

# The Factors Affecting Purchasing Behavior toward Fashion Accessories in Online Platforms: an Integrative Research Model

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## Abstract

*The purpose of this paper is to apply the multidimensional construct of two theories- the theory of consumption value and the information success model, to assess the buying behavior of fashion accessories to enhance the understanding of consumer behavior intentions and explain the formation of the intention to buy fashion accessories in online webpages. The study utilizes a deductive quantitative approach by collating the constructs from previous literature and designing a survey. The data is analyzed by employing factor and regression analysis. The results indicated that functional value, conditional value, and emotional value positively impact purchasing behavior toward fashion accessories from digital platforms.*

**Keywords: Purchase behavior, Online platforms, DeLone & McLean IS model, customer attitude**

## 1. Introduction

Fashion accessories are important in the industry of fashion, for establishing a complete fashion appearance and presenting a fashion statement. Accessories offer elegance, color, and sophistication to an ensemble and may completely transform it. Accessories can also have a functional use; for example, cash and other belongings can be held in a purse, and caps will shield the face from weather conditions. Designer collections are upgraded by the use of accessories, so the demand for fashion accessories has become an important area in the fashion industry for increasing company profitability. Consumers are influenced by exogenous aspects such as customer

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personality, situational characteristics, product qualities, and trust in buying online, in addition to simplicity of use, utility, and enjoyment. Bigne'- Alcaniz and colleagues (2008) performed study on Spanish clients who had never bought anything online before. Their findings suggest that if websites are simple to access and utilize, online buying behavior can improve. Customers' attitudes about online shopping are influenced by their sense of ease of use. People are increasingly attracted to online purchasing in the current environment as a result of the availability of low-cost data and technology. This has increased people's expectations of the online buying experience.

With the advancement of new technologies, internet shopping has become an essential aspect of the lives of consumers (Matin et al., 2022). Companies are concentrating to online purchasing, especially the impulse buying behavior. The wave of technological ease of access and rising income levels has encouraged online consumption. This internet platform has become so large that brands are micromanaging it to gain income. Online purchasing has allowed some corporations to eliminate their physical stores, saving them a significant amount of money. Several start-ups have benefited from the availability of items to anybody, everywhere. In online purchasing, impulsive buying or shopping is quite important. Several studies are being conducted to better understand this behavior utilizing big data and data insights. As a consumer utilizes the web platform more frequently, his or her behavior may be predicted quite well.

Often using fashion accessories is like an art. building overall style by playing with necklaces, shoes, gloves, scarves, and a variety of other accessories. Begin with a garment or combination that consumer enjoys and feels confident by wearing them. The following stage is organizing outfit display. people sometimes develop and plan their clothing image in the same way that an artist plans a painting or an architect designs a structure.

#### Research Objectives

- To analyze the impact of Information quality on consumers` purchasing behavior towards online fashion accessories.
- To measure the impact of system quality on consumers` purchasing behavior towards online fashion accessories.
- To evaluate the impact of service quality on consumers` purchasing behavior towards online fashion accessories.
- To examine the impact of functional value on consumers` purchasing behavior towards online fashion accessories.
- To analyze the impact of conditional value on consumers` purchasing behavior towards online fashion accessories.
- To explore the impact of social value on consumers` purchasing behavior towards online fashion accessories.

- To identify the impact of emotional value on consumers` purchasing behavior towards online fashion accessories.

## 2. Literature review

Purchasing behavior can be used to launch a new distribution platform, assisting managers in determining if the concept merits further development and determining which geographic regions and customer categories to target through the platform (Morwitz et al., 2007). Their significance comes from the fact that intentions are regarded as the most important predictor of actual action (Montano and Kasprzyk, 2015). Their studies and investigations are very important for new fashion brand retailers. The construct starts with the pre-purchase process and includes the motivating factors that influence consumer behavior (Armitage and Conner, 2001). To forecast customer behavior, it is vital to understand the attitudes, evaluations, and internal elements that lead to buy intent (Fishbein and Ajzen, 1977). According to Pavlou (2003), online purchase intention is defined as the degree to which a buyer is interested in buying a product from an ecommerce website.

According to Sheth (1991), the theory focuses on why customers choose whether buy or not (or use or not use) a certain product, why they prefer one product over another, and why they prefer one brand over another. This theory has three axiomatic basic propositions: Consumer preference is influenced by a variety of consumption values. In every given option circumstance, consumption values contribute differently. The consumption values are unrelated (sheth,1991). The theory identifies five consumption values that impact consumer decision-making. These are functional value, conditional value, social value and emotional value. Every consumption value inside this theory is congruent with different components of Maslow's (1943, 1954, 1970), Katona's (1953, 1971), Katz's (1960), and Hanna's (1980) models. Generally, functional value has been assumed to be the fundamental motivator of customer choice. This assumption underpins Marshall's (1890) and Stigler's (1950) economic utility theory, which is usually phrased in terms of "rational economic man." The functional value of an alternative can be inferred from its traits or properties, such as dependability, durability, and pricing (Ferber, 1973). For example, in order to make a decision weather by a hat or not, consumer will think about how functional it is. Because a hat is a head covering which is worn for various reasons, ceremonial reasons such as university graduation, religious reasons, safety, a fashion accessory and moreover, it protects against weather conditions.

According to Madahi and Sukati (2012), the buying intention has gotten more complex and influential in recent years. In this scenario, product quality is important in determining purchase intent. According to Desai (2014), buyers are more quality concerned while purchasing fashion accessories since they wait patiently for the brand continue releasing new designs. According to Aldaihani (2016), if a product meets the client's expectations, the consumer will be delighted and perceive the product to be of adequate or even excellent quality. If the customer's requirements are not met, he or she will conclude that the item is of poor quality. This indicates that a product's

quality may be described as "its capacity to fulfill the customer's expectations and desired needs." According to Russell and Taylor (2006), quality of the product comprises the traits and characteristics of a goods that bear on its capacity to meet stated or implied demands. Price has been a prevalent element in influencing customers' buying decisions (Han, Ryu 2010). Buyers will evaluate the relevance or rationality of a good or service or price and make comparisons it to the cost of other competing retailers (Chen, Gupta, and Rom 1994; Gauzente and Roy 2012; Jayasingh and Eze 2012; Walters, and MacKenzie 2007; Kukar-Kinney; Palazón and Delgado 2009; Han and Ryu 2009; Watchravesringkan, Yan, and Yurchisin 2008). Customers may not make a purchase, if the cost is too high in comparison to the pricing of rivals. This is known as pricing awareness. Also, buyer's 'unwillingness' to pay a greater price for a product is characterized as price awareness (Lichtenstein, Ridgway, and Netemeyer 1993, 235). It is reported that extremely cost-conscious buyers frequently engage in a greater level of cost comparison shopping in order to receive more economic benefits (Alford and Biswas 2002; Kukar-Kinney et al. 2007). Several consumer behavior studies have found that price sensitivity has a moderating effect on the relationship between product interest and purchase intention. In a study of 101 undergraduate students, Choi and Kim (2007) revealed, for example, that price consciousness affected the relationship between "scratch and save" promotions and consumer purchase intention. Furthermore, Kinney (2007) found that the amount of price sensibility among respondents had a moderating influence on the link between merchants' price-matching methods and their purchase intention in a survey of 403 undergraduate students in the United States. Thus, customers' price sensitivity impacts their propensity to acquire specific things. As a result, it was expected that customers' apparel interest would minimize the influence of price sensitivity usness on their buy intention.

#### H1. Functional values positively impact online purchasing behavior towards fashion accessories

Previous marketing researches has found that sales promotions and discounts have both good and negative effects on consumer perception and purchase behavior (Dorzdenko and Jensen 2005; Darke and Dahl 2003; Koçaş and Bohlmann 2008). Raghurir et al. (2004) found three promotional impact pathways: a) economic, b) informational and c) emotional. According to them the ultimate impact of a cost promotion on purchase decisions is a mix of informational, positive and negative economic, and emotional aspects. The economic impacts of price discounts are caused by a monetary or non-monetary (e.g., time and effort) gain or loss as a result of a promotional offers offered to clients (Raghurir et al. 2004). The face value of a coupon or the amount of a refund can have a positive monetary effect of price promotion. Price promotions, for example, might assist customers in simplifying their decision-making process and reducing transaction time or effort. However, price promotions may have a detrimental economic impact. Customers may spend extra time looking for the greatest value or postpone their purchase to take advantage of a special offer. A price discount, according to the economic impacts of price reductions, gives a monetary advantage, an incentive to urge people to acquire the goods. Many prior research have found that when a bigger price reduction is offered, consumers perceive a higher degree of savings for a

product. The perceived savings concept has been used as the most popular measure to assess the response to a price promotion. Perceived savings, for example, were used as significant responses to price promotion comparison cues (i.e., the difference between an external standard price and the actual price; Berkowitz 1980), price promotion texts (e.g., percentage terms vs. dollar terms; Chen et al. 1998), and tensile price claims (e.g., save up to 50 percent ; Biswas and Burton 1993; Lee and Stoel 2016). In other words, perceived savings have been found to be an accurate indicator of how buyers perceive price discounts. The price–quality–value model and the means-end model both support the idea of a positive link between price reductions and perceived savings. Money charged for a product spent by clients is price and is viewed as a cost in these models; hence, it is negatively related to perceived savings.

Material and manufacturing quality, which are significant factors for evaluating fashion accessories, are not available in the case of online website shopping, it's impossible for online customers to analyze the accessories quality at the time of purchase. Consumers would be more inclined to judge the quality of fashion goods using extrinsic cues (e.g., price reductions) rather than intrinsic cues (e.g., fit and textures); price promotion would be a powerful cue to infer the fashion accessories quality online. A large price reduction may indicate to online customers that the goods is of poor quality. This argument is compatible with the price–quality–value model and the means–end model, which both assume that price and perceived quality have a positive relationship (Sweeney et al. 1999; Dilanchiev 2011). A price discount, as a drop from the initial price, is negatively associated to perceived quality.

In the current study, price promotion and discount effect is defined as the sentiments elicited by a price reduction. Promotional effects can be favorable or harmful via the affective approach. Customers' satisfaction or thrill from searching for the greatest prices, consumers' perceptions that they are clever or lucky when they discover a deal, or a sense of success when consumers pay a lower price are examples of positive emotional effects. Consumers, on the other hand, may feel sorrow when they miss a discount or get jealous when special offers are only available to select customers group, such as new customers (Raghubir et al. 2004). Promotion boosted consumers' positive impact, such as happiness. When customers took advantage of a promotion, they felt proud of themselves for being wise consumers. Price promotion, may also make customers feel thrilled and strong. According to past research, here is second hypothesis:

H2. Conditional value is positively impacting online purchasing behavior towards fashion accessories

Consumer buying behavior can be strongly influenced by social status. The degree of discretionary income of each socioeconomic class is perhaps the most visible influence. In general, the wealthy can afford to buy more consumer items than the poor, and those things are of higher quality. There is also a difference in the sort of

things purchased. The upper class, for example, is the principal buyer of fine jewelry and frequently shops at premium merchants. The lower class, on the other hand, is more preoccupied with merely getting by; they place a greater emphasis on essentials. On the other hand, there are people who has less income but in order they have no such amount of money to afford luxury brand goods, they try to get similar fashion accessories, for cheaper price, this they achieve by ordering fake goods on online websites. According to studies, consumers purchase fake accessories due to the exclusivity that attracts them., social pressure can force customers to purchase nongenuine goods. Wearing fakes, according to studies, might also have a psychological impact. It is claimed that using counterfeits to polish your image might lead to cheating, cynicism, and lying. According to some experts, wearing false items to impress others is a symptom of poor self-esteem. As a result, it's not surprising that people look down on persons who buy or use fraudulent products, especially those who attempted to pass off fakes as genuine goods. People continue to buy counterfeit items in order to save money. It is claimed to be acceptable in some parts of the community but not in others. The rapid expansion of quick fashion has altered people's perceptions about fashion accessories. Rather than purchasing a piece that would last for many years, buyers have discovered the joy in purchasing something dazzling for a few days (Wight, 2021).

H3. Social value is positively associated impact online purchasing behavior towards fashion accessories

The relationship between brand image and self-image has led to the definition of "self-image congruity." Congruity plays a crucial role in developing the link between self-image, brand image, and customer buying behavior. Self-perceptions are connected to personality in the sense that customers purchase brands that strongly correlate to their self-image.

Luxury items appeal to costumer senses of self-worth, acceptability, and social standing. Communication technologies entice them to by connecting the brand image to friends, family, and a larger network of individuals. Athletic brands inspire by providing excitement, joy, and glory via competition. Many additional things, such as perfume, hats, and lingerie, are designed to appeal to feelings associated with love, relationships, modern chic and sexual wants. This results give us possibility to deliver next hypothesis:

H4. Emotional value is positively associated impact online purchasing behavior towards fashion accessories

### **2.1.DeLone & McLean IS model**

Nowadays of digitization, there is a natural desire to outwit the competition and establish new territory. However, Fashion brands should keep in mind that their customers are not primarily concerned with innovation. Indeed, classic features such as dependability, value, and outstanding service continue to be highly valued by consumers. With that in mind, we identify six elements that will help brands execute an e-commerce strategy as the digital bandwagon continues to roll on (Balchandani, 2021). The mathematical theory of communication is divided into three levels: technical, effectiveness, and semantic (DeLone and McLean (1992) expanded this idea

to analyze patient behavior toward the use of information management. DeLone and McLean (1992) developed the original DeLone & McLean information success model, which analyzed end-user satisfaction with performance. Six elements are included in the DeLone and McLean model: system quality, information quality, user satisfaction, service quality, perceived value, and intention to reuse (DeLone and McLean 1992).

Derived from the analysis offered, various propositions among the constructs information quality, mistrust, perceived risk, and purchase intention may be highlighted, as well as the proposition of a theoretical model, which is examined further below. For these reasons, research hypothesis is following:

H5: information quality positive impacts online purchasing behavior towards fashion accessories

The quality of information refers to whether the material is exact, useful, and provides an acceptable overview of fashion accessories (DeLone and McLean 2003). Low information quality raises concerns about trustworthiness toward brand and generates customer's distrust. System quality is the second most important component in the DeLone and McLean information success model, and it refers to whether a system has the necessary functionality to support the work in question, such as system performance, efficiency, integration with other systems, convenience, and responsiveness (DeLone and McLean 2003, Matin et al., 2022). High service quality is vital for customer satisfaction and will encourage people to continue repurchasing various types of fashion accessories from current brand in the future.

H6: system quality positively impacts online purchasing behavior towards fashion accessories

In order to define service quality and its elements in a manner that is accessible in the business is a critical endeavor that no organization should overlook.

"For a retailer to be successful, it is absolutely essential to get the right product to the right customer in a timely manner - delays and inaccuracies will have a disastrous impact on customer satisfaction, brand image, and bottom lines," said Keith Phillips, president and CEO of Voxware (2012).

As shopping online has grown in popularity, businesses have paid insufficient attention to improving their distribution network for multidimensional distribution "Phillips said "Many businesses still use out-of-date distribution center infrastructure, and as a result, delivery process is frequently poor. The majority of inefficiencies and mistakes occur at the supply chain during the order selection process, which has the greatest influence on guaranteeing timely and correct customers' satisfaction.

H7: service quality positively impacts online purchasing behavior towards fashion accessories

### **3. Research methodology**

This research is conducted with quantitative approach to the study, simply because consumer's behavior and purchasing pattern are variables that need to be measured. Moreover, next challenge is to measure impact of incentives on their purchasing pattern. So, to achieve this goal deductive and quantitative research methods are more suitable for this study.

The current study's main goal is to analyze the primary influence of the Theory of consumption and information success model on consumers purchasing behaviors toward fashion accessories in the online platforms by examining an integrative research model, the correlations between why customers buy, what they buy and and "consumers' intention for purchasing fashion accessories considering system and information quality. additionally, constructs from the literature were used to ensure the instrument's reliability and content validity (e.g., Chen and Chang, 2012; Lin and Huang, 2012; Sangroya and Nayak, 2017).

The research constructs and measurements are presented in appendix 1.

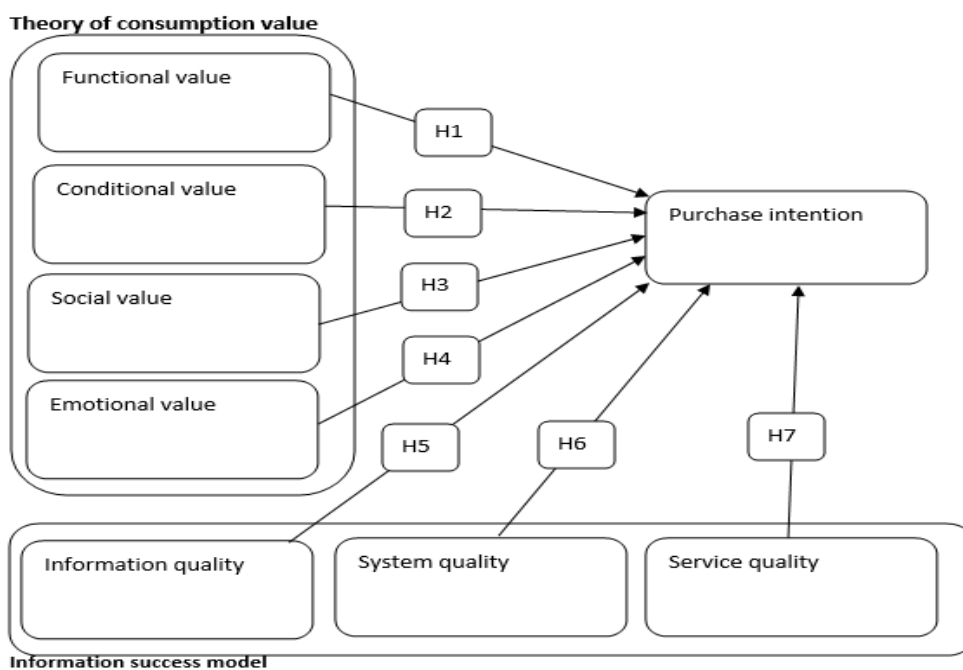
### 3.1. Research model

Figure 1 illustrates the hypothesis explored during the review of literature.

#### 3.1.2. Sampling

From April 15 to June 2, 2022, a questionnaire survey was used to validate the hypotheses and research framework. The questionnaire was sent to Georgian fashion accessories brand's customers into direct message box on the social platforms: Facebook and Instagram explaining the goal of the study. We delivered a structured, self-administered questionnaire to 320 customers and received 209 valid surveys with an effective response rate 65 percent. The study utilized convenience sampling by disseminating the information among selected consumers of online accessories. As noted, 209 responses were collected consisting of 60 male, 147 female and 2 others. 33% of the respondents were aged 18 to 25, almost 39% aged 26 to 35, 24% aged 36 to 45 and 1% over 46.

**Figure 1. Model of study**





Regarding education level, more than 19% were high school graduates, 39.7% had bachelor's degree, 35.7% with master's degree and more than 5% with doctorate degree.

#### 4.Data analysis

The study tested the reliability and validity of the constructs using factor analysis. The thresholds set for the analysis include threshold, factor loading with 0.5, average variance extracted (AVE) with 0.5 to test for divergent validity, composite reliability (CR) with 0.6 and Cronbach's alpha with 0.7 to test for model reliability (Matin et al, 2020, Matin et al.2021, Mercan et al., 2021; 2020, Khoshtaria et al., 2021; Xin et al.,2022). The result indicated that the model proves to be valid and reliable(see table1).

**Table 1.** Factor analysis

Construct		Factor loading	Cronbach's alpha	Composite reliability	Average variance extracted
Information quality	IQ 1	.879	0.953	0.918	0.592
	IQ 2	.902			
	IQ 3	.885			
	IQ 4	.839			
System quality	SQ1	.849	0.909	0.88409	0.718051
	SQ 2	.803			
	SQ 3	.888			
Service quality	SEQ 1	.838	0.894	0.865437	0.682006
	SEQ 2	.802			
	SEQ 3	.837			
Functional value	FV 1	.763	0.859	0.825035	0.611273
	FV 2	.779			
	FV 3	.803			
Conditional value	CV 1	.911	0.725	0.856149	0.670644
	CV 2	.891			
	CV 3	.623			
Social value	SV 1	.850	0.955	0.918757	0.592875
	SV 2	.914			

	SV 3	.902			
	SV 4	.867			
Emotional Value	EV 1	.798	0.804	0.773114	0.53297
	EV 2	.683			
	EV 3	.704			
Purchase intention	PI 1	.781	0.847	0.812976	0.592582
	PI2	.819			
	PI3	.705			

The results indicates that all constructs exhibit composite reliability of higher than 0.6 and average variance extracted of higher then 0.5 and factor loading of higher than 0.5 (Abdullah et a., 2022).

The study then utilized multiple regression analysis to examine the hypotheses formulated. Tables 2 and 3 below illustrate the findings of the analysis:

**Table 2.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.780 <sup>a</sup>	.609	.595	.7099

a. Predictors: (Constant), EV, CV, IQ, SV, FV, SQ, SEQ

ANOVA table analysis revealed a valid value for F-test with significance for the model:

**Table 3.** Anova of the results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	156.962	7	22.423	44.492	.000 <sup>b</sup>
Residual	100.796	200	.504		
Total	257.759	207			

a. Dependent Variable: PI

b. Predictors: (Constant), EV, CV, IQ, SV, FV, SQ, SEQ

H1 is supported by Georgian customers since  $P=0.003$ , which is lower than the threshold of 0.05. This means that correlation is statistically significant. H2 is also supported with beta value of 0.215 and p value of lower then 0.05. H3 was rejected as  $p=0.292$  higher than 0.05 threshold. H4 analysis revealed emotional value with beta 0.413 and p value of 0.000 significantly impacts purchasing behavior. However, H5, H6 and H7 were rejected since p values are higher than 0.05(see table 4)

Finally, the hypotheses were tested and the results are shown in the following table 4:

**Table 4. Regression Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.858	.341		2.517	.013
	IQ	-.051	.072	-.074	-.700	.485
	SQ	.108	.072	.145	1.493	.137
	SEQ	-.032	.093	-.040	-.345	.730
	FV	.201	.067	.186	2.995	.003
	CV	.215	.062	.190	3.440	.001
	SV	.040	.038	.062	1.057	.292
	EV	.413	.065	.483	6.357	.000

Dependent Variable: PI

### 5. Discussions

The results of the analysis revealed that theory of consumption value plays a more significant role in consumer purchasing behavior toward fashion accessories from digital platforms. The findings determined functional, conditional and emotional values affect purchasing behavior positively. However, the analysis revealed elements of information success model do not exhibit a significant impact on purchase intention.

The study adds to the literature by combining two models to estimate purchase intention towards accessories from digital platforms. Previous studies have not thoroughly investigated the sector evaluated through the models discussed in this research. The study extends the literature by applying both utilitarian and hedonistic elements of the product and the quality of the digital platform offering the items. However, the results indicated that utilitarian and hedonistic values associated with the product impacts purchase intention more than the traits of the platform that make the sale.

In this research managers and startups will understand what the variables are that push customers purchase fashion accessories online. There is briefly discussed two theories: Sheth et al. Theory of Consumption Value (TCV) model, that includes: functional value, conditional value, social value, emotional value. And there is second theory DeLone & McLean Information Success (IS) model, that involves: information quality, system quality and service quality variables. By taking into consideration the research, managers will have brief understanding what incentives push consumer to make a decision to purchase fashion accessories online. For example, information clearance and validity help customer to feel easiness with online purchases. Products high quality is the key to customers engagement with the brand. Moreover, in this research managers will find out that maybe customer is happy with the price, goods quality, and information quality, but sometimes they don't feel relaxed after purchase. This happens when the brand or retailer has problems with the delivery dates. Overdue delivery lowers customers satisfaction.

## 6. Conclusion

This research aimed to identify the factors affecting purchasing behavior toward fashion accessories in online platforms. Based on an integrative research analysis of two theories it can be concluded that Information Success model and theory of consumption value are those approaches, factors that mostly affect customers purchasing behavior. In the research seven hypotheses were stated, from which three was confirmed with the survey analysis and four was contradicted. Interviewers just needed to fill out twenty-nine 7 points Likert linear scale type questionnaires were distributed to the customers of fashion brands based in Georgia. 206 usable responses were obtained.

The results were analyzed by employing factor and regression analyses. The result indicated that theory of consumption behavior affects purchase intention more than information success model.

The research is mostly important for start-uppers, retailers, small business which think of developing online webpage. For those retailers who has already experience into selling fashion accessories online, but have some difficulties about it. this research will help those brands and businesses to develop their own approach to delivering online sales way more efficiently. And because of this increasing sales rate and getting more return, plus high customer satisfaction.

### 6.1. Limitations of the Study

The current study has several limitations, despite the fact that it adds to the theoretical growth of the relevant literature and has some practical consequences. First, an online survey platform is used in the study, which is effectively a convenience sampling strategy. Because all respondents were internet users, the sample may not be representative of the overall population. As a result, future research might use a probabilistic sampling frame to reproduce the findings. Furthermore, while the most significant predictor of behavioral intention to acquire items or services in the research disciplines is customers' attitude and intention, predictors are not necessarily similar to their actual actions. As a result, future research should investigate customers' real purchasing patterns through observation or interviews.

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## Appendix 1

Constructs and measurements
Information Quality
Q1.1: It is easy to find information about the fashion accessories on the website.
Q1.2: The website provides me the information I need
Q1.3: The information appears in the retailer website is orderly and easy to read
Q1.4: The Information provided by retailer website is always updated
Service Quality
Q2.1: I am satisfied with the support I received from retailer`s website
Q2.2: The service personnel provide services at the promised time
Q2.3: I am satisfied with the response of retailer`s website
System Quality
Q3.1: Retailer`s website is easy to navigate
Q3.2: It is easy for me to learn how to use retailer`s website
Q3.3: Retailer`s website is stable and well structured.
Functional Value

Q4.1: Purchasing fashion accessories online offers value for money

Q4.2: Fashion accessories online are reasonably priced

Q4.3: Online fashion accessories have an acceptable level of standard of quality

Conditional value

Q5.1: I would purchase fashion accessories online if offered at a discount

Q5.2: I would purchase fashion accessories online if offered with promotional incentives

Q5.3: I would purchase fashion accessories online when it is easily available

Social value

Q6.1: Purchasing fashion accessories online would make me a good impression on others

Q6.2: Purchasing fashion accessories online would improve the way I am being perceived by others

Q6.3: Purchasing fashion accessories online would help me to feel accepted by others

Q6.4: Purchasing fashion accessories online would give me social approval