.0 and AMOS 26.0. The results indicated that consumer value had a significant impact on the elements of planned behavior and the intention to purchase. Social value emerged as the most significant factor affecting purchase intention among the value dimensions, whereas perceived behavioral control was identified as the most influential predictor within the TPB components. Environmental concern also positively moderated the relationship between consumer value and purchase intention. This study contributes to sustainable-fashion research by integrating multidimensional consumption value with the TPB. However, its sample was limited to university students from two geographical locations, restricting sample diversity and broader generalizability. The study is relevant to the present review as it demonstrates how different aspects of perceived or consumption worth relate to fashion buying intention (Wu & Lee, 2025).

Cascavilla et al. (2025) examined consumer purchase intention and willingness to pay forconventional, recycled, and re-recycled leather bags using survey and experimental methods. The study investigated whether social and environmental preferences influenced consumer responses to sustainable fashion products. A large-scale survey involving 191representatives of the Italian working-age population was followed by an incentivized laboratory experiment measuring willingness to pay. The products included a conventional leather bag, a recycled-leather bag, and a re-recycled product incorporating circular-economy principles. The findings indicated that corporate social and environmental preferences significantly influenced purchase intention for sustainable bags. The study also found that recycled-material bags generally attracted lower willingness to pay, with consumer responses influenced by perceived quality, cost, and preferences for recycled products. Aesthetic differences did not consistently generate significant heterogeneity in choices. The study provides experimental evidence on the relationship between sustainability preferences, purchase intention, and willingness to pay in fashion consumption. Its relevance lies in showing that sustainability-related preferences interact with product-level considerations such as quality, cost, and aesthetics. The experimental design provides evidence beyond self-reported attitudes, although the findings remain context-specific to the products and sample examined (Cascavilla et al., 2025).

Haris et al. (2025) investigated online purchase intention in Pakistan's fashion e-commerce sector by examining digital marketing and the mediating role of electronic word-of-mouth. The study focuses on social media marketing, content marketing, perceived ease of use, perceived usefulness, electronic word-of-mouth, and online purchase intention. The study used a quantitative research design andcollected data from 302 urban online consumers in Karachi through convenience sampling. The collected data were analyzedusingpartial least squares structural equationmodeling (PLS-SEM). The findings indicate that digital marketing strategies can enhance online purchase intentions in the fashion industry. Electronic word-of-mouth serves as an intermediary mechanism between digital marketing strategies and purchase intention, while perceptions such as ease of use and usefulness contribute to the proposed framework. The study contributes by integrating digital marketing activities with electronic word-of-mouth and consumer perceptions to explain online fashion purchasing. It is relevant to the present literature

review because it demonstrates how digital and social information mechanisms can influence consumer purchase intentions in fashion e-commerce. The authors also identified the need for longitudinal research because the study used self-reported purchase intentions rather than observing transitions from digital marketing exposure to actual purchasing behavior (Haris et al., 2025).

Salah et al. (2024)investigated how perceived value influences consumers' intentions to buy second-hand luxury fashion items. The study considered economic, emotional, social, and green values, together with consumer attitude and purchase intention. It also investigated the mediating role of attitude and the moderating role of attitude strength. Data for the study was gathered in Cairo, Egypt, employing a convenience sampling method. Out of the 300 questionnaires obtained, 282 were deemed valid and subsequently analyzed. The analysis was conducted using SPSS 2023, incorporating reliability tests, frequency analysis descriptive statistics, and multiple regression analysis. The findings indicate that environmental concern influences perceived value directly and indirectly through sustainability-related motivations. The study also explores the relationship among perceived-value dimensions and consumer attitudes and buying intention, with perspective functioning as an important mechanism in the proposed framework. The research enhances the understanding of sustainable and circular fashion by applying perceived-value analysis to second-hand luxury items.. It is relevant to the present review because it demonstrates that perceived value can include economic, emotional, social, and environmental dimensions when consumers evaluate fashion products. The authors acknowledge geographical and cross-sectional limitations and recommend examining other markets and using longitudinal designs to develop a broader understanding of pre-loved luxury-fashion purchasing (Salah et al., 2024).

Adeola et al. (2024) examined consumer online purchasingbehavior in the Nigerian fashion industry, focusing on consumer values and fashion consciousness. This study addresses the limited attention given to online fashion purchasing in emergingmarkets, particularly in sub-Saharan Africa. Consumer values were categorized into two types: instrumental values, which include factors like saving time, reducing costs, convenience, discounts, and variety in merchandise, and terminal values, such as happiness, love, and satisfaction. This quantitative study, which is cross-sectional in nature, analyzed 241 valid responses gathered through on-site visits. To explore the connections between consumer values and online purchasing behavior, both descriptive and inferential statistics were employed. The results indicate that instrumental and terminal values both have a significant impact on online fashion purchasing behavior. Additionally, fashion consciousness plays a moderating role in the relationship between consumer values and online purchasing behaviour. The findings suggest that convenience, lower costs, discounts, variety, satisfaction, freedom, and comfort contribute to consumers' online fashion purchasing decisions. This study provides evidence from an emerging market context and extends research on consumer values and technological platforms in fashion retailing. Its relevance to the present review is that it shows that perceived or consumer value encompasses both practical and experiential dimensions of value. The study was limited to online apparel purchasing, suggesting that future research should examine other product sectors and contexts (Adeola et al., 2024).

Laukkanen and Tura (2022) examined sustainable value propositions and customer perceived value within clothing-library business models. The study addresses a gap in sustainable business-model research, where greater attention has traditionally been given to companies' intended value propositions than to how customers actually perceive those propositions. The researchers used an exploratory qualitative multi-case study involving two Finnish clothing libraries. Data were collected through multiple primary and secondary sources, including interviews, customer discussions, and inquiries with clothing-library stakeholders. The framework combines the triple-bottom-line perspective of economic, social, and ecological value with the multifarious PERVAL perspective of customer-perceived value. The findings indicate that companies' intended sustainable value propositions are not necessarily perceived by customers in the same way. Customer perceived value therefore helps identify matches and mismatches between intended sustainability benefits and customer perceptions. The study contributes a customer-oriented approach to evaluating sustainable business models and emphasizes the simultaneous management of value propositions and customer perceived value. Its relevance to the present review lies in supporting the multi-faceted conceptualization of subjective value and demonstrating its importance in understanding sustainable fashion consumption (Laukkanen & Tura, 2022).

Salem and Alanadoly (2022) investigated online fashion purchasing in Malaysia by examining fashion involvement, opinion seeking, online shopping experience, perceived quality, perceived price, and online purchasing behavior. The study specifically examines perceived value as a mediating mechanism, using its functional dimensions of quality and price. The study gathered data from a survey of 346 participants, which were then examined using partial least squares structural equation modeling (PLS-SEM) and importance–performance map analysis (IPMA). The results indicate that perceived quality acts as a mediator in the connections between fashion involvement and online purchasing, as well as between online shopping experience and online purchasing, but it does not mediate the link between opinion seeking and online purchasing. Meanwhile, perceived price serves as a mediator in the relationships

between opinion seeking and online shopping experience and online buying behavior.IPMA further identifies perceived price and online shopping experience as important factors associated with online purchasing behavior. The study contributes by examining how different consumer characteristics and online experiences influence purchasing through specific perceived-value dimensions. It is particularly relevant to the present literature review because it provides direct evidence that perceived value can mediate the relationship between consumer-related factors and online fashion purchasing behavior. The study's cross-sectional design limits conclusions regarding changes in consumer behavior over time (Salem &Alanadoly, 2022).

Jeong and Ko (2021) investigated the relationships among consumers' self-concept, fashion lifestyle, perceived value, and purchase intention in relation to sustainable fashion. This study addresses the inconsistencies between consumers' sustainability attitudes and actual purchasing behavior and seeks to understand how different consumer characteristics influence sustainable fashion decisions. Drawing on consumer value theory, the researchers examined functional, emotional, financial, social, and epistemic values. The researchers conducted an online survey of consumers with prior knowledge of or experience with sustainable fashion. Of the 300 participants contacted, 281 completed responses were included in the final analysis.The connection between fashion lifestyle and self-concept was the focus of this research., the relationship between fashion lifestyle and purchase intention, and the role of perceived value in the relationship between fashion lifestyle and purchase intention. The findings indicate that self-concept influences fashion lifestyle, fashion lifestyle influences purchase intention, and perceived value dimensions affect purchase intention to different degrees. This study contributes to the literature by highlighting the differences among consumer types and demonstrating that perceived value does not operate uniformly across sustainable fashion consumers. This is relevant to the present review because it supports a multidimensional understanding of perceived value and its relationship with fashion purchase intention while also identifying variations across consumer characteristics (Jeong & Ko, 2021).

Cuong (2020) investigated the effects of brand credibility and perceived value on customer satisfaction and purchase intention in the fashion market. The study developed six hypotheses examining the relationships among brand credibility, perceived value, customer satisfaction, and purchase intention. The findings supported all six hypotheses. Brand credibility positively influenced customer satisfaction, purchase intention, and perceived value, while perceived value positively affected customer satisfaction and purchase intention. Customer satisfaction also had a significant positive effect on purchase intention. The reported path coefficients were â = .441 for brand credibility '! customer satisfaction, â = .358 for brand credibility '! purchase intention, â = .356 for brand credibility '! perceived value, â = .352 for perceived value '! customer satisfaction, â = .112 for perceived value '! purchase intention, and â = .376 for customer satisfaction '! purchase intention. The study contributes by showing the interconnected relationships among credibility, perceived value, satisfaction, and purchase intention in fashion consumption. However, the study was conducted among fashion shops in Ho Chi Minh City, limiting generalizability to other Vietnamese cities. It also considered only brand credibility and perceived value, suggesting the need to examine additional factors affecting fashion purchase behavior (Cuong, 2020).

Bhaduri and Stanforth (2017) examined whether product descriptors influence customer perceived value and whether fashion involvement affects consumer evaluations of fashion products. This study uses cue-utilization theory and perceived value concepts to investigate consumers' responses to product-related information. A 4 × 2 mixed-model repeated-measures experiment compared the effects of control, artisan-made, curated collection, and handcrafted descriptors on jeans and handbags. The study included 487 adult female consumers in the United States, and the researchers used repeated-measures ANOVA for analysis. The findings indicate that product descriptors influence consumers' value evaluations across dimensions, including price, quality, emotional value, and social value. Differences also emerged in terms of fashion involvement. The study further reported that the term "handcrafted" generated moderately positive evaluations among both high- and low-involvement consumers. The experimental design contributes evidence on how specific product cues affect perceived value in fashion consumption. However, the sample consisted only of U.S. consumers, and the authors suggested future research involving consumers from multiple countries and additional brand-related factors should be conducted. This study is relevant to the present literature review because it demonstrates that product-related informational cues can shape perceived value, providing evidence for examining the antecedents of consumer value perceptions in fashion (Bhaduri & Stanforth, 2017).

Research Gap: Perceived value has been widely studied in consumer research; however, research on its role in fashion-related consumer decision-making is still scattered. Different studies have focused on different forms of perceived value, such as functional, emotional, social, economic, and experiential value. Consequently, the overall influence of these dimensions on consumer decisions remains unclear.

Previous studies have also examined the relationship between perceived value and outcomes such as purchase intention, purchase decisions, satisfaction and loyalty. However, researchers have often studied these relationships separately across different consumer groups

and contexts.

Although some review studies have examined areas such as sustainable fashion and consumer behavior, they have paid limited attention to systematically reviewing perceived value as a key factor in fashion consumer decision making. Therefore, this study aims to synthesize existing research, identify the major dimensions, factors, and outcomes related to perceived value, and highlight key gaps for future research.

Research Objectives:

1. To study the different dimensions of perceived value in the fashion industry
2. To examine the impact of perceived value on consumers' purchase intention in the fashion industry
3. To identify the factors influencing perceived value and purchase intention in fashion consumption

Research Methodology: The present study adopts a conceptual and descriptive research methodology based on a systematic review of the existing literature on perceived value and consumer purchase intention in the fashion industry. The review draws exclusively on secondary sources, including peer-reviewed journal articles published between 2017 and 2026. The selected studies cover diverse fashion contexts, including sustainable fashion, online fashion purchasing, sustainable business models, luxury fashion, eco-printed womenswear, and fashion e-commerce. The literature was examined to identify the major dimensions of perceived value, its antecedents, mediating and moderating mechanisms, and its relationship with consumer behavioral outcomes such as purchase intention, online purchasing behavior, word-of-mouth, customer satisfaction, and consumer attitude.

The reviewed studies employed diverse research designs, including quantitative surveys, exploratory qualitative case studies, experimental designs, and mixed-method approaches. Quantitative studies commonly used convenience or non-probability sampling, while analytical techniques included SPSS, AMOS, SmartPLS, PLS-SEM, structural equationmodeling, regression analysis, factor analysis, and ANOVA. Sample sizes across the reviewed studies ranged from 190 to 1,308 respondents, with participants from China, South Korea, Malaysia, Vietnam, Nigeria, Egypt, Pakistan, Italy, Finland, and the United States.

For the present review, the findings of these studies were thematically synthesized according to perceived-value dimensions and their relationship with consumer responses. Particular attention was given to functional, economic, social, emotional, environmental, ethical, financial, and epistemic value. The review also examined how perceived value operates as an independent, mediating, or explanatory construct in fashion consumption research. This approach enables the study to identify common findings, methodological patterns, and research gaps and provides a foundation for comprehending the role of perceived value in influencing consumer purchase willingness within the fashion industry.

Major Findings:

1. Different dimensions of perceived value have been identified in the literature, including functional, social, emotional, economic/price, environmental, ethical, experiential, and epistemic values. The importance of these dimensions varies by fashion products and consumption contexts.
2. The literature indicates that perceived value significantlyinfluences consumers' purchase intentions. Consumers are more likely to develop favourable purchase intentions when they perceive greater functional, emotional, social, economic, or environmental value in fashion products.
3. Social, functional, and emotional value emerged as important dimensions in explaining consumers' purchase-related decisions. In sustainable fashion, environmental and ethical values also became particularly relevant.
4. Several factors influence perceived value, including product quality, price, design, color, craftsmanship, shopping experience, fashion involvement, self-awareness, social media, brand credibility, and sustainability-related preferences.
5. The review also shows that social and digital factors influence purchase intention, particularly through social media, electronic word-of-mouth, social influence, personalized content, and online shopping experiences.
6. Perceived value can act as a connecting factor between these influences and purchase intentions. Thus, consumers' perceptions of the value offered by a fashion product can help explain how product-, social-, digital-, and consumer-related factors translate into purchase decisions.
7. In general, research indicates that perceived value plays a significant role in comprehending buying intentions within the fashion sector. However, the impact of its various aspects varies based on the consumer and the specific context of fashion consumption.

Conclusion: This systematic review concludes that perceived value is an important, multidimensional construct for understanding consumer decision-making in the fashion industry. The reviewed literature identifies several dimensions of perceived value, including functional, social, emotional, economic, environmental, ethical, experiential, and epistemic values. The findings also indicate that perceived value is closely related to consumers' purchase intentions and other purchase-related outcomes. However, the influence of individual value dimensions varies by fashion product, consumer characteristics, and the purchasing context.

The review also shows that perceived value is

influenced by several product-related, consumer-related, social, and digital factors, including product quality, price, design, craftsmanship, fashion involvement, self-awareness, social media, brand credibility, and sustainability. Several studies have also shown that perceived value acts as a connecting or mediating factor between these influences and consumer purchase intention. Overall, the literature remains fragmented across dimensions, consumer groups, and contexts, highlighting the need for further research that integrates these dimensions and influencing factors to develop a more comprehensive understanding of perceived benefit and consumer buyingintention in the fashion industry.

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