

# The Influence of Fashion Innovativeness and Electronic Innovativeness on The Purchase Intention of Fashion Products Mediate by Brand Attitude

Anggun Cempaka Murti<sup>1</sup>, Anton Agus Setyawan<sup>2</sup>

<sup>1</sup> Management, Faculty of Economic and Business, Universitas Muhammadiyah Surakarta

<sup>2</sup> Management, Faculty of Economic and Business, Universitas Muhammadiyah Surakarta

## Abstract

This study examines the effect of fashion innovation and electronic innovation on purchase intention of fashion products mediated by attitude towards the brand. A quantitative approach was used by collecting data through an online survey to respondents in Indonesia who are interested in fashion and digital platforms. Study confirm that both fashion innovation and electronic innovation have a positive effect on purchase intention, with attitude towards the brand as a significant mediator. This study provides new insights into the combined effects of fashion and technological innovation on consumer purchasing behavior, and contributes to the literature related to consumer decision making in the digital era.

**Keywords:** *fashion innovativeness, electronic innovativeness, brand attitude, purchase intention*

## Introduction

The fashion industry is experiencing rapid changes, with consumers being influenced by the latest trends in both fashion and electronic technology (Humaira, 2021). Numerous experts from diverse fields delve into the study of fashion innovation, aiming to gain deeper insights into the behavior of fashion innovators and the process of fashion diffusion (Goldsmith et al., 1999). Fashion innovation is often linked to the inclination to embrace new products ahead of others, reflecting a positive outlook on novelty and uniqueness in products (Y. Kim et al., 2017). In the emerging fashion industry, fashion innovation plays a crucial role in shaping people's perceptions and acceptance of new trends and products. This, in turn, has a profound impact on the field of fashion studies (Y. H. Kim & Kim, 2017).

The level of consumer acceptance plays a crucial role in determining the success of a new product, service, or practice. This is a significant factor for marketers to consider (J. Park, 2002). Consumer perceptions of product quality, price, style, and other factors play a significant role in shaping its influence. The perception or evaluation that consumers have of a particular brand is crucial (J. Park, 2002). According to (Workman & Caldwell, 2007), consumers who are more open to new designs, materials, or styles in fashion products tend to be more innovative. Online platforms, mobile applications, or other technologies are often preferred when purchasing fashion products (Ha & Stoel, 2009). E-innovation plays a crucial role in enhancing the overall online shopping experience (Escobar-Rodríguez & Bonsón-Fernández, 2017). The relationship between these variables explores how fashion innovativeness and electronic innovativeness impact the development of purchase intentions for fashion products. Furthermore, the perception of a brand plays a crucial role in influencing the connection between being innovative in fashion and electronic technology and the intention to make a purchase (Wang & Sun, 2010).

There is a need for a deeper understanding of how the combination of fashion and technology influences consumer purchase behavior, and the role of brand attitude in this process. Prior studies have explored the impact of fashion innovativeness and electronic innovativeness on purchase intention. However, further investigation is required to comprehend the interplay between these factors and their relationship with brand attitude. Thus, this study seeks to address this void in the literature and provide a more comprehensive comprehension of the factors that impact purchase intentions of fashion products in the current digital era.

This study applies Planned Behavior Theory to forecast and comprehend the motivational factors that impact behavior beyond an individual's control or volition. Discovering effective strategies for behavior change and

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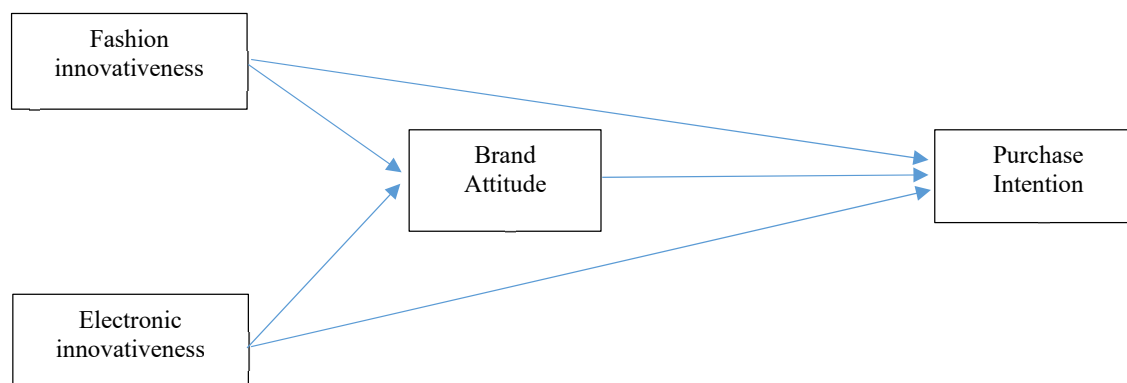
<sup>1</sup> Corresponding author: [b100210338@student.ums.ac.id](mailto:b100210338@student.ums.ac.id)

comprehensively explaining the key aspects of human behavior are crucial tasks (Achmad, 2019). It is expected that this research will provide insights into the intricacies of human behavior.

## Literature Review

1. The purchase intention stage encompasses various steps that customers go through before making a purchase. These steps include awareness, knowledge, interest, preference, persuasion, and finally, the actual purchase (Mirabi et al., 2015). In certain situations, devoted customers remain unwaveringly loyal to a brand, making their purchasing choices independent of price considerations. They exhibit loyalty by providing positive recommendations and investing in the brand, indicating a strong level of trust (Akkucuk & Esmaili, 2016). The concept of purchase intention explores the factors that influence customers' decisions to choose a specific brand (Akkucuk & Esmaili, 2016). The study highlights that individuals who place a greater emphasis on aesthetic consumption tend to have a stronger connection between their attitudes and their intentions to make a purchase (Jung et al., 2020).
2. Fashion innovativeness pertains to an individual's inclination to be at the forefront of trying out new fashion products or trends. It is commonly associated with individuals who have a substantial income, are youthful, enjoy socializing, and possess a trusted opinion (Chandra, Sevira Amelia & Ronald, 2021). Research indicates that individuals with a strong inclination towards innovation are more inclined to experiment with and purchase the latest fashion products, in contrast to those who are less inclined towards innovation. The purchase intention of fashion products is positively influenced by fashion innovativeness (H. J. Park et al., 2007). According to a study conducted by (Hur et al., 2012), it was discovered that individuals with a penchant for innovation in fashion are more likely to buy new fashion items (Lyu et al., 2018).  
H1: Fashion innovativeness has a positive effect on purchase intention of fashion products.
3. Electronic innovativeness pertains to individuals' inclination to utilize the most up-to-date electronic technology and devices. Consumer innovation is a crucial factor that has a positive impact on the intention to shop for fashion products online. This emphasizes the significance of being creative and open to new experiences in online shopping behavior (Nirmala & Dewi, 2011). Consumers who possess a strong inclination towards e-innovation are inclined to embrace new fashion technology products and utilize digital platforms for purchasing fashion items. This inclination is driven by their positive attitudes and intentions, which are influenced by their perception of innovativeness (Watchravesringkan et al., 2010).  
H2: Electronic innovativeness has a positive effect on the purchase intention of fashion products.
4. Brand attitude is often an important factor that mediates the relationship between innovativeness and purchase intention. Consumers who have a high level of fashion innovativeness, who are more likely to try new fashion trends and products, are more likely to be influenced by positive attitudes towards the brand when making purchase decisions. This indicates that cultivating a positive attitude towards the brand can effectively leverage fashion innovation to increase purchase intention (Arachchi & Samarasinghe, 2023) in other words, consumers who are innovative in fashion tend to have positive attitudes towards a particular brand, which in turn increases their purchase intention.  
H3: Fashion innovativeness is influenced by brand attitudes
5. Attitude toward brand as a mediator between electronic innovativeness and purchase intention of fashion products. Attitude toward brand can also mediate the relationship between electronic innovativeness and purchase intention of fashion products. Positive attitude toward brand can strengthen the influence of electronic innovativeness on purchase intention of fashion products (Lee et al., 2017). Consumers who have high levels of electronic innovativeness tend to have positive views of brands that use advanced technology, which increases their likelihood of purchasing products from that brand.  
H4: Electronic innovativeness has a positive effect on brand attitude
6. Contribution of Fashion Innovativeness to Purchase Intention of Fashion Products with Mediation of Attitude toward Brand. The contribution of fashion innovativeness to purchase intention of fashion products can be clearer by considering the mediating role of attitude toward brand. shows that both types of innovativeness have a significant contribution to purchase intention, with attitude toward brand as an important mediator (Yoo et al., 2018). The study shows that the combined effect of both innovativeness variables through attitude toward brand can strengthen purchase intention of fashion products.  
H5: Fashion innovativeness contributes to purchase intention of fashion products with mediation of brand attitude
7. The Influence of Electronic Innovativeness on Purchase Intention of Fashion Products with Mediation of Attitude towards Brand. There is a difference in the influence between fashion innovativeness and electronic innovativeness on purchase intention of fashion products. It was found that fashion innovativeness tends to have a more direct and strong influence on purchase intention of fashion products, while electronic innovativeness is more influenced by attitude towards brand. In other words, attitude towards brand has a more significant mediation role in the context of electronic innovativeness compared to fashion innovativeness (Sumarliah et al., 2022)

H6: There is an influence of Electronic innovativeness on purchase intention of fashion products with mediation of brand attitude.



## Research Methods

### 1. Objects and Subjects of Research

This study utilizes a survey to analyze the empirical findings regarding the impact of fashion innovativeness and electronic innovativeness on the purchase intention of fashion products, with attitudes towards brands serving as a mediating factor. The participants in this study consist of individuals who have a keen interest in fashion products within the Indonesian market. Primary data collection is conducted through online questionnaires using Google Forms for efficient data gathering.

### 2. Sampling technique

The sampling process utilizes purposive sampling and incorporates the following criteria: 1) Utilizing fashion products, 2) Demonstrating an interest in fashion innovation. 3) Have you ever made a product purchase using an online platform? Purposive sampling is a method of selecting respondents that falls under non-probability sampling. According to Sugiyono (2018: 136), non-probability sampling is a technique that does not offer equal chances to every member of the population to be selected as a sample. It is often referred to as an unbalanced sampling technique. This study will involve a sample of approximately 150 respondents in order to obtain reliable and accurate results.

### 3. Data collection

In this research, a survey approach will be employed, whereby participants will get questionnaires and an explanation of the questions' aim. The questionnaire includes a series of questions that respondents will answer and that can be quantified. This survey, conducted through a questionnaire, aims to gain insights into the variables that hold greater significance or are considered crucial by the respondents. In order to identify the areas of data collection that may be less accurate. The measurement criteria will be designed using a Likert scale with intervals of 1-5. A rating of 1 on the scale represents "strongly disagree" while a rating of 5 represents "strongly agree".

### 4. Operational Definition of Research Variables

This study consists of variables of fashion innovativeness, electronic innovativeness, purchase intention, and attitude to the brand. The measurement of each variable is as follows;

**Tabel 1.** Construct Item

| Variable and Sources                           | Item | Questionnaire                                              |
|------------------------------------------------|------|------------------------------------------------------------|
| Fashion innovativeness<br>(Escobar-Rodríguez & | FI1  | I am interested in fashion: clothes, shoes and accessories |

|                                                                        |      |                                                                                                           |
|------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------------------------------|
| Bonsón-Fernández, 2017)                                                | FI2  | I like to wear the latest fashion trends                                                                  |
|                                                                        | FI3  | Fashion products are very important to me and I find it very difficult to choose between several products |
|                                                                        | FI 4 | Buying clothes is profitable for me                                                                       |
| Electronic innovativeness (Escobar-Rodríguez & Bonsón-Fernández, 2017) | EI1  | If I hear about a new technology available, I try to figure out how to try it out                         |
|                                                                        | EI 2 | Among my friends, I'm usually the first one to explore new technology                                     |
|                                                                        | EI3  | I like to try new information technology                                                                  |
| Brand Attitude (Lin et al., 2021)                                      | BA1  | I like the Aerostreet brand                                                                               |
|                                                                        | BA2  | Aerostreet is my favorite brand                                                                           |
|                                                                        | BA3  | I like to recommend Aerostreet to my friends                                                              |
|                                                                        | BA4  | I will continue to use Aerostreet in the future                                                           |
| Purchase Intention (Escobar-Rodríguez & Bonsón-Fernández, 2017)        | PI1  | I have a strong intention to buy fashion product by online                                                |
|                                                                        | PI2  | I choose without hesitation to buy fashion products online                                                |
|                                                                        | PI3  | I have the intention to continue buying fashion products online                                           |
|                                                                        | PI4  | I have the intention to buy fashion products using online channels                                        |

## 5. Data analysis

This research is quantitative research with the Structural Equation Modeling (SEM) model. The validity test is measured using the loading score parameter in the research model (Rule of Thumbs > 0.7) and using the AVE, Communality, R<sup>2</sup> and Redundancy parameters. The score of the AVE must be > 0.5 Communality > 0.5, and Redundancy is close to 1. Average Variance Extracted (AVE) is a test used as another parameter in the discriminant validity test, the AVE value must be > 0.5. Reliability test is a test used to test a construct that is used reliably or not. The reliability test can be seen from the Cronbach's Alpha value and the Composite Reliability value. To be said to be a reliable construct, the Cronbach's Alpha

value must be  $> 0.6$  and the current Composite Reliability value  $> 0.7$  (Putri, 2020). Hypothesis testing in this study uses the Structural Equation Modeling (SEM) approach which is processed with Smart-PLS software.

## Results

The study included a total of 171 participants, with 86 males (50.3%) and 85 females (49.7%). A majority of the participants, comprising 70.8%, fell within the age bracket of 20-25 years. This was followed by 18.1% of respondents who were between the ages of 26-30. There were 10 respondents who were under 20 years old, accounting for 5.8% of the total, while 9 respondents fell into the age range of 31-35 years old, making up 5.3% of the total. The education level of the respondents is diverse. The majority, with 103 people (60.2%), have completed high school. Following that, 64 people (37.4%) have obtained a bachelor's degree (S1). A smaller number, 3 people (1.8%), have completed a master's degree (S2), and only 1 person (0.6%) has completed junior high school.

Regarding occupation, the majority of individuals, 48.5%, are students. Private employees make up 14% of the group, followed by entrepreneurs at 8.8%. Civil servants account for 5.8% of the population, while the remaining 22.8% have occupations that fall outside these categories. The respondents' spending on Aerostreet products in one year showed a range of amounts, with the highest number of people (36.3%) spending between Rp. 300,000-500,000. Out of the total participants, 55 individuals (32.2%) had expenses below Rp. 300,000, whereas 31 people (18.1%) spent between Rp. 500,000-700,000. Out of the total respondents, only 18 individuals (10.5%) allocated a budget ranging from Rp. 700,000-1,000,000, while a mere 5 people (2.9%) exceeded Rp. 1,000,000 annually for the product.

Table 2. Demographic Data of Responden

| Demographic Variables                              | Frequency | Percentage |
|----------------------------------------------------|-----------|------------|
| <b>Gender</b>                                      |           |            |
| Female                                             | 85        | 49,7       |
| Male                                               | 86        | 50,3       |
| <b>Age</b>                                         |           |            |
| Under 20 Years                                     | 10        | 5,8        |
| 20-25 Years                                        | 121       | 70,8       |
| 26-30 Years                                        | 31        | 18,1       |
| 31-35 Years                                        | 9         | 5,3        |
| <b>Last Education</b>                              |           |            |
| SMP                                                | 1         | 0,6        |
| SMA                                                | 103       | 60,2       |
| S1                                                 | 64        | 37,4       |
| S2                                                 | 3         | 1,8        |
| <b>Current Job</b>                                 |           |            |
| Students                                           | 83        | 48,5       |
| Private Employee                                   | 24        | 14         |
| Civil Servant                                      | 10        | 5,8        |
| Entrepreneurship                                   | 15        | 8,8        |
| And more                                           | 39        | 22,8       |
| <b>Spending on Aerostreet products in one year</b> |           |            |
| <Rp 300.000                                        | 55        | 32,2       |
| Rp 300.000 - Rp 500.000                            | 62        | 36,3       |
| Rp 500.000 - Rp 700.000                            | 31        | 18,1       |
| Rp 700.000 - Rp 1.000.000                          | 18        | 10,5       |
| >Rp 1.000.000                                      | 5         | 2,9        |

#### 4.1 Measurement Procedure

The measurement procedure in this study was conducted using SmartPLS version 3 software, a widely recognized tool in Partial Least Squares Structural Equation Modeling (PLS-SEM) based data analysis. PLS-SEM is particularly well suited for studies that test prediction models and analyze intricate interactions between latent variables, according to Hair et al. (2017). This analysis focuses on two main models: the outer model and the inner model.

#### 4.2 Outer Model Assessment

An assessment of the outer model is conducted to ensure that the indicators used accurately reflect the measured constructs with reliability and validity. Testing the reliability of indicators involves evaluating their outer loading values. Values above 0.7 are considered to meet the eligibility criteria. Furthermore, the evaluation of internal consistency involves the use of Composite Reliability (CR) and Cronbach's Alpha. A value above 0.7 is considered indicative of strong consistency. The evaluation of construct validity involves the use of Average Variance Extracted (AVE). A construct is considered to have good validity if its AVE value is above 0.5, indicating that it can explain more than half of the variance in its indicators. One aspect that is assessed is the value of the Variance Inflation Factor (VIF), which provides insight into the degree of multicollinearity among the indicators. The analysis results indicate that the VIF value in this study falls within the acceptable range, ranging from 1.491 to 2.464, which is below the commonly accepted threshold of 5. According to the research conducted by Hair et al. (2017), VIF values below 5 are considered acceptable and suggest that multicollinearity is not a significant issue in the analysis model.

Table 3. *Construct Validity*

| Construct                 | Validity |                |       | Reliability      |                       |       |
|---------------------------|----------|----------------|-------|------------------|-----------------------|-------|
|                           | Items    | Outer Loadings | VIF   | Chonbach's Alpha | Composite Reliability | AVE   |
| Fashion Innovativeness    | FI1      | 0.832          | 1.663 | 0.838            | 0.889                 | 0.668 |
|                           | F12      | 0.789          | 1.829 |                  |                       |       |
|                           | FI2      | 0.824          | 1.791 |                  |                       |       |
|                           | F13      | 0.823          | 1.869 |                  |                       |       |
| Electronic Innovativeness | EI1      | 0.810          | 1.907 | 0.747            | 0.852                 | 0.658 |
|                           | EI2      | 0.813          | 1.491 |                  |                       |       |
|                           | EI3      | 0.810          | 1.853 |                  |                       |       |
| Brand Attitude            | BA1      | 0.825          | 1.758 | 0.848            | 0.896                 | 0.684 |
|                           | BA2      | 0.804          | 1.776 |                  |                       |       |
|                           | BA3      | 0.810          | 1.933 |                  |                       |       |
|                           | BA4      | 0.868          | 1.638 |                  |                       |       |
| Purchase Intention        | PI1      | 0.819          | 1.722 | 0.809            | 0.874                 | 0.636 |
|                           | PI2      | 0.786          | 1.619 |                  |                       |       |
|                           | PI3      | 0.744          | 2.304 |                  |                       |       |
|                           | PI4      | 0.837          | 2.464 |                  |                       |       |

The Heterotrait-Monotrait Ratio (HTMT) was tested in order to evaluate the study model's discriminant validity. The HTMT method is highly effective in identifying discriminant validity issues. It is crucial for the resulting HTMT values to be below 0.90 to ensure good discriminant validity, as stated by Henseler et al. (2015).

Table 4. *Discriminant Validity with Heterotrait-Monotrait Ratio (HTMT) c*

|                                | Electronic Innovatiness | Fashion Innovativeness | Purchase Intetntion | Brand Attitude |
|--------------------------------|-------------------------|------------------------|---------------------|----------------|
| <b>Electronic Innovatiness</b> |                         |                        |                     |                |
| <b>Fashion Innovativeness</b>  | 0.720                   |                        |                     |                |

|                           |       |       |       |  |
|---------------------------|-------|-------|-------|--|
| <b>Purchase Intention</b> | 0.788 | 0.680 |       |  |
| <b>Brand Attitude</b>     | 0.649 | 0.550 | 0.770 |  |

The results of assessing discriminant validity using the Heterotrait-Monotrait Ratio (HTMT) are shown in Table The HTMT value is utilized to evaluate the degree to which the various constructs in this study exhibit distinct differences from one another. According to the table, all HTMT values are below 0.9, which suggests that each construct in the model - Electronic Innovativeness, Fashion Innovativeness, Purchase Intention, and Brand Attitude - demonstrates valid discriminant validity based on HTMT calculations.

### 4.3 Inner Model Assessment

#### R-Square Test

Table 5. *R-Square*

|                           | <b>R-Square</b> |
|---------------------------|-----------------|
| <b>Brand Attitude</b>     | 0.308           |
| <b>Purchase Intention</b> | 0.619           |

The table above displays the R-Square values for the Brand Attitude and Purchase Intention variables. The R-Square value of 0.308 for Brand Attitude suggests that approximately 30.8% of the variability in attitude towards the brand can be accounted for by the variables included in the model. Furthermore, the Purchase Intention model has a significant R-Square value of 0.619, suggesting that a substantial portion (61.9%) of the variability in purchase intention can be attributed to the tested model.

#### Hypothesis Test

An analysis of the data was conducted using a path analysis model that comprised the dependent variable Purchase Intention, the mediating variable Brand Attitude, the independent variables Fashion Innovativeness and Electronic Innovativeness. Here is the table presenting the results of the analysis. It includes parameter estimates, standard deviations, T statistics, and P values to evaluate the significance of the relationship between variables.

Table 6. *Construct Hypothesis*

|           | <b>Hypothesis</b>                                              | <b>Path Coefisien</b> | <b>Standard Deviation</b> | <b>T Value</b> | <b>P Value</b> | <b>Decision</b> |
|-----------|----------------------------------------------------------------|-----------------------|---------------------------|----------------|----------------|-----------------|
| <b>H1</b> | Fashion Innovativeness à Purchase Intention                    | 0.217                 | 0.058                     | 3.736          | 0.000          | Supported       |
| <b>H2</b> | Electronic Innovativeness à Purchase Intention                 | 0.337                 | 0.074                     | 4.470          | 0.000          | Supported       |
| <b>H3</b> | Fashion Innovativeness à Brand Attitude                        | 0.266                 | 0.075                     | 3.605          | 0.000          | Supported       |
| <b>H4</b> | Electronic Innovativeness à Brand Attitude                     | 0.357                 | 0.085                     | 4.205          | 0.000          | Supported       |
| <b>H5</b> | Brand Attitude à Purchase Intention                            | 0.404                 | 0.054                     | 7.465          | 0.000          | Supported       |
| <b>H6</b> | Fashion Innovativeness à Brand Attitudeà Purchase Intention    | 0.108                 | 0.036                     | 3.038          | 0.003          | Full Mediated   |
| <b>H7</b> | Electronic Innovativeness à Brand Attitudeà Purchase Intention | 0.143                 | 0.037                     | 3.901          | 0.000          | Full Mediated   |

Based on the data above, the resulting P values show results below 0.05 which can be explained as follows:

1. Fashion Innovatiness has a positive and significant effect on Purchase Intention. Has a P value of 0.000 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Fashion Innovatiness has a positive and significant effect on Purchase Intention. The value of 0.215 shows a

positive value so it can be said that Fashion Innovatiness has a significant positive relationship. Then the first hypothesis is accepted.

2. Electronic Innovatiness has a positive and significant effect on Purchase Intention. Has a P value of 0.000 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Electronic Innovatiness has a positive and significant effect on Purchase Intention. The value of 0.332 shows a positive value so it can be said that Electronic Innovatiness has a significant positive relationship. Then the second hypothesis is accepted.
3. Fashion Innovatiness has a positive and significant effect on Brand Attitude. Has a P value of 0.000 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Fashion Innovatiness has a positive and significant effect on Brand Attitude. The value of 0.271 shows a positive value so it can be said that Fashion Innovatiness has a significant positive relationship. Then the third hypothesis is accepted.
4. Electronic Innovatiness has a positive and significant effect on Brand Attitude. Has a P value of 0.000 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Electronic Innovatiness has a positive and significant effect on Brand Attitude. The value of 0.356 shows a positive value so that it can be said that Electronic Innovatiness has a significant positive relationship. Then the fourth hypothesis is accepted
5. Brand Attitude has a positive and significant effect on Purchase Intention. Has a P value of 0.000 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Brand Attitude and Purchase Intention. The value of 0.406 shows positive results so that it can be said that Brand Attitude has a significant positive relationship. then the fifth hypothesis is accepted.
6. Brand Attitude has a significant positive mediating effect on Fashion Innovatiness and Purchase Intention. Has a P value of 0.003 where this value is significant because it is smaller than 0.05, so it can be said that there is a significant relationship between Brand Attitude has a positive mediating effect on Fashion Innovatiness and is significant to Purchase Intention. The value of 0.110 shows a positive value so that it can be said that Brand Attitude has a significant positive mediating relationship. Then the sixth hypothesis is accepted.
7. Brand Attitude has a significant positive mediating effect on Electronic Innovatiness and Purchase Intention. Has a P value of 0.000 where this value is significant because it is smaller than 0.05, so it can be said that there is a relationship between Brand Attitude has a significant positive mediating effect on Electronic Innovatiness and Purchase Intention. The value of 0.145 shows a positive value so that it can be said that Electronic Innovatiness has a significant positive relationship. Then the seventh hypothesis is accepted.

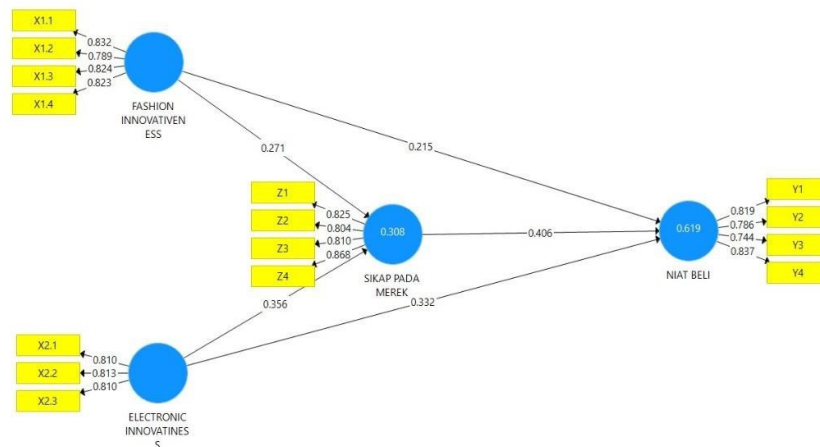


Figure 1. Structural Model (PLS Output)

## Discussion

The findings of this study reveal significant insights regarding the demographic characteristics of the participants, as well as the impact of product innovation and brand attitude on consumer purchase intention.

Firstly, in terms of demographics, a significant portion of the respondents fell within the age range of 20-25 years old. This suggests that the young age group is a key market segment for the product being studied, Aerostreet. This aligns with the

current consumption trends, where the younger age group is frequently the primary focus for fashion and technology products, as they are typically more receptive to the latest innovations and trends.

In regards to education and occupation, the majority of respondents consist of individuals who have completed high school or are currently students. It is evident that Aerostreet's products are highly sought after by individuals who have completed secondary education and those who are currently pursuing their education. This also highlights the attractiveness of these products, which may be more suitable for the financial constraints and personal preferences of these demographics. Through the analysis of data using PLS-SEM, it was discovered that both Fashion Innovativeness and Electronic Innovativeness have a substantial and favorable impact on Brand Attitude and Purchase Intention. This finding reinforces the significance of innovation in generating value for consumers. Customers who perceive products as innovative, both in terms of design (fashion) and technology (electronics), generally have a favorable attitude towards the brand and, as a result, are more likely to consider buying the product.

Furthermore, it was found that Brand Attitude played a crucial role in mediating the relationship between product innovation and purchase intention. Consumers' attitudes towards brands have a significant impact on their purchase intentions. Put simply, product innovation has a direct impact on purchase intention and also influences the formation of a positive brand attitude. The R-Square values obtained, 0.308 for Brand Attitude and 0.619 for Purchase Intention, indicate that this research model is highly effective in explaining the variability of attitudes towards brands and consumer purchase intentions. The factors in this model, namely product innovation and brand attitude, account for a significant portion of the variability in purchase intention.

Overall, this study offers valuable insights for companies in the fashion and technology sectors. In order to enhance consumers' inclination to make purchases, it is crucial for companies to consistently create cutting-edge products that excel in both design and technology. Additionally, fostering favorable perceptions of their brands is equally important. One way to achieve this is by implementing an effective marketing strategy that highlights the product's unique features and conveys brand values that resonate with the younger demographic.

## Conclusion

This study demonstrates the impact of fashion and technology innovations on consumer attitudes and purchase intentions of Aerostreet products. Based on the survey results, it is evident that catering to the preferences of young consumers through product innovations can greatly enhance the brand's reputation and ultimately boost purchase intentions. It is important for companies to prioritize innovative product development in order to stay competitive and appealing to this ever-changing market segment.

This study makes a significant contribution by confirming the importance of brand attitude as a mediator in the connection between product innovation and purchase intention. It is important for companies to not only prioritize product innovation, but also to effectively manage their brand image in order to appeal to consumers. Nevertheless, this study has certain limitations as it primarily focuses on a particular age group and is confined to a specific geographical area. Consequently, the applicability of the findings may be restricted. It would be beneficial for future research to broaden the demographic and geographic coverage in order to test the consistency of these findings in a wider context. Furthermore, it is recommended that companies integrate marketing strategies that prioritize product innovation alongside initiatives to enhance brand image. This approach will help to optimize the favorable influence on consumer purchase intention.

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