

THE INFLUENCE of FASHION ATTITUDES on TURKISH CONSUMERS'
CLOTHING PURCHASE INTENTIONS



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PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ABSTRACT

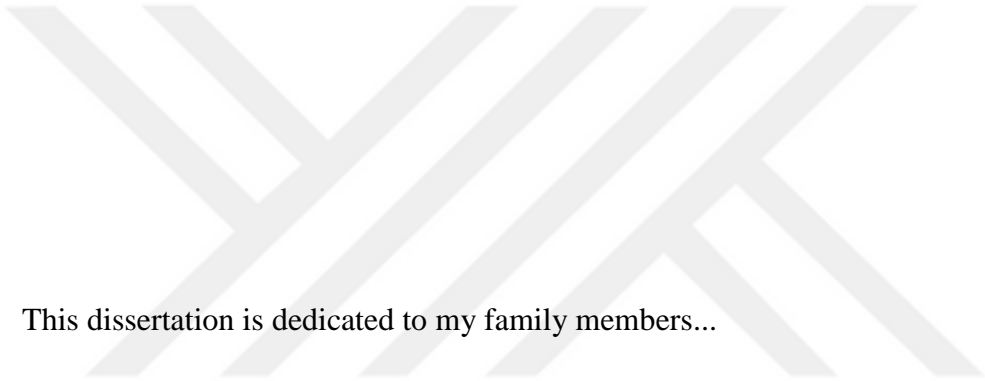
This thesis aims to determine the clothing purchase intentions of Turkish consumers. In this study, quantitative research is employed. From the former studies and the literature review, a questionnaire has been created. 310 responses have been collected from all over Turkey with different demographics and tested with factor analysis, reliability analysis, correlation analysis and regression analysis by using SPSS to test the hypotheses. This study showed us different relations between some characteristics of clothing purchase intentions that affect consumers preferences. In the end, we hope that this study helps and contributes to further studies regarding purchase intentions of clothing.

Key words: Purchase Intentions, Purchase Intentions of Clothing

ÖZET

Bu tez, Türk tüketicilerinin giyim satın alma niyetlerini belirlemeyi amaçlamaktadır. Bu çalışmada nitel araştırma kullanılmıştır. Daha önceki çalışmalardan ve literatür taramasından bir anket oluşturulmuştur. Türkiye'nin her yerinden farklı demografik özelliklere sahip 310 yanıt toplanmış ve hipotezleri test etmek için faktör analizi, güvenirlik analizi, korelasyon analizi ve regresyon analizi SPSS kullanılarak yapılmış ve test edilmiştir. Bu çalışma, tüketici tercihlerini etkileyen giyim satın alma niyetlerinin bazı özellikleri arasında farklı ilişkiler olduğunu göstermiştir. Sonuç olarak, bu çalışmanın giysi satın alma niyetleri ile ilgili daha sonraki çalışmalara yardımcı olacağını ve katkı sağlayacağını umuyoruz.

Anahtar Kelime: Satın Alma Eğilimleri, Kıyafet Satın Alma Eğilimleri



This dissertation is dedicated to my family members...

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ABBREVIATIONS

KMO: Kaiser-Meyer-Olkin

SPSS: Statistical Package for Social Sciences

LUX: Purchase Intention of Luxury Clothes

FA: Fashion Attitude

SH: Negative Social Factors Associated with Second hand Clothes

CF: Purchase Intention of Counterfeit Clothes



1. INTRODUCTION

In the introduction part, significance of the clothing purchase intentions topic, research objectives and scope of the study are presented.

1.1. Significance of the Topic

The focus of the thesis is consumers' fashion attitudes, demographic factors and subjective norms' affect on individuals' purchase intention of clothing. Clothing purchase intentions in Turkey differentiate according to cultural differences, purchasing power, education levels and generation differences. Upper class consumers prefer to purchase clothes from luxury fashion brands or haute couture boutiques. These consumers express themselves by purchasing luxury fashion brands (Wilcox, Kim, & Sen., 2009). Upper middle class consumers prefer to purchase clothes from both luxury and fast fashion brands (Kravets & Sandikci, 2014). This consumer class balance their clothing purchase intentions according to their needs (such as buy a qualified shirt from luxury brand and a trouser from fast fashion brand). Upper middle class consumers give importance to have genuine clothes with low price (Kartal, 2013). Lower class consumers afford to purchase clothes from fast fashion brands (Saricam & Erdumlu, 2016). Lower class consumers have tendency to purchase clothes from counterfeit fashion brands and second hand clothing stores. This consumer class prefers to purchase clothes with low price. Both upper middle and lower classes give importance to have status with their clothing. Turkish people prefer to do their clothing shopping at shopping malls. Turkish people have online shopping intention though they have suspicions about it. Turkish people want to try the clothing before purchasing.

Luxury fashion brands have conspicuous brand emblems or logos which raise their consumer's value. For example a Gucci consumer gets the attention of others easily with the prominent logo of her clothing (Wilcox, Kim, & Sen., 2009). Consumers prefer to purchase clothing from counterfeit fashion brands which supply them have the similar social motivations of luxury fashion brands with the cheaper versions. These types of consumers want to satisfy their psychological and social needs by consuming counterfeit fashion brands (Nia & Zaichkowsky, 2000). Second hand clothes are perceived as lower income symbol (Elliot & Leonard, 2004). Even though, second hand clothes have poverty image which can find in charity donation outlets or thrift stores, they can find in vintage stores which indicate uniqueness and elegance. Consumers can prefer counterfeit clothes instead of second hand clothes. Second hand clothes can determined as sustainable fashion goods which are more eco friendly and high quality products than counterfeit fashion goods. Second hand fashion clothes consumption supply reuses opportunity instead of thrown away.

1.2. Aim of the Research

Clothing purchase intentions constructs are examined by other scholars as well. It is determined that these researchers analyze types of clothing purchase intentions separately or compare both luxury brands with counterfeit brands. It is found out that three of these clothing purchase intentions (such as purchase intention of luxury clothes, purchase intention of counterfeit clothes and purchase intention of second hand clothes) weren't examined together in a one study. In this study three of these purchase intentions will evaluate and Turkish fashion consumers' clothing purchase intentions will investigate. This study also examines fashion attitudes levels' effect on clothing purchase intentions.

This study aims to analyze how the fashion attitude factor influence Turkish people's attitudes towards different purchase intentions in the clothing fashion area; particularly among the choices of luxury, counterfeit and second hand clothes. For this research objective it is necessary to identify investigation areas.

In accordance with the purpose of the research, below research questions are to be investigated:

- What type of clothing purchase intention do Turkish consumers' prefer?
- How are the income levels impact Turkish consumers' clothing purchase intentions?
- Does clothing an indicator of fashion attitude for Turkish people?
- Do demographic factors affect Turkish peoples' clothing purchase intentions?

1.3. Scope of the Study

This thesis starts with the literature review in which we explain clothing purchase intention alternatives, the relation between clothing purchase intention alternatives and fashion attitude and the relation between clothing purchase intention alternatives and income and genders among other demographic factors affect clothing purchase intentions. It contains the conceptualization, antecedents, and consequences. Then we move to the methodology part in which we explain the process of sampling, data collection, how to analyze, and the interpreting of this data. Then we move on to the findings part which we can see mass data from our findings in great detail. Then we examine our data, do the hypothesis testing and finally end with the conclusion, discussion, and further studies part.

2. LITERATURE REVIEW

2.1. Introduction

Elements related to consumers' clothing purchase intentions were examined in this literature review.

First of all, consumer attitude of clothing consumption is introduced. Consumer attitude is defined as a result of learning processes and is affected by marketing strategy, friends, family and personal experience (Wang & Heitmeyer, 2006). Attitudes are developed according to individual's experiences such as individual's knowledge about something and the intention to behavior regarding the object (Solomon* & Rabolt, 2007).

Secondly, purchase intention is introduced. Purchase intention is defined as the willingness of a consumer to purchase a certain product or a service (Kotler & Armstrong, 2011). Purchase intentions are an indicator of the consumer's attitude towards purchasing a product or a service. Purchase intention is depended on several external and internal factors, for example, price, perceived quality and value (Dehghani & Tumer, 2015).

Thirdly, fashion involvement is introduced. Relevance of fashion in perspective and determination of consumer is a vital part of definition of fashion (O'Cass A. , 2001). Fashion involvement gives cues about consumer's purchasing attitudes and behaviour. Fashion involvement is comprised of five aspects of fashion adoption related behaviours such as fashion innovativeness and time of purchase, fashion interest, fashion interpersonal connection, fashion awareness and fashion knowledge (Tigert, Ring, & King, 1976). Fashion involvement has four dimensions such as product, purchase decision, consumption and advertising. These dimensions include pre-purchase phase, sustained interest and consumer behaviours regarding clothes

(O’Cass A. , 2000). Fashion involvement has a significant relationship with fashion innovativeness and trends. Consumers who have high level of fashion involvement will have high fashion consumption potential. Female consumers are more involved into fashion than male consumers (O’Cass A. , 2001).

Lastly, gender influence on clothing purchase intentions is introduced. Clothing purchase intentions, decisions, attitudes and behaviours of consumers are affected by gender differences (Mitchell & Walsh, 2004; Bakewell & Mitchell, 2006).

2.2. Consumer Attitudes of Clothing Consumption

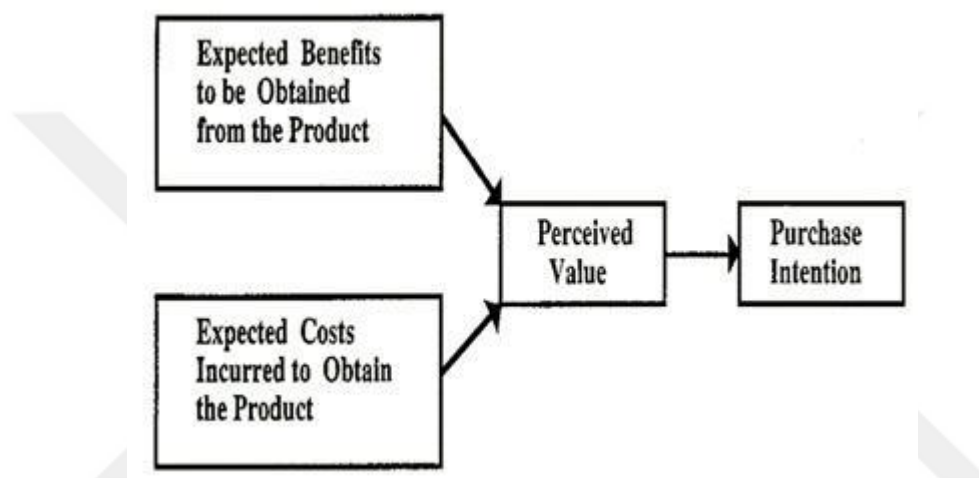
Consumer attitudes are defined as the judgment of an individual on a product which is based on its performance according to its external and internal characteristics (Foxall, 1984). Consumer attitudes have four basic functions which depend on the underlying motives of the individuals. First function is determined as “Utilitarian function” which is attitudes towards a product based on whether they result in dissatisfaction or satisfaction. Second function is “Value-expressive function” which is attitudes that how the product describes the individual as a person. The third function is “Ego-defensive function” which is attitudes that how the individuals protect themselves from internal feelings or external threats. The last function is “Knowledge function” which is related with need, structure or meaning of a product (Solomon M. R., 1994).

2.3. Purchase Intention

Purchase intention is a kind of decision making that focus on the reason to purchase a particular product by consumer (Shah, et al., 2012). Purchase intention is related to the perceptions, behavior and attitudes of consumers. Purchase intention depends on the influence of price or perceived quality and value.

Figure 1:

Purchase Intention



Source: (Team, 2021)

Purchase intention is influenced some factors such as brand name, product quality, product packaging, product price and product advertising. Consumers are willing to spend more money for a product because of its brand name and image (Arslan & Altuna, 2010). Consumers are ready to purchase a product which satisfy their needs with high performance and better quality (Tsiotsou, 2006). Packaging of a product is effected consumers mind visually (Deng, 2009). Price is the most important criteria of the buying decision of consumers (Kurdsholi & Bozjani, 2012). Consumers has an emotional link with the advertisments of products (Latif & Abideen, 2011).

2.4. Fashion Involvement

Every individual's perception of clothing change according to their lifestyle. For instance, consumers who have higher level of fashion involvement prefer to buy clothes in the beginning of the season for motivate other individuals for consuming same apparel. These types of consumers can act active during fashion adaption and diffusion process (Goldsmith, Freiden, & Kilsheimer, 1993). Fashion consumption process depends on consumers fashion involvement degree. Moreover consumers who have less fashion involvement could not take clothing procurement decisions easily. Continuum of fashion involvement is composed by five dimensions which are determined as fashion interpersonal connection, fashion innovativeness and time of purchase, fashion awareness and reaction to changing fashion trends, fashion knowledge and fashion interest (Tigert, Ring, & King, 1976). Fashion innovativeness and time of purchase dimension is related with consumers' last procurement and type. The information flow between consumers is determined as fashion interpersonal connection. Fashion interest continuum is ranged consumers from highly interested to non interested consumer. Consumers are ranged according to their knowledge level of fashion during fashion knowledge continuum. Fashion awareness and reaction to changing fashion trends continuum is ranged consumers according to their fashion awareness degrees (Sproies & King, 1973). Materialism and gender are the two main factors of fashion involvement. Materialistic values affect individuals' psychological needs such as self presentation, make an impression other people and having the ownership of a product (O'Shaughnessy & O'Shaughnessy, 2007). Another important fashion involvement factor is determined as gender. It is detected that female consumers have more concern and conscious to fashion than male consumers. According to scholars female consumers have more tendencies to try new trends of fashion clothing than

males. What is more, female consumer's degree of fashion clothing involvement is higher than male consumers according to some researches (O'Cass, 2004).

Fashion involvement occurs recreational shopper identity, ongoing information search and market mavenism as an outcome. Recreational shopper identity is explained as a type of a definition of consumers' themselves in terms of shopping for joy and relaxing aims (Guiry, Mägi, & Lutz, 2006). Recreational shopping is determined as part of consumers' identity who have high level of fashion involvement. Ongoing information search is explained as searching activities which are related with independent purchasing needs and decisions (Bloch, Sherrell, & Ridgway, 1986). Consumers who are highly involved in fashion have high tendency to ongoing information search. Market mavenism is counted the last outcome of fashion involvement. Market mavens are determined as people who have information about several of goods and concern about product (Smith & Bristor, 1994). Consumers who have high level of fashion involvement can act as market mavens with sharing product, brand and store information with other consumers.

2.5. Gender Influence on Clothing Purchase Intentions

Gender has an important role in consumer behaviour, because men and women have different lifestyles, expectations, need and wants which reflect in their clothing purchase intentions (Akturan, 2009). Clothing store attitudes change according to gender differences. Male consumers prefer clothing stores which they can find their needs easily. Male consumers generally spend less time in a shop than women. Males prefer to go shopping with one or two of their companions. Before they went to shopping they decided their needs and they keen on satisfying those needs in short period of time. Male consumers prefer an available salesperson around themselves who can confused during their shopping (Bakewell & Mitchell, 2006). They expect from a

salesperson is making stylish combinations and informing them about the items price and quality. If they really need clothes they do not wait until discount period. According to some scholars male consumers have given importance to image and functionality of the clothes. Male consumers were less involved who have more interest in cars with fashion than female consumers who have more fashion conscious and knowledge (O’Cass, 2004; Parker, Hermans, & Schaefer, 2004; Bloch, 1981).

Females have different habits and behaviour than males such as window shopping, visiting same shops during the season and discount period, purchasing clothes for happiness and relaxing, buying presents so they spend more time in clothing stores than males (Raajpoot, Sharma, & Chebat, 2008). Female consumers enjoy matching and create a stylish combination. Female consumers want to discover products by themselves and they can spend time for finding them. Female consumers prefer a salesperson when they require their help. Female consumers go for shopping with more than two companions of them. They want to discuss about the items with their friends during shopping period. If they went to shopping alone they want to talk about the garments’ quality, price and textile properties with the salesperson. According to some scholars male consumers are skewed to consume counterfeit products more than female consumers (Blickle, Schlegel, Fassbender, & Klein, 2006). This tendency depends on the product categories. For instance, gender can play an active role at fake t-shirt or sunglasses consumption but has not got similar effect on luxury watch consumption (Bian & Moutinho, 2009; Bian & Veloutsou, 2007). Female consumers have more tendencies to purchase clothing because of its fashionable. Most of the female consumers want to follow new trends by fashion magazines and fashion blogs. Female consumers are price conscious than male consumers. Generally female consumers prefer to purchase clothes during discount period.

3. CONCEPTUAL FRAMEWORK

3.1. Introduction

The purpose of this study is to understand the drivers of clothing consumption. This study includes conceptual thinking and making measurements on a testable model. (Bagozzi & Phillips, 1982)

3.2. Conceptualizing Clothing Purchase Intention Alternatives

In this part of this study fashion intention alternatives are explained.

3.2.1. Definition and Conceptualization of Purchase Intention of Luxury

Clothes

In the academic literature, the luxury brands are identified as high quality, exclusive, prestigious, authentic, high level symbol and valuable (Tynan, McKechnie, & Chhuon, 2009; Kambele, Li, & Li, 2011). Luxury clothes are perceived as indicators of durability and quality (Berthon, Pitt, Parent, & Berthon, 2009).

Consumers are willing to purchase luxury clothes for fulfilling their different expectations. There are five types of luxury consumption such as conspicuous consumption, snobbish consumption, bandwagon consumption, hedonistic consumption and perfectionist consumption (Vigneron & Johnson, 1999; Tynan, McKechnie, & Chhuon, 2009). Conspicuous consumption is perceived by consumers as the signal of wealth, power and status (Veblen, 1899; Tynan, McKechnie, & Chhuon, 2009). Luxury fashion brands are gained consumers prestige which is referred as conspicuous consumption (O'cass & McEwen, 2004; Tynan, McKechnie, & Chhuon, 2009). Luxury fashion brands are standing out with their logos and emblems. Consumers are intent to conspicuous consumption for satisfying their social goals such as value expressive and social adjustive (Bearden & Etzel, 1982; Kastanakis & Balabanis, 2011).

Consumers are perceived that high priced clothes have a higher quality level which will indicate their prestige (Lichtenstein, Ridgway, & Netemeyer, 1993). Conspicuous consumers' primary objective is to attract others with their conspicuous consumption. Some consumers prefer to purchase luxury clothes for satisfying their uniqueness and self actualization needs which refers to snobbish consumption. Snob consumers are willing to buy limited products which have high prestige (Solomon M. R., 1994; Uzgoren & Guney, 2012). Price is an indicator of exclusivity for snob consumers (Groth & Mcdaniel, 1993; Uzgoren & Guney, 2012). Bandwagon consumption is perceived by consumers as desire of acceptance by a group (Belk R. W., 1988; Kantanakis, 2010). Bandwagon consumers prefer to purchase luxury clothes for impressing others. These consumers are considered that they can enhance their self concept by purchasing luxury clothes. Bandwagon consumers prefer to buy popular clothes from popular luxury clothing stores. Hedonistic consumption is perceived as purchasing luxury clothes under the influence of motives and feelings (Odabaşı, 2006). Price is a less important indicator of prestige for hedonist consumers. These types of consumers are willing to purchase luxury clothes rather than their utility for having pleasure. Hedonist consumers want to fulfil their fantasy and emotional value needs by purchasing luxury clothes. Perfectionist consumption is related with products quality value. High priced luxury clothes are more desirable and qualified for perfectionist consumers (Groth & Mcdaniel, 1993). These consumers are expecting superior quality, benefit, performance and features from luxury clothes.

3.2.2. Antecedents and Consequences of Purchase Intention of Luxury Clothes

Purchase intention of luxury clothes conceptualization can be defined as gratification and self expression of individuals. It is found out that individuals prefer to

purchase luxury clothes for feeling special, being remarkable and having pleasure (Hansen & Wänke, 2011). In other words luxury clothing purchase intention has an important role on developing social identity (Ahuvia, 2005). Luxury clothing purchase intention can affect by psychological needs of consumer. Moreover, having limited editions of a product can increase individuality and uniqueness feelings of consumers. Luxury clothes' consumers are perceived as elite, authentic and respectful. Consumers can attempt to satisfy their uniqueness and group affiliation needs by purchasing luxury clothes (Snyder & Fromkin, 1977).

Upper class consumers feel superior and distant from ordinary people when they purchase luxury clothes. They are aware of their social and financial status, recognition, self identity and self image (Solomon M. , 1986). Purchasing luxury clothes is a lifestyle for their consumers who want to show their social standing. Furthermore, people want to be similiar communities who can afford to purchase luxury clothes.

Materialism plays an important motivation affect on luxury clothing purchase intention. Consumers who have high level of materialism prefer to fulfill both their needs of owning a product and showing to catch other peoples' attentions are willing to pay high prices for luxury clothes (Veblen, 1899; Vigneron & Johnson, 1999).

Democratization of luxury clothes is changed luxury clothing brands' inaccessible, high status and wealth perceptions. There are three consequences of democratization of luxury clothes. Firstly, democratization of luxury clothes is damaging luxury brands image and prestige. Secondly, democratization of luxury clothes is giving opportunity for different consumer classes afford to purchase luxury clothes. This new luxury clothes' consumer class has less brand loyalty that purchases them for feeling powerful and wealthy. Lastly, upper class consumers want to be unique so their

clothing purchase intention behaviours and habits can change (Plazyk, 2015). Democratization of luxury brands is causing the sub brands creation which can affect luxury brand's image. Luxury brands can prevent their image's damages with emphasizing their concept they are not only selling goods but also selling dreams by their goods and giving importance to communication with their consumers.

3.2.3. Definition and Conceptualization of Purchase Intention of Counterfeit Clothes

Counterfeiting is identified as reproduction of the original products with similar trademarks, packaging methods and labelling (Ang, Cheng, Lim, & Tambyah, 2001). Counterfeit (knockoff) clothes are defined as the illegal copy of the genuine luxury clothes (Cordell, Wongtada, & Kieschnick, 1996; Perez, Castaño, & Quintanilla, 2010). Consumers generally prefer to purchase clothes from counterfeit clothing stores for satisfying their desire to wealth and making themselves conspicuous (Hoe, Hogg, & Hart, 2003; Penz & Stottinger, 2005; Eisend & Schuchert-Güler, 2006). Counterfeit clothes are determined as genuine imitations which have similar design, weave, material, stitches and fabric dye (Wilcox, Kim, & Sen., 2009).

The counterfeiting can be categorized in two different types, one being deceptive counterfeiting and the other being non-deceptive counterfeiting. Counterfeit fashion brands' manufacturers improve their products quality by technology which is called deceptive counterfeiting so consumers are not noticed that they purchased fake products which use a brand name or logo without genuine brands permission (Eisend & Schuchert-Güler, 2006; Grossman & Shapiro, 1988). Counterfeit clothes are re-

sembled with the original clothes so it is hard to distinguished deceptive counterfeit-ing products from genuine products which sold illegally. Non deceptive counterfeit brands' consumers consume them with the awareness of they are illegal, unethical, unworthy and low qualified, immoral and fake (Grossman & Shapiro, 1988; Phau, Teah, & Lee, 2009).

Consumers prefer to purchase clothes from counterfeit clothing stores which seem similar with luxury fashion brands with lower prices. These consumers also believe that they are gaining luxury fashion brands' prestige and they do not need to pay for these brands (Wongtada, Cordell, & Kieschnick, 1996; Grossman & Shapiro, 1988; Phau, Teah, & Lee, 2009). In addition to added prestige and conspicuousness consumers also purchase counterfeit clothes for other reasons such as price advantageous, accessibility, satisfying materialistic needs and seeking novelty. Luxury fashion brands are inaccessible because of their high prices. Counterfeit consumers could not afford to purchase genuine clothes. Lower priced goods are more accessible for lower class consumers. Paying too much money for one item does not seem logical for these types of consumers. They want pay less and have many items so they prefer to buy counterfeit clothes. Counterfeit clothes supply opportunity for consumers to satisfy their materialistic and curiosity needs with lower prices (Hawkins, Coney, & Best, 1980; Wee, Tan, & Cheok, 1995). Consumers can use counterfeit clothes as an alternative of the genuine ones. Some consumers do not prefer to use their genuine clothes during their daily life because of the frazzle and stolen risks. These type consumers prefer to use counterfeit clothes often and genuine ones rarely.

3.2.4. Antecedents and Consequences of Purchase Intention of Counterfeit Clothes

Counterfeit clothes are included poor quality of raw materials and fabric dye which are both harmful for human health and environment (Zavestoski, 2002). Consumers who are sensitive to these issues are not willing to purchase counterfeit clothes. Counterfeiting is a type of crime and unfair competence which is perceived as unlawful and immoral by society. Moreover, counterfeit fashion brands are damaging luxury fashion brands' reputation, authenticity and equity which will cause lost esteem from consumers (Gordon, 2002; Nia & Zaichkowsky, 2000). Competence values, moral beliefs and ethical (integrity) values are affecting counterfeit clothing purchase intention as antecedents (Hoe, Hogg, & Hart, 2003). Consumers who give importance to these values and have status anxiety are avoiding purchasing clothes from counterfeit clothing stores who can feel ashamed if someone discovered them when they wear counterfeit clothes (Penz & Stottinger, 2005). High educated consumers have fewer tendencies to purchase counterfeit clothes (Chapa, Minor, & Maldonado, 2006).

However, some consumers are willing to purchase counterfeit clothes who believe that these clothes can supply opportunity for having resembled products with low price and affiliating from a social group. What is more, counterfeit clothes' consumers consider that they can gain prestige by purchasing counterfeit clothes. By explaining this concept it is worth to consider preference of consumers prefer to purchase counterfeit clothes because they are willing to make show off.

3.2.5. Definition and Conceptualization of Purchase Intention of Second hand Clothes

It is reasonable to describe second hand clothes as any piece of used clothes (Mortara & Ironico, 2011). Second hand clothing consumption is influenced by social, economical and environmental motivations. Consumers can reach second hand clothes from charity donation outlet, thrift stores, flea markets, vintage stores and online stores (Rucker, et al., 1995). Second hand clothing stores bring together both individuals who want to dispose from their old clothes and these reusable clothes' potential consumers (Brookshire & Hodges, 2009). Second hand clothing purchase intention can be determined as a sort of recycling and sustainability practices (Gregson & Crewe, 2003). Behind second hand purchase intentions there are economical, ethical, psychology and situational factors (Guiot & Roux, 2010). Second hand clothes are supplied price advantage and bargain opportunity for their consumers. Environmental benefits are provided by reusing of second hand clothes. It is determined that second hand clothing stores are increasing consumer's social interaction, browsing behaviours and nostalgic pleasure (Guiot & Roux, 2010). Consumers who want to satisfy their uniqueness need by extraordinary, differentiated and special goods with low price have tendency purchase from second hand clothing stores. Consumers prefer to purchase second hand clothes for standing out among the crowd and receiving more attention (Hansen, 2000).

Even though second hand clothes purchase intention has been seen as a low class consumers' clothing purchase intention; it has become a global fashion trend which is purchased by different socio-economic class consumers such as artists, high income level individuals, tourists and expats (Besnier, 2004). Peer pressure is another

motivation factor of second hand clothing purchase intention. Second hand clothing purchase intention is perceived as a social confirmation process which reduces negative concerns from society and supplies acceptable values (Xu, Chen, Burman, & Zhao, 2014).

There are four type of reacquisition orientations such as casual reacquirers, necessary reacquirers, critical reacquirers and experiential reacquirers. Necessary reacquirers and casual reacquirers are driven by price concerns. Critical reacquirers have political, social and ethical considerations. Experiential reacquirers give importance to experiential and aesthetic qualities of goods (Pierce & Paulos, 2011). There are four types of second hand clothing consumers, one of them is In other words polymorphous enthusiasts, who have high level of investigation, environmentalism, frugality and need of uniqueness. Second type is thrifty critics, who can be categorized as frugality, DIY (do-it-yourself) and functionalist consumers. Nostalgic hedonists are third type and they want to arouse their nostalgic feelings by purchasing second hand fashion clothes. They want to have second hand clothing purchasing experience for feeling pleasure. Last but not least the fourth category is composed of regular specialist shoppers, who are target oriented consumers who have specific goods purchasing habits. (Guiot & Roux, 2010)

3.2.6. Antecedents and Consequences of Purchase Intention of Second hand Clothes

Second hand clothes' consumers have high level of price sensitivity, frugality, nostalgia interest and uniqueness need. Second hand clothes are purchased by consumers who enjoyed searching, bargaining and socializing which is related with he-

donic and utilitarian motivation factors (Sherry, 1990). When consumers need a specific product for specific event they can attempt to purchase from second hand clothing stores. Second hand clothing stores provide having had original fashion clothes with low prices chance to their consumers (Roux & Korchia, 2006). Second hand clothes' shoppers prefer to gaining status by purchasing second hand luxury fashion branded clothes that are sensitive to social judgement (Roux & Korchia, 2006).

Second hand clothes' consumers want to develop a self image and social image by identify themselves as different from other consumers (Tian, Bearden, & Hunter, 2001). They have a strong attachment with nostalgia (Baker & Kennedy, 1994). It is believed that using second hand clothes are a method for recalling positive memories. Individuals can remind their self identity and past interaction with other individuals by nostalgia effect (Roux & Korchia, 2006). Supply opportunity for consumers who could not find their dream pieces at fast fashion stores with potentials bargains which become like a treasure hunting process, can be regards as second hand clothing stores (Gregson & Crewe, 2003; Guiot & Roux, 2010). Second hand clothes' consumer is against to environmental pollution. Recycling behaviour is a type of lifestyle for them (Yan, Bae, & Xu, 2015). Second hand clothing shoppers have high level of ethical and moral concerns. Second hand clothing stores have some perceived risks such as non warrantable, illness contamination, transfer of misfortune and fading sense of self (Goffman, 1971).

3.3. The Relationship between Income and Clothing Purchase Intentions

Individuals clothing purchase intention behaviour differentiates according to their purchasing power. Consumers who have high income purchase clothes from luxury fashion brands. This type of consumers feels outstanding and prestigious when they purchase high priced clothes which are the symbol of wealth (Garfein, 1989; Nia

& Zaichkowsky, 2000). Upper class consumers give importance to brand knowledge and awareness. These consumers are eager to buy luxury fashion brands for satisfying and expressing themselves. Lower class consumers are affording to buy counterfeit clothes and second hand clothes. Lower class consumers are price sensitive type of consumers (Chen, Teng, & Liao, 2018). Their clothing purchase decision is effected mostly by the price of the garment. When lower class consumers purchase clothes from second hand clothing stores they can buy more than one of the same garment with cheaper price (Williams & Paddock, 2003).

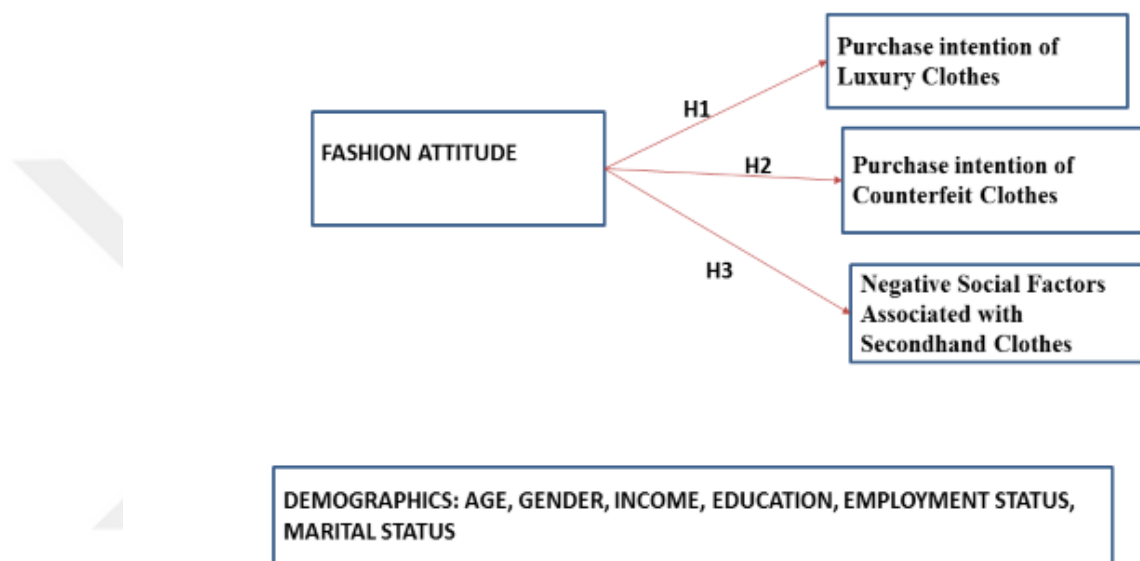
3.4.Fashion Attitude

Attitude is introduced as management of an individuals expression in emotional, motivational, perceptual and cognitive means (Evans, Jamal, & Foxall, 2006). Fashion attitudes of individuals' depend on some factors such as durability, quality, price, performance, environmental and ethical concerns (Wang & Heitmeyer, 2006). Luxury products are perceived as a quality indicator by individuals (Bian* & Moutinho, 2009). Consumers who have ethical concerns have negative attitudes toward counterfeit products (Phau, Teah, & Lee, 2009). Consumers who have environmental concerns have tendency to purchase second hand products (Boks & Stevels, 2003).

4. MODEL and HYPOTHESES

4.1. Research Model

Figure 2:
Conceptual Framework



In Figure 2 the conceptual framework of this study is shown.

4.2. Hypotheses

Financially well fare individuals who want to show their wealth, desirable status, superiority and power to other individuals are willing to purchase luxury clothes (Singh, 2016; Khare, 2014). Luxury clothes are used to increase individuals' self-enhancement and image (Tak, Pareek, & Rishi, 2017). These kind of individuals are comparing themselves and their possessions with other individuals (Carter & Gilovich, 2010).

Accordingly it is suggested to develop this hypothesis:

H₁: There is a significant relationship between fashion attitude and purchase intention of luxury clothes.

Fashion conscious low income consumers are willing to purchase from counterfeit clothing stores (Gentry*, Putrevu, & Shultz, 2006). These types of consumers give importance to follow latest fashion trends (Tom, Garibaldi, Zeng, & Pilcher, 1998). They fulfil their variety and novelty seeking needs with affordable prices by purchasing counterfeit clothes. They use counterfeit clothes for satisfying their curiosity and experimentation need (Wee, Ta, & Cheok, 1995).

Hence, it is suggested to consider the hypothesis formulated as:

H₂: There is a significant relationship between fashion attitude and purchase intention of counterfeit clothes.

Consumers who have economic and ecological concerns have tendency to second hand consumption. (Leonard-Barton, 1981). These consumers believe that can satisfy their clothing needs with affordable price with environmental friendly consumption behaviour (Gam, 2011). Individuals who hygiene concern have negative attitude toward second hand clothes (Parker* & Weber, 2013).

Accordingly, following hypothesis is addressed in this study:

H₃: There is a significant relationship between fashion attitude and negative social factors associated with second hand clothes.

Table 1:

List of Hypotheses

	Hypotheses	Explanation
H1	Fashion Attitude → Purchase intention of luxury clothes	H1: There is a significant relationship between fashion attitude and purchase intention of luxury clothes.
H2	Fashion Attitude → Purchase intention of counterfeit clothes	H2: There is a significant relationship between fashion attitude and purchase intention of counterfeit clothes.
H3	Fashion Attitude → Negative social factors associated with second hand clothes	H3: There is a significant relationship between fashion attitude and negative social factors associated with second hand clothes.

5. METHODOLOGY

5.1. Introduction

This section involves methodology, the research design of the current study as well as methodology preferred to collect data.

5.2. Research Design

Contribution of this thesis in literature includes investigation of which type of clothing purchase intentions do Turkish people prefer. Before the pilot study was conducted, reviews and evaluations were obtained from academics and professionals to ensure content validity.

After the structures and formulation of questions stated in the questionnaire form were simplified in reference to already available scales in the literature, a pilot study was conducted to determine if there were any problems with the items before proceeding to the main study. A survey study was conducted as a data collection method. The data collected as a result of the survey study were used to test the proposed relationships and hypotheses.

Finally, it was passed to the stage where data were collected through questionnaires and analyzed to safeguard validity as well as the reliability of the findings.

5.3. Research Instrument

The questionnaire study was developed and concluded with statements adapted from the literature based on previous studies. Statements are measured using a five-point Likert scale that varies between 1 (not at all interested) and 5 (very interested) and 1 (strongly disagree) to 5 (strongly agree).

The first version of the questionnaire was shared with a group of experts and academics with the aim whether the initial version of the questionnaire was comprehensible. In the light of the feedback given, the expressions were made more understandable and simplified for the respondents.

5.4. Data Collection Instrument

Quantitative techniques are employed in our thesis study. We have used closed questions, multiple choices and checkbox questions at the demographics part of the questionnaire. However, there is one short answer question regarding the respondents' age and one Likert style rating scale question regarding the respondents' fashion interest level in the demographics part of the questionnaire. On the rest of the demographics questions, we have asked their gender, marital status, education level, their income, are they working, if they are student or not, are they receiving an allowance from their family, are they giving importance to their appearance, frequency of their clothes shopping, how much time do they spend in a clothing store, where do they follow clothing fashion, what do luxury branded clothes mean to them, if they can't afford to purchase the original of a brand, will they purchase its counterfeit, would they prefer to purchase second hand clothes. Aside the demographics related questions, we used the ranking questions to get opinions from respondents. So, rating scale questions would be the best choice which we used a five-point Likert-style ra-

ting scale ranging from 1 (never interested) to 5 (very interested) and 1 (strongly disagree) to 5 (strongly agree).

This gives the respondent the option of determining how strongly he or she agrees with a statement. Fashion attitude variable was measured using established interval scales. Sampling group's clothing purchase intention preferences were stated from the three clothing purchase intention alternatives. We have asked our respondents, demographic questions first and left clothes purchase intention alternatives related questions the to the last part. The questionnaire was conducted in Turkish as it was aimed at Turkish consumers.

Table 2:

Sources of Scales

Scale Names	Variable Names	Sources	Questions
Conspicuous Consumption Behavior Scale	Purchase Intention of Luxury Clothes	Truong, Y., & McColl, R. (2011).	3
Readiness to Take Social Risk Scale	Purchase Intention of Counterfeit Clothes	Malik, A., Merunka, D., Akram, M. S., Barnes, B. R., & Chen, A. (2020)	3
Social Factor	Negative Social Factors Associated with Second hand Clothes	Kapoor, A., & Khare, A. K. (2019)	3
Fashion Attitude Scale	Fashion Attitude	Kinnery N.	8

5.5. Data Collection

Data was collected by using a survey. Google Forms was used as online survey method. The questionnaire was made with the forms tool in Google Docs. In total, 310 questionnaires have been submitted. The online survey was made available

from 1 June 2021 - 1 September 2021. When the desired sample size was reached, access to the survey was turned off.

5.6. Data Analysis Techniques

SPSS software, version 21 was employed during data analysis process. First, missing data, unengaged responses and outliers outliers were identified and liminated from the collected data. After the specified issues were resolved, reliability and factor analyses were performed with the resulting data set.



6. ANALYSIS AND FINDINGS

6.1. Sample Characteristics

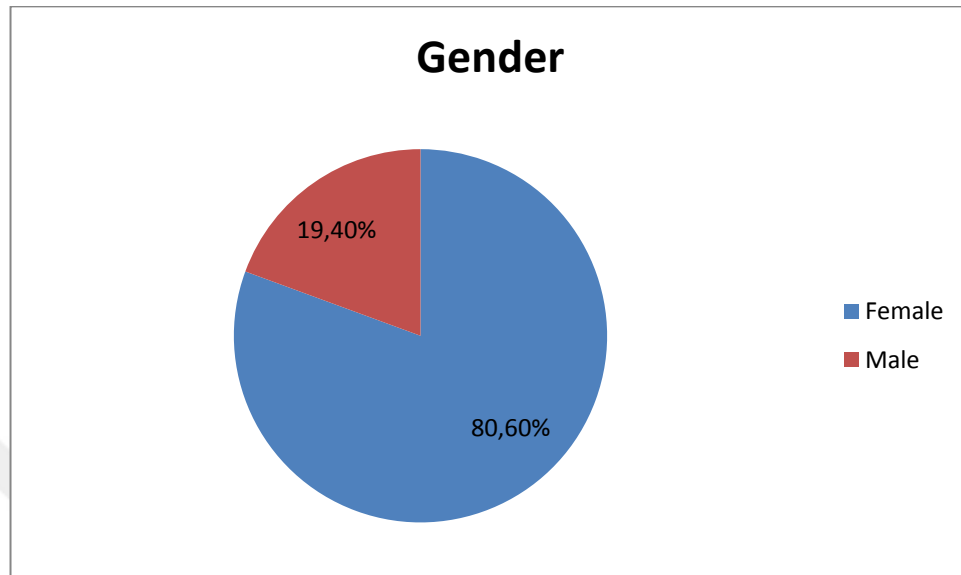
Survey data were collected from Turkey. The respondents are academicians, students or adults who are younger than 65. Respondents were asked to fill out the questionnaire through the internet. The link of the questionnaire was conveyed by the researcher to the researcher's environment using e-mail, social media, and instant messaging tools, and these people were asked to convey it to the environment. The questionnaire was developed according to methodology presented in chapter 5. The number of usable questionnaires filled out was 310. As a sample selection method convenience sampling which is a non probability sampling technique is used. The sample consists of individuals between the ages of 19-64. The convenience sampling method was used in the research.

6.2. Profile of the Respondents

As mentioned in the section before, there are 33 questions in total which 16 of them are related to the demographic data. We have found that from these 16 demographic questions that 80,6% of respondents are female and 19,4% of them are male.

Figure 3:

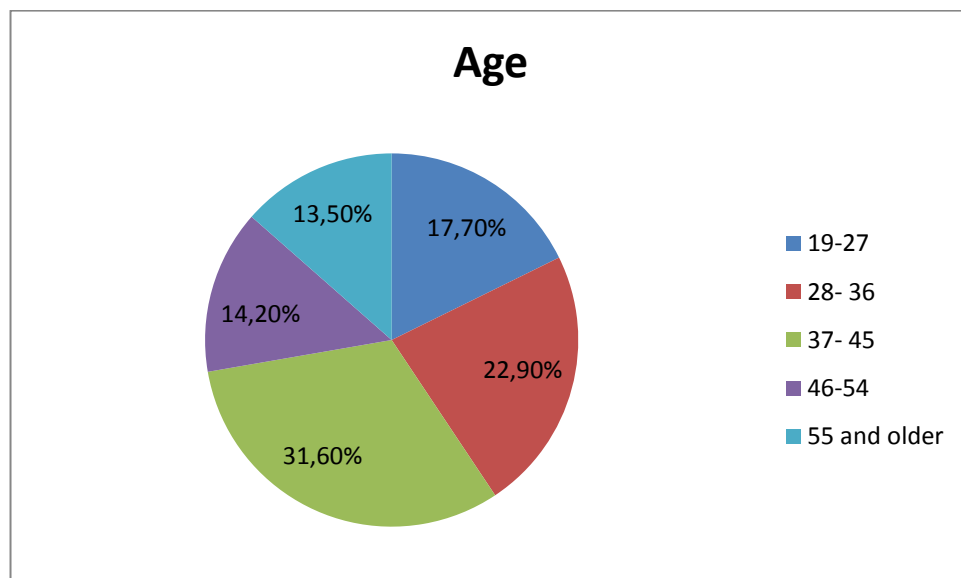
Distribution of respondents according to gender



17,7% of them are between 19- 27 years old, 22,9 % of them are the ages 28-36, 31,6% of them are between 37-45 years old, 14,2% of them are at age 46-54, and lastly, 13,5% of them are 55 years old or older.

Figure 4:

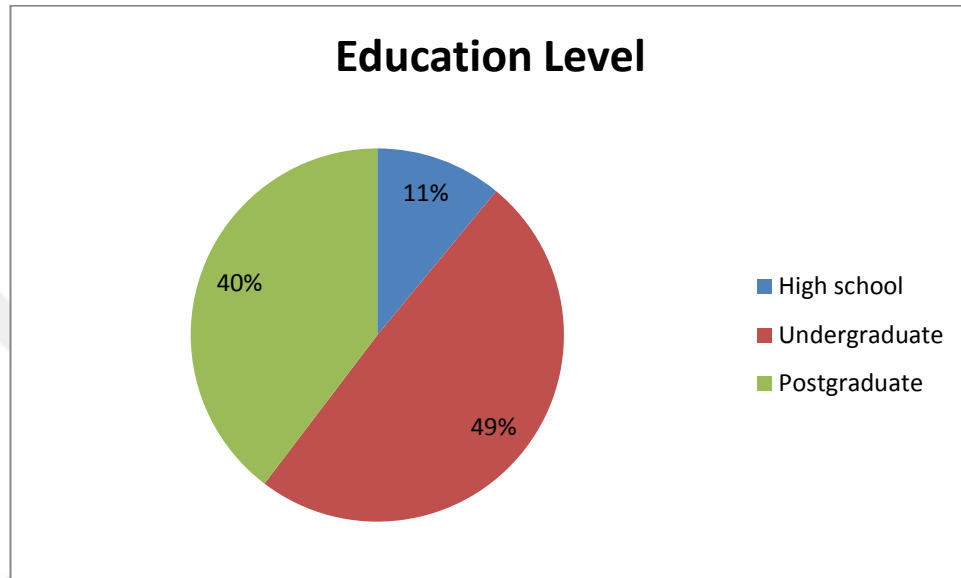
Distribution of respondents according to age



The vast majority of the respondents are university graduates . 49,4% of the respondents are undergraduates, 30,7% of them are postgraduates and 11% of them are high school graduates.

Figure 5:

Distribution of respondents according to education level



A large majority of the responders at the middle income level. The respondents defined themselves in the income category as follows; 12,6% of them are low income, 71% of them are middle income and 16,5% of them are high income.

Figure 6:

Distribution of respondents according to income level

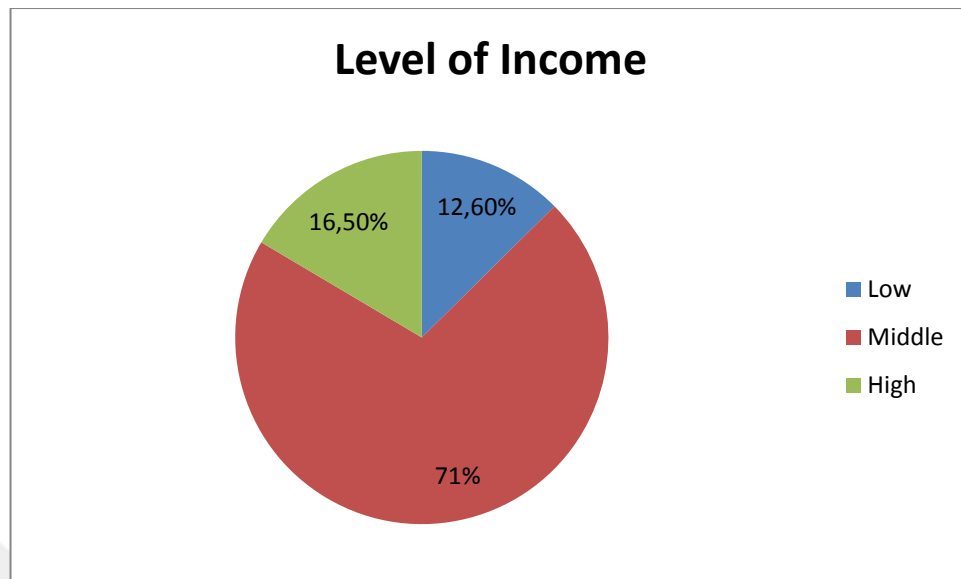
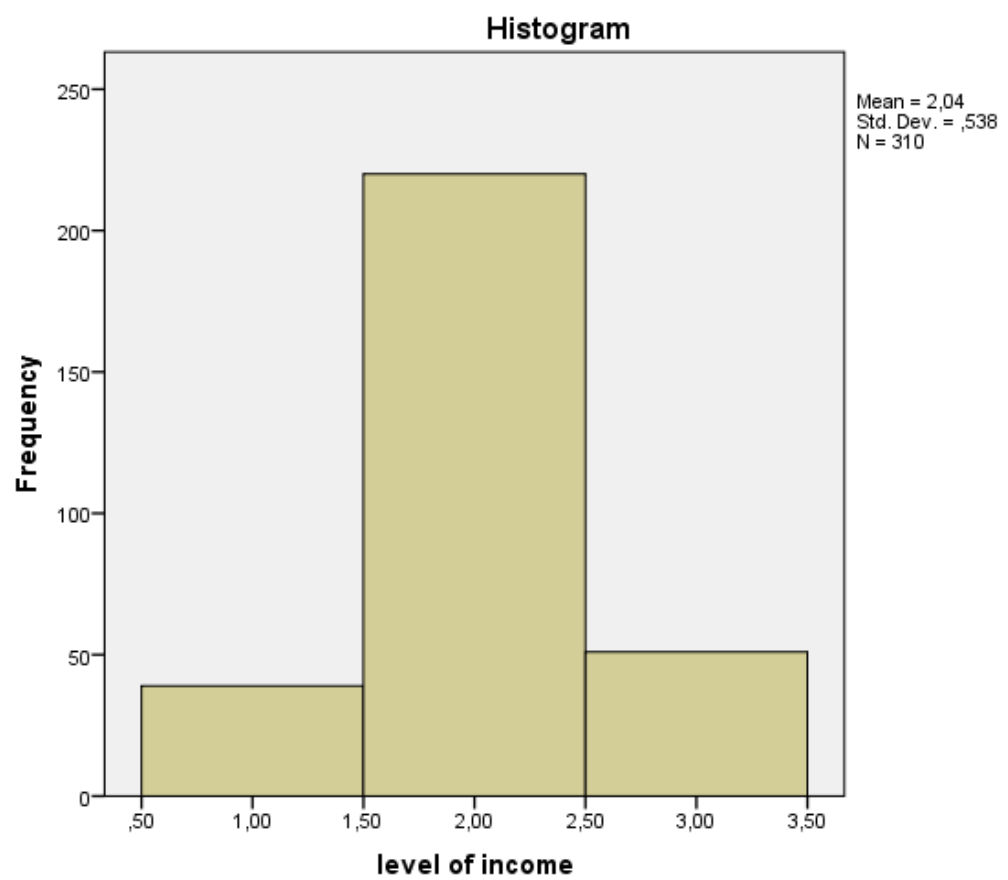


Figure 7:

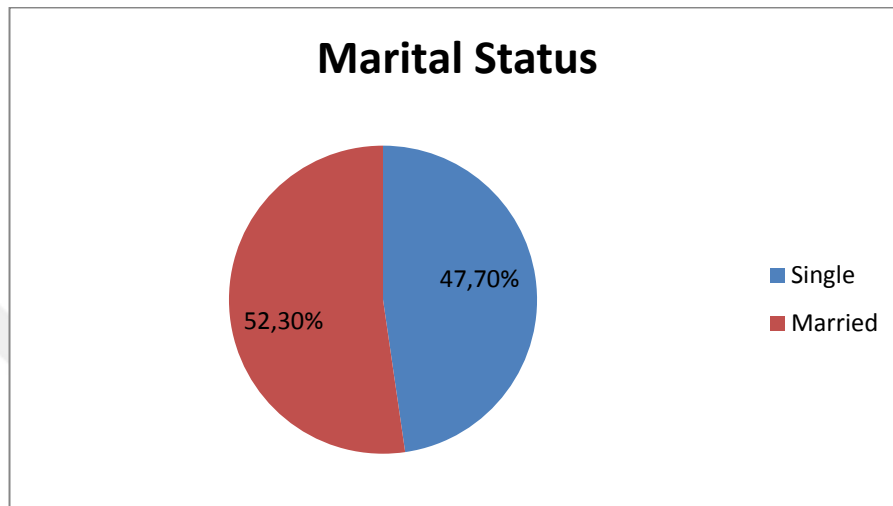
Histogram of income level



There is nearly an equality between married and single participants. 47,7% of the participants are single and 52,3% of the participants are married.

Figure 1:

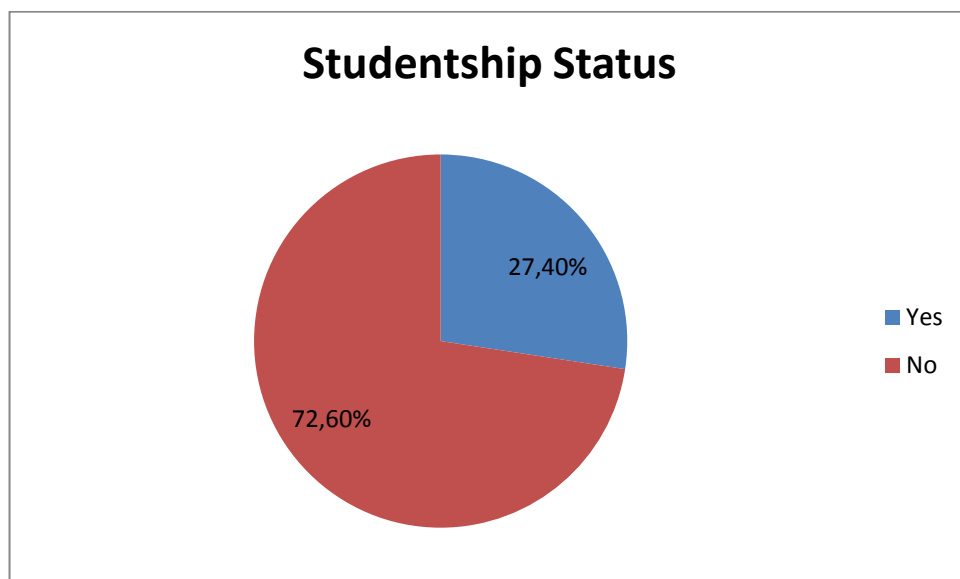
Distribution of respondents according to marital status



27,4% of the participants are student and 72,6% of the participants are not student.

Figure 9:

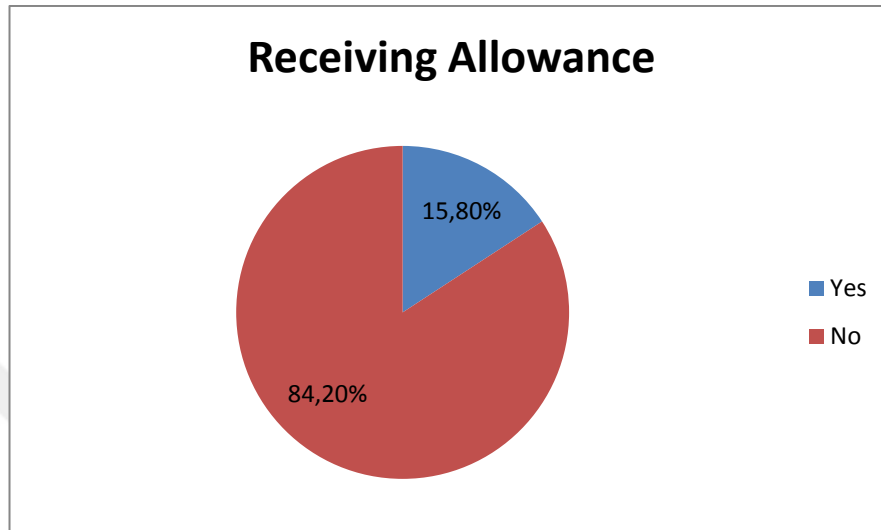
Distribution of respondents according to studentship status



15,8% of the participants are receiving allowance from their family and 84,2% of the participants are not receiving allowance from their family.

Figure 10:

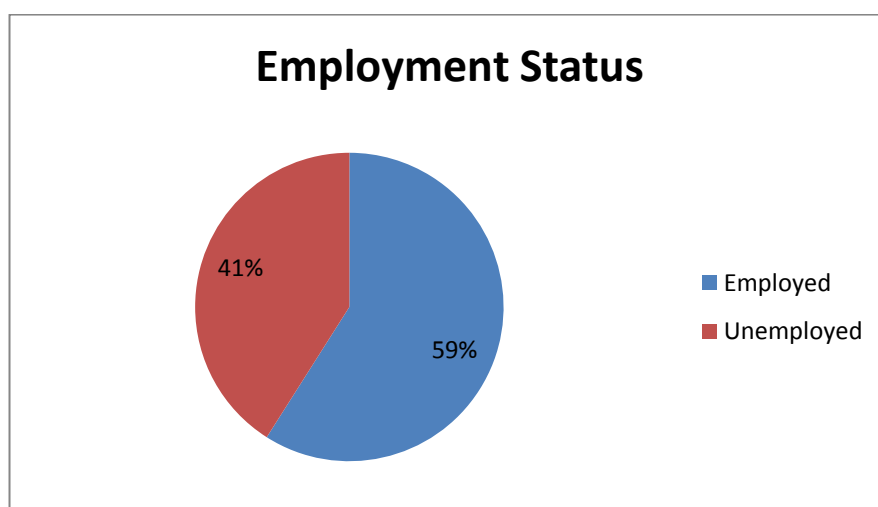
Distribution of respondents according to receive an allowance



59% of the participants are employed and 41% of the participants are unemployed.

Figure 11:

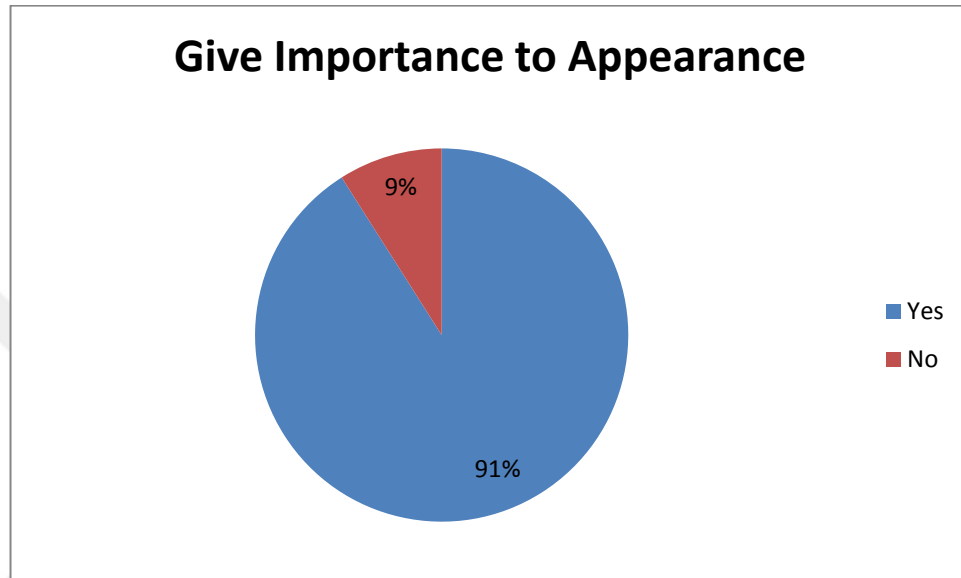
Distribution of respondents according to employment status



Most of the participants give importance to their appearance. 91% of the participants give importance to their appearance and 9% the participants do not give importance to their appearance.

Figure 12:

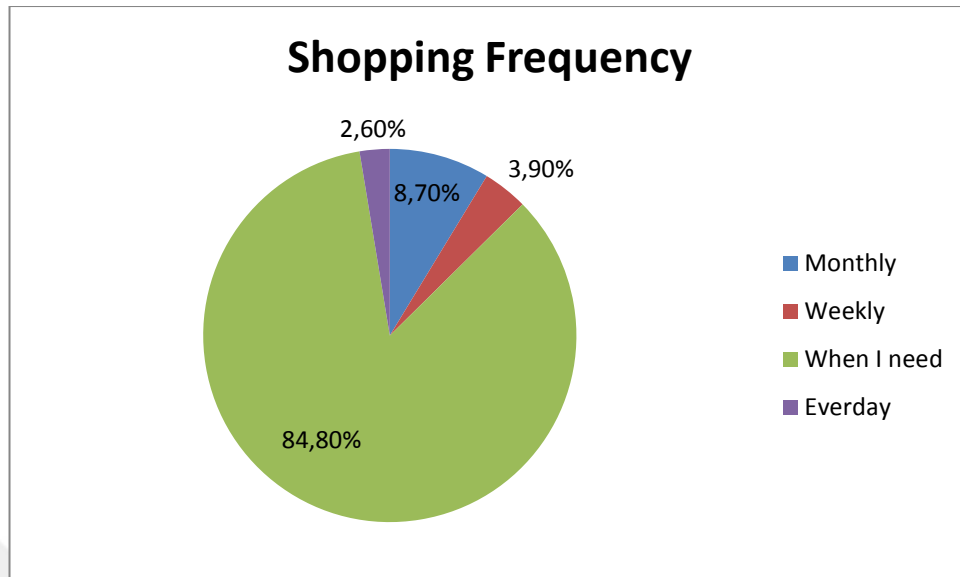
Distribution of respondents according to give importance to appearance



8,7% of the participants are prefer to do clothing shopping monthly, 3,9% of them prefer to do clothing shopping weekly, 84,8% of them prefer to do clothing shopping when they need and 2,6% of them prefer to do clothing shopping everyday. Most of the participants do clothing shopping when they need.

Figure 13:

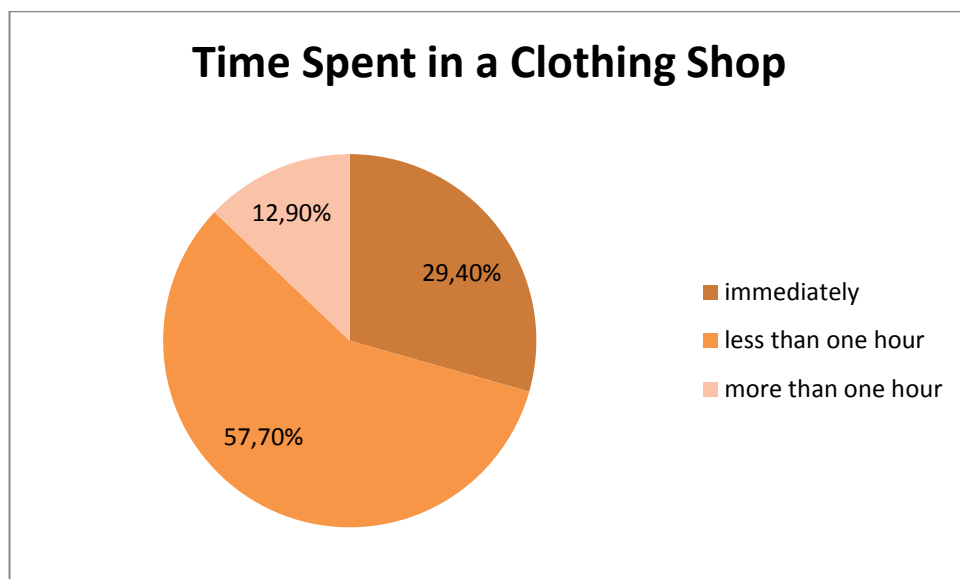
Distribution of respondents according to shopping frequency



29,4% of the responders immediately do their shopping, 57,7% of them spend less than one hour in a clothing shop and 12,9% of them spend more than one hour in a clothing shop.

Figure 14:

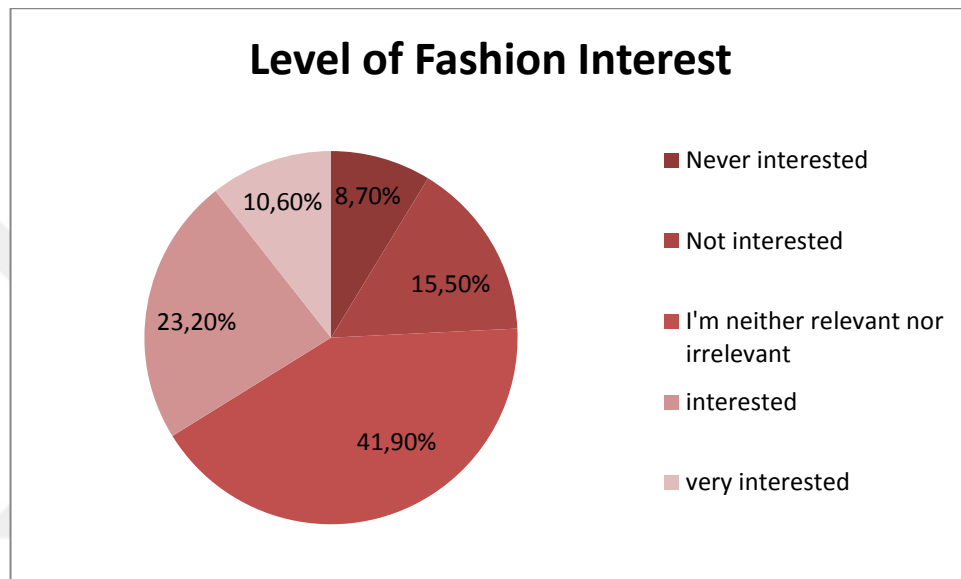
Distribution of respondents according to time spent in a clothing shop



8,7% of the responders are never interested with fashion, 15,5% of the responders are not interested with fashion, 41,9% of the responders are neither relevant nor irrelevant with fashion, 23,2% of the responders are interested with fashion and 10,6% of the responders are very interested with fashion.

Figure 15:

Distribution of respondents according to level of fashion interest



We have asked our respondents that which area do they follow clothing fashion and given the right to choose multiple answers to them. So, they can choose more than one answer. Mostly respondents prefer to follow clothing fashion from social media. Number of N exceeds the volume of the sample because it is a multiple response.

Table 3:

Responses for which area do you follow clothing fashion question

Area	Responses	
	N	Percent
Other	23	6,40%
tv shows	19	5,30%
Social media	207	57,50%
Social enviroment	111	30,80%
Total	360	100%

We have asked our respondents that what does luxury branded clothing mean for them and given the right to choose multiple answers to them. So, they can choose more than one answer. Mostly respondents answer this question as quality. Number of N exceeds the volume of the sample because it is a multiple response.

Table 4:

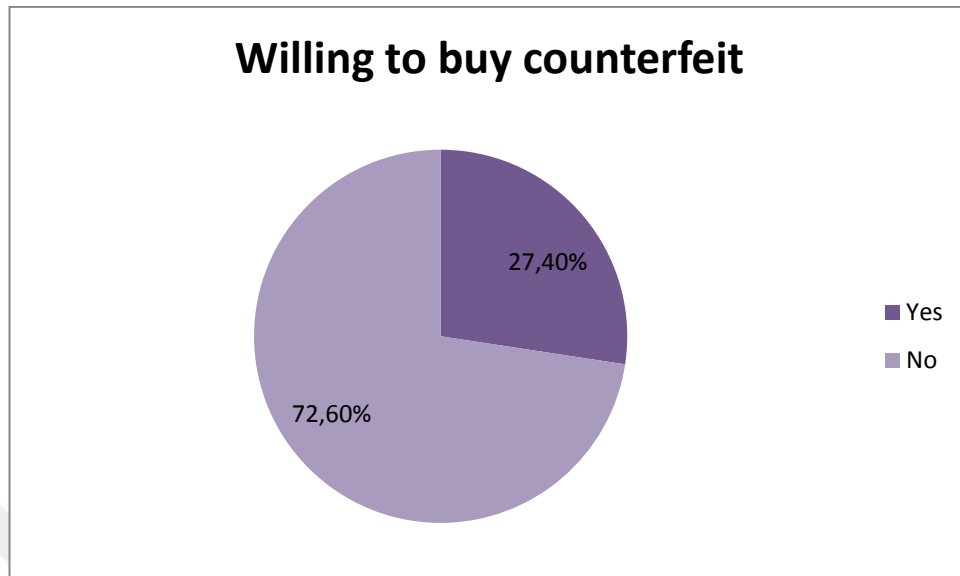
Responses for what does luxury branded clothing mean for you question

Luxury Branded Clothing Means	Responses	
	N	Percent
Status	68	15,60%
Quality	140	32,20%
Ego	65	14,90%
Acceptance from social enviroment	50	11,50%
Unnecessary expenditure	112	25,70%
Total	435	100%

We have asked our respondents that if they could not afford to buy the original luxury branded clothing are they willing to buy its counterfeit version. Most of respondents are not willing to buy counterfeit clothing.

Figure 16:

Distribution of respondents according to answers for are they willing to buy counterfeit clothing question



We have asked our respondents that do they prefer to buy second hand clothing. Most of respondents do not prefer to buy second hand clothing.

Figure 17:

Distribution of respondents according to answers for do they prefer to buy second hand clothing question

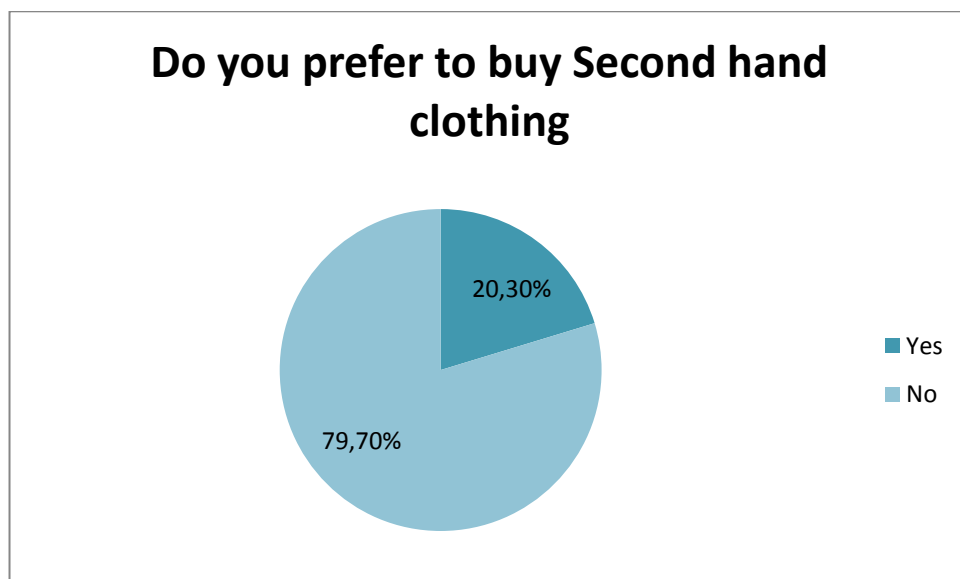


Table 5:
Demographic Characteristics

Demographic Characteristics		Full Sample	
		n	%
Gender	Male	60	19,4
	Female	250	80,6
Age	19-27	55	17,7
	28-36	71	22,9
	37-45	98	31,6
	46-54	44	14,2
	55 and older	42	13,5
Education	High School	34	11
	Undergraduate	153	49,4
	Postgraduate	123	39,7
Monthly Income	Low Income	39	12,6
	Middle Income	220	71
	High Income	51	16,5
Marital Status	Single	148	47,7
	Married	162	52,3
Employment Status	Unemployed	127	41
	Employed	183	59
Studentship Status	Student	85	27,4
	Not Student	225	72,6
Getting Allowance	Yes	49	15,8
	No	261	84,2

Give importance to appearance	Yes	282	91
	No	28	9
Frequency of Clothing Shopping	Monthly	27	8,7
	Weekly	12	3,9
	When I need	263	84,8
	Every day	8	2,6
Time Spent in a clothing shop	Immediately	91	29,4
	Less than one hour	179	57,7
	More than one hour	40	12,9
Level of fashion interest	Never interested	27	8,7
	Not interested	48	15,5
	I'm neither relevant nor irrelevant	130	41,9
	Interested	72	23,2
	Very interested	33	10,6
Which area do you follow clothing fashion?	Other	23	6,4
	Tv shows and magazines	19	5,3
	Social media	207	57,5
	Social environment	111	30,8
What does luxury branded clothing mean to you?	Status	68	15,6
	Quality	140	32,2
	Ego	65	14,9

	Acceptance and respect from the social environment	50	11,5
	Unnecessary expenditure	112	25,7
Are you willing to buy counterfeit?	Yes	85	27,4
	No	225	72,6
Do prefer to buy second hand clothing?	Yes	63	20,3
	No	247	79,7

6.3. Descriptive Statistics

The questionnaire was conducted on 310 respondents as stated before. Likert scale was chosen for the 17 questions. For ensuring the normality of the data, descriptive statistics is conducted.

6.3.1. Normality Test

Normality test was applied to examine the normal distribution of the data. According to the H_0 hypothesis established for the normality test, the hypothesis that "the distribution of scores does not differ significantly from the normal distribution" is tested. Therefore, accepting the H_0 hypothesis indicates that the data is normally distributed. If the group size is less than 50, Shapiro-Wilk test results should be interpreted, if it is large, Kolmogorov-Smirnov test results should be interpreted (Büyüköztürk, 2018). Since the group size was 307 in this study, the results of Kolmogorov-Smirnov test were interpreted. In order for the distribution to be considered normal as a result of the hypothesis test, $p > 0,05$ is required. However, considering

that the measurements in social sciences are made with Likert-type scales in the range of "strongly disagree"-"strongly agree", it will be seen that it is quite difficult to accept the H_0 hypothesis according to the results of the normality test. Therefore, in order to examine the normality;

- Kurtosis-skewness coefficients should be checked,
- Q-Q plot and boxplot should also be interpreted (Büyüköztürk, 2018).

According to these assumptions, the variables of fashion attitude, purchase intention of luxury clothes, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes were tested for normality.

Table 6:

Normality Test Results of All Variables

	Kolmogorov-Smirnov		
	Statistic	N	p
Fashion Attitude	0,106	310	0,000
Purchase Intention of Luxury Clothes	0,121	310	0,000
Negative Social Factors Associated with Second hand Clothes	0,096	310	0,000
Purchase Intention of Counterfeit Clothes	0,127	310	0,000

As seen in Table 6, the normality hypotheses established for the variables were rejected according to the Kolmogorov-Smirnov test results for all variables ($p < 0,05$). This indicates that the data is not normally distributed. However, for testing the normality assumption, the results of descriptive statistics, Q-Q plots and Boxplots were also interpreted.

Table 7:

Summary Outputs of Descriptive Statistics of Variables

Variable	Skewness	Kurtosis	Mean	Trimmed Mean	Median
Fashion Attitude	0,606	0,130	2,19	2,1476	2
Purchase Intention of Luxury Clothes	0,259	-0,98	2,4333	2,3943	2,3333
Negative Social Factors Associated with Second hand Clothes	-0,19	-1,007	3,1226	3,1362	3
Purchase Intention of Counterfeit Clothes	-0,238	-0,809	3,3333	3,3704	3,6667

As can be seen in Table 7, the skewness and kurtosis coefficients of all variables are between ± 1 values. The fact that the mean, trimmed mean and median values are close to each other indicates that the data are normally distributed (Büyüköztürk, 2018).

After examining the descriptive statistics, the Q-Q Plot and Boxplots Charts of the variables were examined. Accordingly, it is seen that the data of all variables are located around the diagonal line in the Q-Q plot charts, and there is no contradiction. In addition, it is seen that the horizontal lines in the boxplot charts center the boxes. All these results confirm that the data of all variables are normally distributed.

6.4. Data Analysis

Thanks to the form tool in Google, we were able to extract the data to Microsoft Excel. Then transferred it into a data file in the SPSS. Cronbach's Alpha reliability test was applied to the questions with Likert scale in the SPSS program. It was coded in regard of a 1-5 scale, 1 as strongly disagree and 5 as strongly agree, except the demographic questions. For validity reasons, each construct should have at least a value of 0.7 or close to that.

6.4.1. Factor & Reliability Analyses

Factor analysis was performed (for validity testing) to show that the scales used in the study actually measured the relevant variables (Durmuş, Yurtkoru, & Çinko, 2018). For this purpose, the scales were included in the Kaiser-Meyer-Olkin (KMO) sample adequacy analysis. According to the KMO value interpretations table (see Table 8), the suitability of the variables for factor analysis was examined (Durmuş, Yurtkoru, & Çinko, 2018).

Table 8:

KMO Value Interpretations Table

KMO Value	Interpretation
0,80 and above	Perfect
between 0,70 and 0,80	Good
between 0,60 and 0,70	Middle
between 0,50 and 0,60	Bad
less than 0,50	Unacceptable

Table 9:

KMO and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,702
Bartlett's Test of Sphericity	Approx. Chi-Square	1577,120
	df	153
	Sig.	,000

Kaiser-Meyer-Olkin (KMO) sample adequacy was found to be 0,702. In addition, the significant result of the Barlett Sphericity test ($p < 0.05$) indicates that the sample is suitable for factor analysis (Durmuş, Yurtkoru, & Çinko, 2018).

Table 10:

Scale Table

Scale Names	Questions
Purchase Intention of Luxury Clothes	<p>Q1: Product prestige is my major reason for buying a luxury brand.</p> <p>Q2: It is important for me that the luxury brand I buy improves my image.</p> <p>Q3: The luxury brand I purchase must be a status symbol.</p>
Purchase Intention of Counterfeit Clothes	<p>Q1: I am ready to buy counterfeit products though my friends/ relatives may find out that I am using counterfeit products, they will dislike it and think that I am unable to afford a genuine brand.</p> <p>Q2: I am ready to buy counterfeit products though my friends/ relatives may find out that I am using counterfeit products, this will make them disrespect me considering me to be immoral.</p> <p>Q3: I am ready to buy counterfeit products though spending money on a counterfeit product is risky because others may laugh at me (self-developed).</p>

Negative Social Factors Associated with Second hand Clothes	Q1: I will be embarrassed to be seen in an exchange/ second hand sale event. (R)* Q2: My family members' have negative attitudes about second hand apparel. (R)* Q3: My friends would be judgmental of second hand clothing. (R)*
Fashion Attitude	Q1: Only famous people adopt fashion. Q2: Ordinary people do not adopt fashion. Q3: For poor people fashion is like a dream. Q4: Fashion is the monopoly of rich people. Q5: Fashion that become prevalent in the lower classes should be renounced by the people of upper class. Q6: Fashion brings feeling of novelty in life. Q7: People in the lower class feel to be in the upper class by adopting fashion. Q8: There is a fear of looking rustic by not adopting fashion.

R*: Reverse Coding

Fashion attitude scale consists of 8 questions. These questions are; only famous people adopt fashion, ordinary people do not adopt fashion, for poor people fashion is like a dream, fashion is the monopoly of rich people, fashion that become prevalent in the lower classes should be renounced by the people of upper class, fashion brings feeling of novelty in life, people in the lower class feel to be in the upper class by adopting fashion and there is a fear of looking rustic by not adopting fashion (Kinnery). Factors should have confidence limits above 0.70 (when the number of statements is low, this limit is considered as 0.60) (Durmuş, Yurtkoru, & Çinko, 2018). Since it was determined that the 6th and 7th items belonging to the fashion

attitude variable were distributed under different factors, these items were excluded from the factor analysis.

Purchase intention of luxury clothes scale consists of 3 questions. These questions are; product prestige is my major reason for buying a luxury brand, it is important for me that the luxury brand I buy improves my image and the luxury brand I purchase must be a status symbol (Truong* & McColl, 2011).

Purchase intention of counterfeit clothes scale consists of 3 questions. These questions are; I am ready to buy counterfeit products though my friends/ relatives may find out that I am using counterfeit products, they will dislike it and think that I am unable to afford a genuine brand, I am ready to buy counterfeit products though my friends/ relatives may find out that I am using counterfeit products, this will make them disrespect me considering me to be immoral and I am ready to buy counterfeit products though spending money on a counterfeit product is risky because others may laugh at me (self-developed) (Malik, Merunka, Akram, & Barnes, 2020) .

Negative social factors associated with second hand clothes scale consists of 3 questions. These questions are; I will be embarrassed to be seen in an exchange/ second hand sale event, my family members' have negative attitudes about second hand apparel and my friends would be judgmental of second hand clothing (Kapoor & Khare, 2019).

As a result of the adjustments, the number of expressions was reduced to 15 and the number of factors to 4. The first of these factors is "Fashion Attitude", the second is "Purchase intention luxury clothes ", the third is "Negative social factors associated with second hand clothes " and the fourth is "Purchase intention counterfeit clothes". Together with these four factors, the total explained variance is 60,33%.

The results of factor analysis are given in the tables below.

Table 11:
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,998	16,657	16,657	2,998	16,657	16,657	2,769	15,383	15,383
2	2,790	15,500	32,157	2,790	15,500	32,157	2,337	12,982	28,364
3	1,952	10,842	42,999	1,952	10,842	42,999	2,087	11,593	39,957
4	1,871	10,397	53,396	1,871	10,397	53,396	2,011	11,170	51,127
5	1,248	6,934	60,330	1,248	6,934	60,330	1,657	9,203	60,330
6	,901	5,008	65,338						
7	,823	4,570	69,908						
8	,787	4,371	74,279						
9	,746	4,143	78,422						
10	,640	3,555	81,976						
11	,607	3,370	85,347						
12	,565	3,139	88,485						
13	,500	2,780	91,266						
14	,372	2,065	93,331						
15	,337	1,874	95,204						
16	,305	1,695	96,899						
17	,292	1,624	98,523						
18	,266	1,477	100,000						

Extraction Method: Principal Component Analysis.

Table 12:

Rotated Component Matrix

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
fashion is dream for poor people	,802				
fashion is the monopoly of rich people	,749				
ordinary people do not adopt fashion	,747				
social class differences effect on fashion	,629				
famous people adopt fashion	,602				
fear of looking rustic by not adopting fashion	,452				
luxury prestige		,869			
luxury status symbol		,853			
luxury image		,823			
negative attitudes about secondhand apparel			,877		
judgmental of secondhand clothing			,828		
secondhand sale event			,718		
counterfeit disrespect				,858	
counterfeit perception				,836	
counterfeit risk				,693	
luxury thought					,749
luxury pleases					,720
consumption behavior					,675

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

The results of the reliability analysis for each scale are given in the tables below.

Table 13:

*Purchase Intention of Luxury Clothes Reliability Analysis Results***Reliability Statistics**

Cronbach's Alpha	N of Items
,826	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
luxury prestige	5,1484	5,570	,713	,732
luxury image	4,3742	5,031	,649	,802
luxury status symbol	5,0774	5,496	,694	,748

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7,3000	11,104	3,33225	3

Table 14 :

*Purchase Intention of Counterfeit Clothes Reliability Analysis Results***Reliability Statistics**

Cronbach's Alpha	N of Items
,732	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
counterfeit perception	6,1419	6,252	,601	,600
counterfeit disrespect	6,2935	5,535	,660	,517
counterfeit risk	7,5645	6,104	,430	,808

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10,0000	11,832	3,43973	3

Table 15 :

Negative Social Factors Associated with Second hand Clothes Reliability Analysis Results

Reliability Statistics

Cronbach's Alpha	N of Items
,757	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
secondhand sale event	6,1742	7,491	,484	,792
negative attitudes about secondhand apparel	6,3161	6,314	,691	,547
judgmental of secondhand clothing	6,2452	7,474	,597	,665

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9,3677	14,227	3,77184	3

Table 16:

Fashion Attitude Reliability Analysis Results

Reliability Statistics

Cronbach's Alpha	N of Items
,754	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
famous people adopt fashion	11,5871	21,771	,428	,736
ordinary people do not adopt fashion	11,3677	20,266	,575	,703
fashion is dream for poor people	10,7484	17,380	,645	,673
fashion is the monopoly of rich people	10,4581	17,738	,565	,698
social class differences effect on fashion	10,8774	20,095	,442	,733
fear of looking rustic by not adopting fashion	10,8000	21,041	,345	,759

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,1677	27,059	5,20184	6

The model was structured as below.

Figure 18:

Model proposed

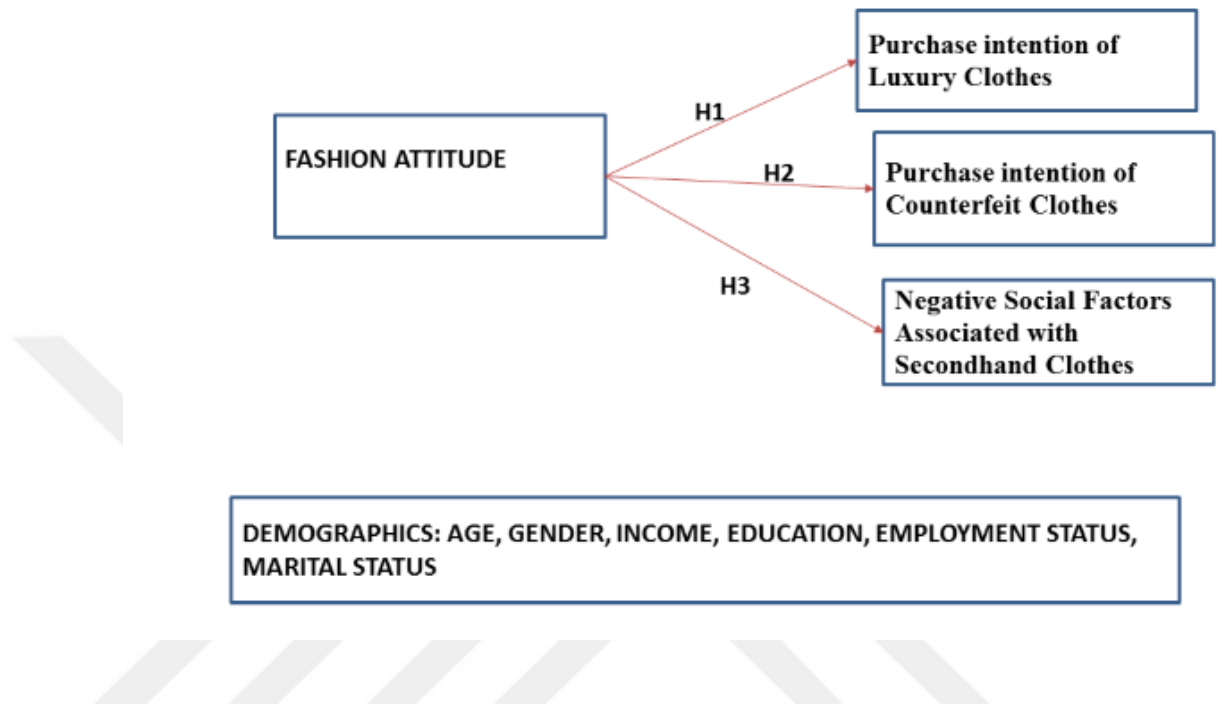


Table 17 :

Hypotheses

	Hypotheses	Explanation
H1	Fashion Attitude → Purchase intention of luxury clothes	H1: There is a significant relationship between fashion attitude and purchase intention of luxury clothes.
H2	Fashion Attitude → Purchase intention of counterfeit clothes.	H2: There is a significant relationship between fashion attitude and purchase intention of counterfeit clothes.
H3	Fashion Attitude → Negative social factors associated with second hand clothes	H3: There is a significant relationship between fashion attitude and negative social factors associated with second hand clothes.

6.4.2. Correlation Analysis

Correlation analysis was used to determine the relationships between variables. The correlation coefficient is indicated by the letter “r” and significance by the letter “p” in the analysis.

The r value takes a value between -1 and +1 and the strength of the relationship decreases as it approaches 0.

r value;

- Being between 0 – 0.50 is weak among the variables,
- Between 0.50 – 0.70, it is moderate among the variables,
- A score between 0.70 – 1 indicates that there is a strong relationship between the variables. The same is true for negative values (Durmuş, Yurtkoru, & Çinko, 2018).

In order to perform the correlation analysis, which is used to examine the relationship between the variables, the following rules must be followed.

- Linearity of the relationship
- More than 30 samples
- Paying attention to outliers in the sample

All of the correlation analyzes were carried out taking these rules into consideration. The relationships between fashion attitude, purchase intention of luxury clothes, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes variables investigated in this study are given in the table.

According to the results of the Pearson correlation analysis, it was found that there is no relation between fashion attitude and purchase intention of luxury clothes, $r=.051$, $p=.370$. According to the results of the Pearson correlation analysis, it was found that there is a weak, positive and significant relationship between fashion attitude and negative social factors associated with second hand clothes, $r=-.127$, $p<.05$. According to the results of the Pearson correlation analysis, it was found that there is no relation between fashion attitude and purchase intention of counterfeit clothes, $r=.105$, $p=.065$. (Büyüköztürk, 2018).

Table 18:

Correlation Analysis

		Correlations			
		LUX	CF	SH	FA
LUX	Pearson Correlation	1	-,187**	-,133*	,051
	Sig. (2-tailed)		,001	,019	,370
	N	310	310	310	310
CF	Pearson Correlation	-,187**	1	,154**	,105
	Sig. (2-tailed)	,001		,006	,065
	N	310	310	310	310
SH	Pearson Correlation	-,133*	,154**	1	-,127*
	Sig. (2-tailed)	,019	,006		,026
	N	310	310	310	310
FA	Pearson Correlation	,051	,105	-,127*	1
	Sig. (2-tailed)	,370	,065	,026	
	N	310	310	310	310

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

6.4.3. Regression Analysis

The next phase of the analysis process constitutes the stepwise regression analysis process, which reveals the most relevant hypothesis. The regression analysis was performed by using dependent variables and independent variables. The independent variables that have been considered for this process is the fashion attitude. The dependent variables the are purchase intention of luxury clothes, purchase intention

of counterfeit clothes and negative social factors associated with second hand clothes.

Simple linear regression analysis was applied to individual variables to detect direct effects. As seen in the tables below ; there is no relationship between fashion attitude and purchase intention of luxury clothes ($\beta=0.051$ and $p=0.370$). There is a significant relationship between fashion attitude and negative social factors associated with second hand clothes ($\beta= -0.127$ and $p<0.05$). There is no relationship between fashion attitude and purchase intention of counterfeit clothes ($\beta=0.105$ and $p=0.065$).

Table 19:

Simple Linear Regression Analysis between Fashion Attitude and Purchase Intention of Luxury Clothes

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,051 ^a	,003	-,001	1,11110

a. Predictors: (Constant), FA

b. Dependent Variable: LUX

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,993	1	,993	,805	,370 ^b
	Residual	380,240	308	1,235		
	Total	381,233	309			

a. Dependent Variable: LUX

b. Predictors: (Constant), FA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,290	,172		13,313	,000
	FA	,065	,073	,051	,897	,370

a. Dependent Variable: LUX

Table 20:

Simple Linear Regression Analysis between Fashion Attitude and Negative Social Factors Associated with Second hand Clothes

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,127 ^a	,016	,013	1,24915

a. Predictors: (Constant), FA

b. Dependent Variable: SH

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,861	1	7,861	5,038	,026 ^b
	Residual	480,592	308	1,560		
	Total	488,453	309			

a. Dependent Variable: SH

b. Predictors: (Constant), FA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,526	,193		18,236	,000
	FA	-,184	,082	-,127	-2,245	,026

a. Dependent Variable: SH

Table 21:

Simple Linear Regression Analysis between Fashion Attitude and Purchase Intention of Counterfeit Clothes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,470	1	4,470	3,427	,065 ^b
	Residual	401,752	308	1,304		
	Total	406,222	309			

a. Dependent Variable: CF

b. Predictors: (Constant), FA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,029	,177		17,132	,000
	FA	,139	,075	,105	1,851	,065

a. Dependent Variable: CF

When the R^2 values were examined, it was seen that the fashion attitude variable explained 0% of the purchase intention of luxury clothes variable, fashion attitude variable explained 1% of the and negative social factors associated with second hand clothes variable and the fashion attitude variable explained 1% of the purchase intention of counterfeit clothes variable. (Durmuş, Yurtkoru, & Çinko, 2018).

6.4.4. Tests for Differences

In this section, we will examine differences between demographic features such as age, gender, marital status, employment status, education level and income. Respondents within the scope of the research; grouped according to their demographic features. It was investigated whether these groups differed significantly according to the variables of fashion attitude, purchase intention of luxury clothes, purchase intention of counterfeit clothes and negative social factors associated with second hand clothes. Independent groups t-test was used to test the difference between two

groups, and one-way analysis of variance (ANOVA) was used to test the difference of three or more groups (Durmuş, Yurtkoru, & Çinko, 2018).

6.4.4.1. Gender

The differences between the gender distribution of the participants and the variables of fashion attitude, purchase intention of luxury clothes, purchase intention of counterfeit clothes and negative social factors associated with second hand clothes were examined. Since the number of groups was two (female, male), independent groups t-test was applied.

Table 22:

Difference Test Results by Gender

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
LUX	female	250	2,3600	1,11547	,07055
	male	60	2,7389	1,04529	,13495
CF	female	250	3,3747	1,16032	,07339
	male	60	3,1611	1,07967	,13939
SH	female	250	3,1653	1,25835	,07959
	male	60	2,9444	1,24747	,16105
FA	female	250	2,1533	,85510	,05408
	male	60	2,3667	,90187	,11643

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LUX	Equal variances assumed	1,473	,226	-2,391	308	,017	-,37889	,15848	-,69072	-,06706
	Equal variances not assumed			-2,488	93,994	,015	-,37889	,15227	-,68123	-,07654
CF	Equal variances assumed	1,189	,276	1,297	308	,196	,21356	,16465	-,11042	,53753
	Equal variances not assumed			1,356	94,521	,178	,21356	,15752	-,09919	,52630
SH	Equal variances assumed	,140	,708	1,223	308	,222	,22089	,18060	-,13448	,57626
	Equal variances not assumed			1,230	90,062	,222	,22089	,17964	-,13599	,57777
FA	Equal variances assumed	,479	,489	-1,717	308	,087	-,21333	,12424	-,45781	,03114
	Equal variances not assumed			-1,662	86,254	,100	-,21333	,12838	-,46853	,04186

The t-test results of all variables by gender are shown in Table 22.

$t(df) = t$ - value, p = significance value

According to the t-test results, it was found that males' ($X = 2,7389$, $\sigma X = 1,04529$) purchase intention of luxury clothes scores were significantly higher than females' ($X = 2,36$, $\sigma X = 1,11547$) $t(308) = -2,391$, $p < 0,05$. According to the t-test result, no significant difference was observed in fashion attitude, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes variables according to gender.

6.4.4.2. Age Ranges

The difference between the variables of fashion attitude, purchase intention of counterfeit clothes, purchase intention of luxury clothes and negative social factors associated with second hand clothes were investigated by the distribution of the participants according to their age ranges. ANOVA test was applied because it consisted

of four groups in total, the age ranges of which were 19-27, 28-36, 37-45, 46-54 and 55 years and older.

Table 23:

Descriptive Statistics of Age Groups

Descriptives									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
LUX	19-27	55	2,4242	1,05693	,14252	2,1385	2,7100	1,00	4,33
	28-36	71	2,4789	1,08340	,12858	2,2224	2,7353	1,00	5,00
	37-45	98	2,6293	1,16151	,11733	2,3964	2,8621	1,00	5,00
	46-54	44	2,1439	1,10764	,16698	1,8072	2,4807	1,00	4,67
	55 and older	42	2,2143	1,05363	,16258	1,8860	2,5426	1,00	5,00
	Total	310	2,4333	1,11075	,06309	2,3092	2,5575	1,00	5,00
CF	19-27	55	3,4424	1,26857	,17105	3,0995	3,7854	1,00	5,00
	28-36	71	3,2911	1,22271	,14511	3,0017	3,5805	1,00	5,00
	37-45	98	3,1701	1,03793	,10485	2,9620	3,3782	1,00	5,00
	46-54	44	3,7424	1,01376	,15283	3,4342	4,0506	1,33	5,00
	55 and older	42	3,2143	1,15428	,17811	2,8546	3,5740	1,00	5,00
	Total	310	3,3333	1,14658	,06512	3,2052	3,4615	1,00	5,00
SH	19-27	55	3,5394	1,13763	,15340	3,2318	3,8469	1,00	5,00
	28-36	71	3,3615	1,23281	,14631	3,0697	3,6533	1,00	5,00
	37-45	98	3,0068	1,26453	,12774	2,7533	3,2603	1,00	5,00
	46-54	44	2,8333	1,19754	,18054	2,4692	3,1974	1,00	5,00
	55 and older	42	2,7460	1,31452	,20283	2,3364	3,1557	1,00	5,00
	Total	310	3,1226	1,25728	,07141	2,9821	3,2631	1,00	5,00
FA	19-27	55	2,0364	,85868	,11578	1,8042	2,2685	1,00	4,83
	28-36	71	2,1808	,77702	,09222	1,9968	2,3647	1,00	4,67
	37-45	98	2,1939	,90204	,09112	2,0130	2,3747	1,00	4,83
	46-54	44	2,2348	,94781	,14289	1,9467	2,5230	1,00	4,67
	55 and older	42	2,3849	,85023	,13119	2,1200	2,6499	1,00	4,33
	Total	310	2,1946	,86697	,04924	2,0977	2,2915	1,00	4,83

Table 24:
Difference Test Results by Age Ranges

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
LUX	Between Groups	9,614	4	2,403	1,973	,099
	Within Groups	371,620	305	1,218		
	Total	381,233	309			
CF	Between Groups	11,352	4	2,838	2,192	,070
	Within Groups	394,870	305	1,295		
	Total	406,222	309			
SH	Between Groups	24,558	4	6,140	4,037	,003
	Within Groups	463,895	305	1,521		
	Total	488,453	309			
FA	Between Groups	2,983	4	,746	,992	,412
	Within Groups	229,274	305	,752		
	Total	232,258	309			

The ANOVA test results of all variables by age ranges are shown in Table 24. According to the ANOVA test results, it was found that the fashion attitude, purchase intention of luxury clothes and purchase intention of counterfeit clothes of age groups are not significantly different. According to the ANOVA test results, it was found that the negative social factors associated with second hand clothes of age group is significantly different. The 19-27 age group has a more positive view of the negative social factors associated with second hand clothes ($X = 3,53$).

6.4.4.3. Marital Status

The differences between the marital status distribution of the participants and the variables of fashion attitude, purchase intention of luxury clothes, purchase intention of counterfeit clothes and negative social factors associated with second hand clothes were examined. Since the number of groups was two (single, married), independent groups t-test was applied.

Table 25:

*Difference Test Results by Marital Status***Group Statistics**

marital status		N	Mean	Std. Deviation	Std. Error Mean
LUX	single	148	2,5766	1,13861	,09359
	married	162	2,3025	1,07150	,08418
CF	single	148	3,3784	1,17137	,09629
	married	162	3,2922	1,12550	,08843
SH	single	148	3,1824	1,23708	,10169
	married	162	3,0679	1,27682	,10032
FA	single	148	2,1588	,90379	,07429
	married	162	2,2274	,83339	,06548

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LUX	Equal variances assumed	1,058	,305	2,183	308	,030	,27411	,12554	,02709	,52113
	Equal variances not assumed			2,177	301,120	,030	,27411	,12588	,02638	,52183
CF	Equal variances assumed	,394	,531	,661	308	,509	,08620	,13049	-,17058	,34297
	Equal variances not assumed			,659	302,841	,510	,08620	,13073	-,17106	,34345
SH	Equal variances assumed	,331	,566	,801	308	,424	,11453	,14305	-,16694	,39600
	Equal variances not assumed			,802	306,929	,423	,11453	,14284	-,16654	,39560
FA	Equal variances assumed	,302	,583	-,695	308	,488	-,06858	,09866	-,26272	,12556
	Equal variances not assumed			-,693	299,224	,489	-,06858	,09903	-,26346	,12630

The t-test results of all variables by marital status are shown in Table 25. According to the t-test result, no significant difference was observed in fashion attitude, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes variables according to marital status. According to the t-test re-

sults, it was found that single group's ($X = 2,57, \sigma X = 1,13$) purchase intention of luxury clothes scores were significantly higher than married group's ($X = 2,30, \sigma X = 1,07$) $t(308) = 2,183, p < 0,05$.

6.4.4.4. Employment Status

The differences between the employment status distribution of the participants and the variables of fashion attitude, purchase intention of luxury clothes, purchase intention of luxury clothes and negative social factors associated with second hand clothes were examined. Since the number of groups was two (employed, unemployed), independent groups t-test was applied.

Table 26:

Difference Test Results by Employment Status

		Group Statistics			
	employment	N	Mean	Std. Deviation	Std. Error Mean
LUX	employed	183	2,5883	1,11787	,08264
	unemployed	127	2,2100	1,06558	,09455
CF	employed	183	3,2933	1,20067	,08876
	unemployed	127	3,3911	1,06582	,09458
SH	employed	183	3,0674	1,24514	,09204
	unemployed	127	3,2021	1,27530	,11316
FA	employed	183	2,1621	,86698	,06409
	unemployed	127	2,2415	,86824	,07704

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
LUX	Equal variances assumed	,000	,991	2,987	308	,003	,37837	,12667	,12912	,62762
	Equal variances not assumed			3,013	279,211	,003	,37837	,12558	,13117	,62556
CF	Equal variances assumed	3,179	,076	-,738	308	,461	-,09782	,13252	-,35857	,16294
	Equal variances not assumed			-,754	289,964	,451	-,09782	,12970	-,35309	,15746
SH	Equal variances assumed	,654	,419	-,927	308	,354	-,13470	,14524	-,42049	,15108
	Equal variances not assumed			-,923	266,968	,357	-,13470	,14587	-,42191	,15250
FA	Equal variances assumed	,024	,876	-,792	308	,429	-,07936	,10019	-,27650	,11779
	Equal variances not assumed			-,792	270,906	,429	-,07936	,10022	-,27666	,11794

The t-test results of all variables by employment status are shown in Table 26. According to the t-test result, no significant difference was observed in fashion attitude, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes variables according to employment status. According to the t-test results, it was found that employed group's ($X = 2,58$, $\sigma X = 1,11$) purchase intention of luxury clothes scores were significantly higher than unemployed group's ($X = 2,21$, $\sigma X = 1,06$) $t(308) = 2,987$, $p < 0,05$.

6.4.4.5. Education Levels

The difference between the variables of fashion attitude, purchase intention of luxury clothes, purchase intention of counterfeit clothes and negative social factors associated with second hand clothes were investigated by the distribution of the participants according to their education levels. ANOVA test was applied because it con-

sisted of four groups in total, the education levels of which were high school, undergraduate and postgraduate and over.

Table 27:

Descriptive Statistics of Education Levels

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
LUX	high school	34	1,7255	,87413	,14991	1,4205	2,0305	1,00	4,00
	undergraduate	153	2,3900	1,08942	,08807	2,2160	2,5640	1,00	5,00
	postgraduate +	123	2,6829	1,11117	,10019	2,4846	2,8813	1,00	5,00
	Total	310	2,4333	1,11075	,06309	2,3092	2,5575	1,00	5,00
CF	high school	34	3,4706	1,14332	,19608	3,0717	3,8695	1,33	5,00
	undergraduate	153	3,3856	1,14779	,09279	3,2023	3,5690	1,00	5,00
	postgraduate +	123	3,2304	1,14689	,10341	3,0256	3,4351	1,00	5,00
	Total	310	3,3333	1,14658	,06512	3,2052	3,4615	1,00	5,00
SH	high school	34	2,9608	1,15401	,19791	2,5581	3,3634	1,00	4,67
	undergraduate	153	3,2505	1,29172	,10443	3,0442	3,4569	1,00	5,00
	postgraduate +	123	3,0081	1,23435	,11130	2,7878	3,2285	1,00	5,00
	Total	310	3,1226	1,25728	,07141	2,9821	3,2631	1,00	5,00
FA	high school	34	2,3333	1,00000	,17150	1,9844	2,6822	1,00	4,67
	undergraduate	153	2,1928	,84663	,06845	2,0576	2,3280	1,00	4,83
	postgraduate +	123	2,1585	,85647	,07723	2,0057	2,3114	1,00	4,67
	Total	310	2,1946	,86697	,04924	2,0977	2,2915	1,00	4,83

Table 28:
Difference Test Results by Education Levels

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
LUX	Between Groups	24,986	2	12,493	10,766	,000
	Within Groups	356,248	307	1,160		
	Total	381,233	309			
CF	Between Groups	2,363	2	1,182	,898	,408
	Within Groups	403,859	307	1,316		
	Total	406,222	309			
SH	Between Groups	5,007	2	2,503	1,590	,206
	Within Groups	483,446	307	1,575		
	Total	488,453	309			
FA	Between Groups	,815	2	,407	,540	,583
	Within Groups	231,443	307	,754		
	Total	232,258	309			

The ANOVA test results of all variables by education levels are shown in Table 28. According to the ANOVA test results, it was found that the fashion attitude, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes of education groups are not significantly different. According to the ANOVA test results, it was found that the purchase intention of luxury clothes of education group is significantly different. The postgraduate and over group has a more positive view of the purchase intention of luxury clothes ($X = 2,68$).

6.4.4.6. Income Levels

The difference between the variables of fashion attitude, purchase intention of luxury clothes, purchase intention of counterfeit clothes and negative social factors associated with second hand clothes were investigated by the distribution of the participants according to their income levels. ANOVA test was applied because it consisted of four groups in total, the income levels of which were low, middle and high.

Table 29:

Descriptive Statistics of Income Levels

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
LUX	low	39	2,2051	1,02773	,16457	1,8720	2,5383	1,00	4,33
	middle	220	2,4061	1,11571	,07522	2,2578	2,5543	1,00	5,00
	high	51	2,7255	1,11297	,15585	2,4125	3,0385	1,00	5,00
	Total	310	2,4333	1,11075	,06309	2,3092	2,5575	1,00	5,00
CF	low	39	3,5641	1,32045	,21144	3,1361	3,9921	1,00	5,00
	middle	220	3,3788	1,09515	,07383	3,2333	3,5243	1,00	5,00
	high	51	2,9608	1,16361	,16294	2,6335	3,2881	1,00	5,00
	Total	310	3,3333	1,14658	,06512	3,2052	3,4615	1,00	5,00
SH	low	39	3,5043	1,06752	,17094	3,1582	3,8503	1,00	5,00
	middle	220	3,1242	1,23935	,08356	2,9596	3,2889	1,00	5,00
	high	51	2,8235	1,40373	,19656	2,4287	3,2183	1,00	5,00
	Total	310	3,1226	1,25728	,07141	2,9821	3,2631	1,00	5,00
FA	low	39	2,2009	,74258	,11891	1,9601	2,4416	1,00	4,33
	middle	220	2,2583	,89961	,06065	2,1388	2,3779	1,00	4,83
	high	51	1,9150	,76403	,10699	1,7001	2,1299	1,00	3,83
	Total	310	2,1946	,86697	,04924	2,0977	2,2915	1,00	4,83

Table 30:

Difference Test Results by Income Levels

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
LUX	Between Groups	6,548	2	3,274	2,682	,070
	Within Groups	374,686	307	1,220		
	Total	381,233	309			
CF	Between Groups	9,610	2	4,805	3,719	,025
	Within Groups	396,612	307	1,292		
	Total	406,222	309			
SH	Between Groups	10,244	2	5,122	3,288	,039
	Within Groups	478,210	307	1,558		
	Total	488,453	309			
FA	Between Groups	4,881	2	2,441	3,295	,038
	Within Groups	227,377	307	,741		
	Total	232,258	309			

The ANOVA test results of all variables by income levels are shown in Table 30. According to the ANOVA test results, it was found that the purchase intention of luxury clothes of income groups are not significantly different. According to the ANOVA test results, it was found that the fashion attitude, negative social factors associated with second hand clothes and purchase intention of counterfeit clothes of income groups are significantly different. The middle income group has a more positive view of the fashion attitude ($X=2,25$). The low income group has a more positive view of the negative social factors associated with second hand clothes ($X=3,50$). The low income group has a more positive view of the purchase intention of counterfeit clothes ($X=3,56$).

6.5. Hypothesis Testing

The results of the hypothesis are shown below.

Table 31:

Hypotheses Testing Results

	Hypotheses	Explanation	<i>p</i>	Supported
H1	Fashion Attitude → Purchase intention of luxury clothes	H1: There is a significant relationship between fashion attitude and purchase intention of luxury clothes.	0,370	Not Supported
H2	Fashion Attitude → Purchase intention of counterfeit clothes.	H2: There is a significant relationship between fashion attitude and purchase intention of counterfeit clothes.	0,065	Not Supported (partially)
H3	Fashion Attitude → Negative social factors associated with second hand clothes	H3: There is a significant relationship between fashion attitude and negative social factors associated with second hand clothes.	0,026*	Supported
	$p < 0,05^*$			

7. CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

7.1. Discussion and Conclusion

The reason behind doing such a study on the clothing industry; it is to determine which type of clothing Turkish people tend to buy the most. It is determined that previous studies are related with only one type of clothing purchase intentions or comparison of two different fashion purchase intentions (purchase intention of luxury and counterfeit clothing). However, there are not enough studies that examine the trends in purchase intention of luxury, counterfeit and second hand clothes together. In order to draw attention to this gap in the literature, in this study, compared three of these clothing purchase intentions together in one study. This study will contributed to understanding Turkish people's purchasing intentions of clothes.

Generally every individual has a relationship between fashion which depends on the individual's fashion involvement level. Individuals feel to adopt themselves according to their life conditions so everybody deal with fashion. First impression occurs at the first meeting which's indicator is the individual's physical appearance (Belk R. , 1988). Physical appearance and clothing have an important effect on creating an identity (Thompson & Haytko, 1997). Establishing an identity according to physical appearance can trigger clothing procurement decisions. People try to express themselves by their clothing choices and want to belong a social group (Berger & Heath, 2007). Consumers clothing purchase intentions are affected by their income and fashion attitude levels. Fashion attitudes of individuals' depend on some factors such as durability, quality, price, performance, envorimental and ethical concerns (Wang & Heitmeyer, 2006). Consumers clothing purchase intentions differentiate according to their purchasing power and preferences. Wealthy consumers can afford

to purchase high priced luxury clothes. Middle and lower class consumers afford to purchase clothing from counterfeit and second hand clothing stores. Counterfeit clothes supply opportunity for consumers to satisfy their materialistic and curiosity needs with lower prices (Hawkins, Coney, & Best, 1980; Wee, Tan, & Cheok, 1995). Consumers who have high level of eco consciousness, nostalgia interest, need for uniqueness, authenticity and experiential pleasure are willing to purchase second hand clothes (Duffy, Hewer, & Wilson, 2012; Guiot & Roux, 2010; Hiller-Connell, 2011).

In this study, we examined how individuals respond differently to attitudes towards fashion, intention to purchase luxury clothes, intention to purchase counterfeit clothes and negative social factors associated with second hand clothes. With enough contributors to the questionnaire related to the study has been conducted. The validity and reliability results of the scales used in the study were acceptable. We analysed correlation between each variables. Simple linear regression analysis was performed. Additionally, we have tested if variables differ according to demographic factors to give some perspective to different areas and help future researchers related to this area.

It has been determined that fashion attitude has no effect on purchase intention of luxury clothes. H1 is not supported. It has been determined that fashion attitude has no effect on purchase intention of counterfeit clothes. H2 is not supported. It has been determined that fashion attitude has an effect on negative social factors associated with second hand clothes with an evidence of 0,026 at a significance level $p < 0.050$. H3 is supported.

As a result of the researches, analyzes and evaluations made in the light of the findings, it has been determined that Turkish consumers are more inclined to purchase

luxury clothes rather than second hand clothes. We determined that Turkish consumers prefer to purchase counterfeit and second hand clothes due to income levels. It has been determined that demographic factors have a significant effect on clothing purchasing intentions.

7.2. Managerial Implications

Companies should research what consumers pay attention to when buying clothes. They should take initiatives to learn the perception and attitude of the society about clothing fashion. Demographic factors such as age, gender and income level affect clothing purchasing tendencies. They should make the necessary efforts to prevent the purchase of counterfeit clothing. Textile companies can achieve this by offering their customers additional value such as special offers, status recognition and special customer requirements. It is recommended that companies make an effort to develop an effective interaction with their customers in order to achieve a positive sales and performance value in their organizations.

7.3. Limitations of the Study

The first limitation is that the study is limited to convenience sampling. Second limitation is we used only quantitative research methods in this study. The third limitation is that not all sectors are included, but only clothing sectors. The fourth limitation is that the sample data is collected only from Turkey. The fifth limitation is to translate the questions into Turkish and make them understandable by Turkish participants.

7.4. Future Studies

Fashion contains different categories in itself such as clothing, hairstyle, lifestyle, makeup, footwear, decoration and accessories. This thesis study is focused on

Turkish consumers' clothing purchase intention which is one category of fashion. In this study, quantitative research methods were used, researchers who are interested in the same subject can use qualitative research methods. In future studies, researchers who will engage in related topic should also look for other variables such as authenticity, ethical concerns and need for uniqueness. Researchers can investigate other categories of fashion and examine Turkish consumers' purchase intentions.



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APPENDICES

APPENDIX 1: Survey in Turkish language

Sayın Katılımcı,

Bu çalışma, Elif Günbeyi tarafından yapılmakta olan akademik bir çalışmadır. Çalışma süresince verilecek soruların doğru veya yanlış cevapları yoktur sadece kişisel eğilimleri yansıtmaktadır. Kişisel bilgileriniz ve cevaplarınız üçüncü bir şahıs ile kesinlikle paylaşılmayacaktır. Katılımcının ilgisi söz konusu olduğu takdirde çalışma sonrasında elde edilecek bulgular kendisiyle paylaşılabilir.

Çalışmaya katılım tamamen gönüllük temelindedir. Ankette, sizden kimlik belirleyici hiçbir bilgi istenmemektedir. Cevaplarınız tamamıyla gizli tutulacak ve sadece araştırmacı tarafından değerlendirilecektir; elde edilecek bilgiler bilimsel yayınlar ve sunumlar için kullanılacaktır. Çalışma sonunda, bu çalışmayla ilgili sorularınız cevaplandırılacaktır. Anket/ Ölçek kişisel rahatsızlık verecek sorular içermemektedir. Ancak, katılım sırasında sorulardan ya da herhangi başka bir nedenden ötürü kendinizi rahatsız hissederseniz yarıda bırakıp çıkma hakkına sahiptir. Böyle bir durumda araştırma yürütücüsüne, anketi/ölçeği tamamlamayacağınızı söylemeniz yeterli olacaktır. Bu çalışmaya katıldığınız için şimdiden teşekkür ederiz.

Elif Günbeyi

Araştırma Sorumlusu

2021

Bu çalışmaya tamamen gönüllü olarak katılıyorum, istediğim zaman yarıda kesip çıkabileceğimi biliyorum ve verdiğim bilgilerin bilimsel amaçlı yayımlarda kullanılmasını kabul ediyorum.

Sorular	Cevap 1	Cevap 2	Cevap 3	Cevap 4	Cevap 5
Cinsiyetiniz?	Erkek	Kadın			
Yaşınız?	19-27	28-36	37-45	46-54	55 ve üzeri
Eğitim durumunuz?	Lise	Önlisans ve Lisans	Yüksek Lisans ve üzeri		
Ortalama Aylık Geliriniz?	Düşük	Orta	Yüksek		
Medeni Durumunuz?	Bekar	Evli			

Çalışma Durumunuz?	Çalışıyorum	Çalışmıyorum			
Öğrenci misiniz?	Evet	Hayır			
Ailenizden harçlık alıyor musunuz?	Evet	Hayır			
Dış görünüşünüze önem verir misiniz?	Evet	Hayır			
Ne kadar sıklıkta kıyafet alışverişi yaparsınız?	Ayda bir	Haftada bir	İhtiyaç duydukça	Hergün	
Bir kıyafet mağazasında ne kadar vakit geçirirsiniz?	Hemen alır çıkarım	Bir saatten az kalırım	Bir saatten fazla kalırım		
Modaya olan ilgi düzeyiniz nedir?	Hiç ilgilenmiyorum	İlgilenmiyorum	Ne ilgilenmiyorum ne ilgilenmiyorum	İlgileniyorum	Çok ilgiliyim
Kıyafet modasını nereden takip ediyorsunuz?	Moda programlarından ve dergilerinden	Sosyal medyadan ve online alışveriş sitelerinden	Sosyal çevreden	Diğer	
Lüks markalı kıyafetler sizin için neyi ifade eder?	Statü ve prestij	Kalite	Sosyal çevreden kabul ve saygınlık görme	Ego tatmini	Gereksiz harcama
Bir markanın orjinalini satın alamıyorsanız, taklitini satın alırmısınız?	Alırım	Almam			
İkinci el kıyafet satın almayı tercih eder misiniz?	Tercih ederim	Tercih etmem			

Sorular	Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılmıyorum ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
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Lüks markalı bir kıyafetin insana katacağı itibara verdiğim önemden dolayı lüks markalı kıyafetler satın almak isterim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satın aldığım lüks markalı kıyafetin dış görünüşüme katkıda bulunacak olmasına önem veririm.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Satın aldığım lüks markalı kıyafet toplum içindeki saygınlığımı arttırmalıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lüks bir markayı başkalarını etkilemek için değil sadece kendimi tatmin etmek için satın alırım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alışverişi başkalarının keyfine göre değil kendi istediğim gibi yaparım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Başkalarının lüks markalara olan düşüncelerine önem vermem, önemli olan lüks bir markaya karşı kendi hissettiğim duygulardır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arkadaşlarımın veya akrabalarımın taklit kıyafetlere karşı olumsuz düşüncelere sahip olması o kıyafetleri satın alma ve kullanma tercihimizi etkilemez.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arkadaşlarımın veya akrabalarımın taklit kıyafetler kullanmam konusundaki olumsuz eleştirileri o kıyafetleri satın alma tercihimizi etkilemez.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Taklit kıyafetlere para ödediğim için başkalarının benimle alay etme riskine rağmen taklit kıyafet satın almaya hazırım.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
İkinci el kıyafet satışının yapıldığı bir ortamda bulunmak istemem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aile bireylerimin ikinci el kıyafetlere karşı olumsuz düşünceleri vardır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arkadaşlarım ikinci el kıyafetlere karşı ön yargılıdır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modayı sadece ünlü kişiler takip eder.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Normal yaşam şartlarına sahip kişiler modayı takip etmez.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gelir düzeyi düşük kişiler için modayı takip etmek hayaldir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moda zengin insanların tekelindedir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Düşük gelir sınıfındaki insanlar arasında moda-nın yaygınlaşması yüksek gelirli insanların modadan uzaklaşmasına yol açabilir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moda hayata yenilik his-sini getirir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Düşük gelirli insanlar modayı izleyerek kendilerini üst sınıf grubuna ait hissederler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Modayı benimsemeyip kırsal kesimdeki insanlar gibi görünme korkusu vardır.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX 2: Survey in English language

Dear Participant,

This study is an academic study carried out by Elif Günbeyi. There is no right or wrong answers to the questions to be given during the study, they only reflect personal tendencies. Your personal information and answers will never be shared with a third party. If the participant is interested, the findings to be obtained after the study can be shared with him. Participation in the study is completely voluntary. No identifying information is requested from you in the survey. Your answers will be kept completely confidential and evaluated only by the researcher; The information obtained will be used for scientific publications and presentations. At the end of the study, your questions about this study will be answered. The Questionnaire/Scale does not contain questions that may cause personal discomfort. However, if you feel uncomfortable during participation due to questions or any other reason, you have the right to drop out. In such a case, it will be sufficient to tell the research director that you will not complete the questionnaire/scale. Thank you in advance for your participation in this study.

Elif Günbeyi

Research Responsible

2021

I participate in this study completely voluntarily, I know that I can interrupt it at any time, and I agree that the information I give will be used in publications for scientific purposes.

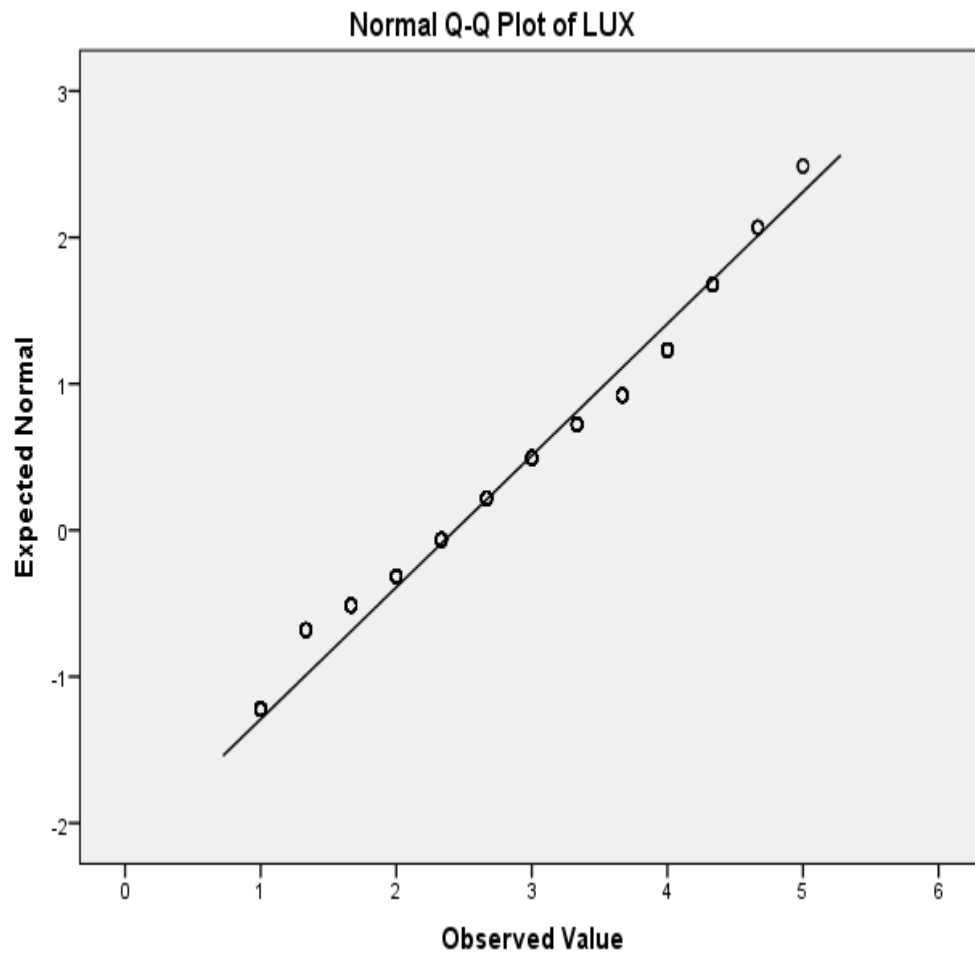
Questions	Answer 1	Answer2	Answer 3	Answer 4	Answer 5
Gender	Male	Female			
Age	19-27	28-36	37-45	46-54	55 and over
Education	High School Graduate	Undergraduate	Postgraduate and over		
Monthly Income	Low	Middle	High		
Marital Status	Married	Single			
Employment Status	Employed	Unemployed			
Are you student?	Yes	No			
Are you getting allowance from your family?	Yes	No			

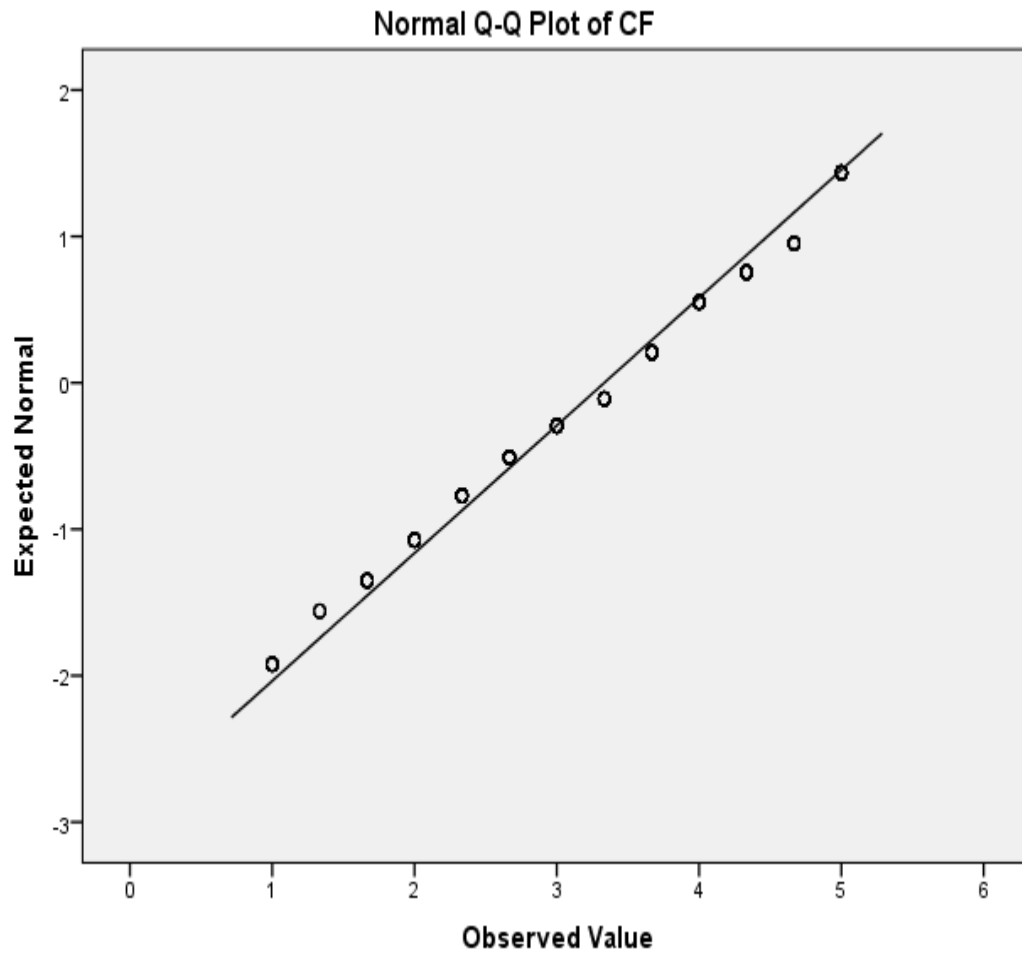
Are you giving importance to your appearance?	Yes	No			
How often do you shop for clothes?	Monthly	Weekly	When I need	Every day	
How much time do you spend in a clothing store?	Immediately	Less than one hour	More than one hour		
What is your level of interest in fashion?	Never interested	Not interested	I'm neither relevant nor irrelevant	Interested	Very interested
Where do you follow clothing fashion?	Tv shows and magazines	Social media	Social environment	Other	
What does luxury branded clothing mean to you?	Status	Quality	Ego	Acceptance and respect from the social environment	Unnecessary expenditure
If you can't buy the original of a brand, would you buy the imitation?	Yes	No			
Do you prefer to buy second hand clothes?	Yes	No			

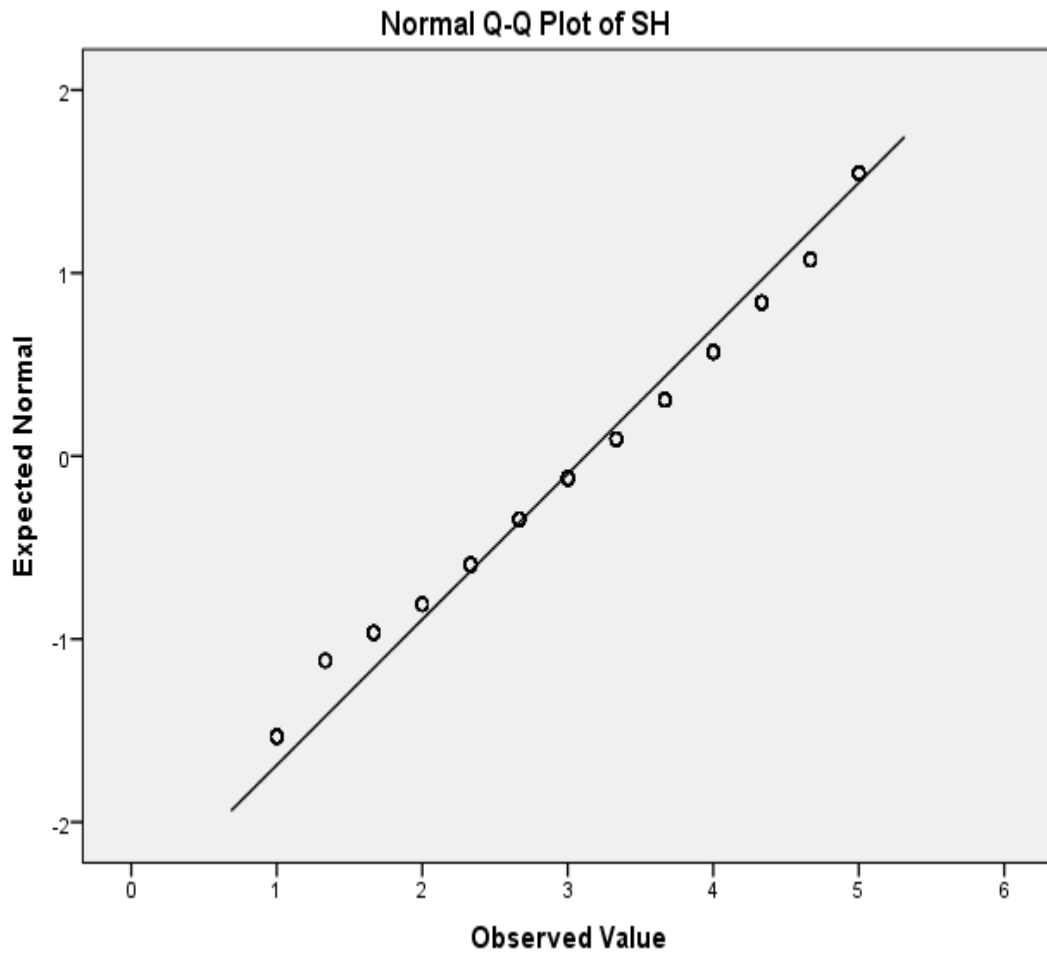
Questions	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
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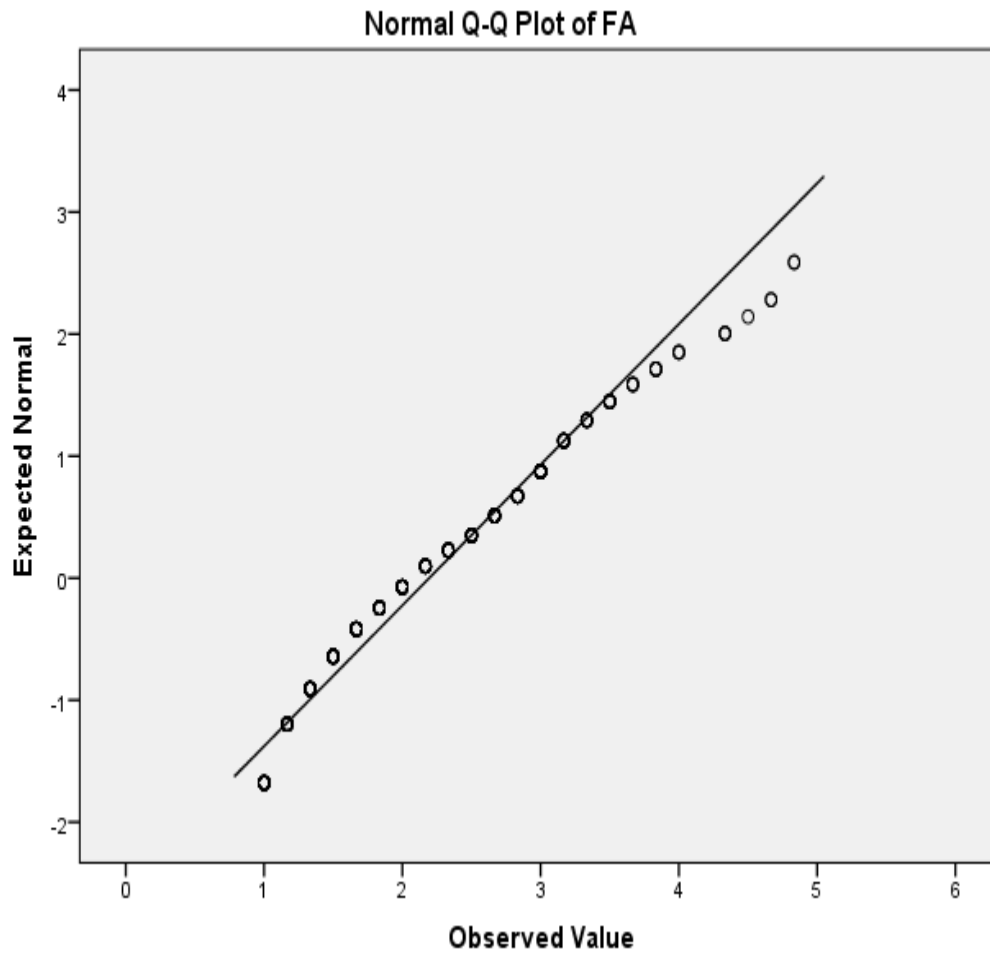
Product prestige is my major reason for buying a luxury brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me that the luxury brand I buy improves my image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The luxury brand I purchase must be a status symbol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy a luxury brand only because it pleases me, so I do not care about whether it pleases others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I tend to concentrate consumption on my own pleasure rather than others', so I consider only my own pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can enjoy luxury brands entirely on my own terms, no matter what others may feel about them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am ready to buy counterfeit products though my friends/ relatives may find out that I am using counterfeit products, they will dislike it and think that I am unable to afford a genuine brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am ready to buy counterfeit products though my friends/ relatives may find out that I am using counterfeit products, this will make them disrespect me considering me to be immoral.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am ready to buy counterfeit products though spending money on a counterfeit product is risky because others may laugh at me (self-developed).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will be embarrassed to be seen in an exchange/ second hand sale event.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My family members' have negative attitudes about second hand apparel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends would be judgmental of second hand clothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Only famous people adopt fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ordinary people do not adopt fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For poor people fashion is like a dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion is the monopoly of rich people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion that become prevalent in the lower classes should be renounced by the people of upper class.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fashion brings feeling of novelty in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in the lower class feel to be in the upper class by adopting fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a fear of looking rustic by not adopting fashion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX 3: Q-Q Plot Charts







APPENDIX 4: Box Plot Charts

