



School of Social Sciences

Master in Business Administration (MBA)

Postgraduate Dissertation

**Evaluating the effectiveness of cross-branding and product
bundling strategies from a consumer behaviour perspective in
fashion**

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Patras, Greece, May 2026

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Evaluating the effectiveness of cross-branding and product bundling strategies from a consumer behaviour perspective in fashion

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Abstract

This study examines the effectiveness of cross-branding and product bundling strategies in the fashion industry, focusing on consumer behaviour and the factors that influence purchase intention. Based on a comprehensive literature review, key variables were identified, including perceived value, brand attitude, brand trust, perceived uniqueness, social influence, and the perceived attractiveness of bundled offers.

A quantitative research approach was adopted, with data collected through an online questionnaire from 210 participants. The data were analysed using descriptive statistics and multiple regression analysis in order to examine the relationships between the variables and to test the proposed hypotheses.

The findings indicate that although most variables are positively associated with purchase intention, only brand attitude and social influence have a statistically significant direct effect. In contrast, perceived value, brand trust, perceived uniqueness, and bundling do not show significant effects when analysed simultaneously. This suggests that consumer behaviour in the fashion industry is driven more by emotional and social factors rather than purely economic or functional considerations.

Overall, the study contributes to a better understanding of how modern marketing strategies influence consumer decision-making in fashion, offering both theoretical insights and practical implications for fashion brands seeking to enhance consumer engagement and purchase intention.

Keywords

cross-branding, product bundling, consumer behaviour, purchase intention, social influence

Περίληψη

Η παρούσα μελέτη εξετάζει την αποτελεσματικότητα της στρατηγικής συνεργασίας εμπορικών σημάτων (cross-branding) και συνδυαστικής πώλησης προϊόντων (product bundling) στον τομέα της μόδας, δίνοντας έμφαση στη συμπεριφορά των καταναλωτών και στους παράγοντες που επηρεάζουν την πρόθεση αγοράς. Η αναλυτική μελέτη της βιβλιογραφίας, φέρνει στο προσκήνιο βασικές μεταβλητές, όπως η αντίληψη της αξίας προϊόντος, η συμπεριφορά απέναντι στη μάρκα, η εμπιστοσύνη του καταναλωτή στο κάθε Εμπορικό Σήμα, η αντίληψη της μοναδικότητας προϊόντος, η επιρροή του κοινωνικού περιβάλλοντος και η αντιλαμβανόμενη απήχηση της συνδυαστικής πώλησης προϊόντων.

Εκτελέσθηκε ποσοτική έρευνα συλλέγοντας δεδομένα μέσω ηλεκτρονικού ερωτηματολογίου από συνολικά 210 συμμετέχοντες. Η ανάλυση των δεδομένων έγινε μέσω περιγραφικής στατιστικής και πολλαπλής παλινδρόμησης, με στόχο να εξεταστούν οι σχέσεις μεταξύ των μεταβλητών και να ελεγχθούν οι προτεινόμενες υποθέσεις.

Τα αποτελέσματα δείχνουν ότι, παρόλο που οι περισσότερες μεταβλητές συνδέονται θετικά με την πρόθεση αγοράς, μόνο η συμπεριφορά απέναντι στη μάρκα και η επιρροή κοινωνικού περιβάλλοντος έχουν στατιστικά σημαντική άμεση επίδραση. Εν αντιθέσει η αντίληψη της αξίας προϊόντος, η εμπιστοσύνη προς τα εμπορικά σήματα, η αντίληψη μοναδικότητας και η συνδυαστική πώληση προϊόντων δεν δείχνουν σημαντική επίδραση όταν αναλύονται παράλληλα μεταξύ τους. Αυτό υποδηλώνει ότι η καταναλωτική συμπεριφορά στον τομέα της μόδας επηρεάζεται περισσότερο από συναισθηματικούς και κοινωνικούς παράγοντες παρά από καθαρά οικονομικές ή λειτουργικές παραμέτρους.

Η μελέτη στο σύνολό της συμβάλλει στην καλύτερη κατανόηση του τρόπου με τον οποίο οι σύγχρονες στρατηγικές μάρκετινγκ επηρεάζουν τη διαδικασία λήψης αποφάσεων των καταναλωτών στον χώρο της μόδας, προσφέροντας τόσο θεωρητικές γνώσεις όσο και πρακτικές προεκτάσεις για τις εταιρείες μόδας που επιδιώκουν να ενισχύσουν τη συμμετοχή των καταναλωτών και την πρόθεση αγοράς..

Λέξεις – Κλειδιά

συνεργασία εμπορικών σημάτων, συνδυαστική πώληση προϊόντων, συμπεριφορά καταναλωτή, πρόθεση αγοράς, κοινωνική επιρροή.

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List of Abbreviations & Acronyms

Purchase Intention (PI)

Brand Attitude (BA)

Brand Trust (BT)

Brand Uniqueness (UNI)

Social influence (SI)

Bundling (BUND)

CHAPTER 1 – INTRODUCTION

1.1 Problem Definition

The fashion industry has changed a lot in the last years, with consumers becoming more demanding and more influenced by social media, fast trends and digital communication. Brands try many marketing strategies to keep the interest of consumers, and two of the most common today are **cross-branding collaborations** and **product bundling**. Cross-branding happens when two brands join together in one product or campaign, while bundling means selling two or more products together in one offer. Even if these strategies are everywhere in fashion, it is still not very clear how consumers really evaluate them and why they decide to buy or not to buy. Previous studies show that consumers behave differently depending on values, emotions, and social influence (Adeola et al., 2024; Busalim et al., 2022). But there is still confusion about what factors matter the most when people see a collaboration or a bundle. This research tries to understand this problem more deeply.

1.2 Purpose of the Dissertation

The purpose of this dissertation is to investigate how consumers make decisions when they see **cross-branding collaborations** and **bundled fashion offers**. The study examines important psychological variables like perceived value, brand attitude, brand trust, perceived uniqueness, and social influence. The goal is to understand which of these factors influence purchase intention more strongly. The focus is on fashion consumers, especially younger adults, because they are more active online and they are usually the main audience for modern marketing strategies. This work also tries to compare how people react to collaborations and how they react to bundles, because the two strategies are often used in similar ways by fashion brands but are rarely analysed together (Rao et al., 2018; Yu et al., 2021).

1.3 General Methodology and Research Approach

This dissertation follows a quantitative research approach, which is common in fashion consumer behaviour studies. The research uses a structured online questionnaire to

collect data from consumers aged 18 and above. The survey includes validated scales from previous literature, adapted to the fashion context. The variables measured include perceived value (Salehzadeh & Pool, 2017; Li et al., 2026), brand attitude (Dam, 2020), brand trust (Adeola et al., 2024), perceived uniqueness (Yu et al., 2021; Mazodier & Merunka, 2014), social influence (Khare, 2014; Bagjamaghfira et al., 2025), perceived attractiveness of bundled offers (Sheng, 2004), and purchase intention (Salehzadeh & Pool, 2017). Purchase intention is also measured using established items from earlier studies.

The sample size is expected to be around 100–150 participants, which is considered sufficient for statistical analysis and regression models in consumer behaviour research (Busalim et al., 2022). The data will be analysed using descriptive statistics and multiple regression analysis in order to identify the relationships between the variables and test the proposed hypotheses. This design allows the researcher to examine the factors that influence purchase intention in a clear and structured way.

A second part of the methodology includes reviewing relevant literature, especially on consumer psychology, fashion marketing, and digital communication. This literature review helps in building the conceptual framework, which is then tested with empirical data.

1.4 Status and Importance of the Work

The topic of this research is important for both academic and practical reasons. Academically, there is growing interest in understanding how modern marketing strategies influence fashion consumers. Studies on cross-branding usually focus on brand fit or luxury collaborations, but they do not always explain how consumers evaluate specific attributes like uniqueness or emotional value (Jia & Ran, 2021; Yu et al., 2021). Studies on bundling focus mainly on economic outcomes and do not consider the psychological meaning of fashion products (Derdenger & Kumar, 2013). This dissertation tries to combine these ideas and explore how different variables influence purchase intention in a more complete way.

From a practical perspective, fashion companies spend a lot of money on collaborations and digital campaigns. Understanding what makes consumers choose a co-branded or

bundled product can help brands design better marketing strategies and increase customer engagement. Since younger consumers are very active online, the findings can also help companies create more effective digital promotions and influencer partnerships (Chowdhury et al., 2024).

1.5 Limitations of the Dissertation

The **limitations** of the study include the use of convenience sampling, which may not represent all fashion consumers (Etuk et al., 2022). Also, the study uses self-reported data, which can be influenced by social desirability or misunderstanding of items.

Another limitation is that data is collected at one moment in time, so the study cannot measure long-term changes in attitudes (Adeola et al., 2024). Even with these limitations, the methodology provides a reliable way to analyse the research questions.

1.6 Structure of the Dissertation

The structure of the dissertation is organised in six chapters that follow a logical flow. Chapter 1 introduces the topic by presenting the background, the purpose of the study, and the general methodological approach. Chapter 2 offers a detailed review of the existing literature related to fashion consumer behaviour, cross-branding, product bundling and the main theoretical models that support these concepts. Chapter 3 describes the research methodology, including the research design, the sampling process, the questionnaire instrument and the data analysis procedures. Chapter 4 presents the results that come from the statistical analysis of the collected data. Chapter 5 discusses these findings, linking them back to the literature and explaining their meaning for theory and practice. Finally, Chapter 6 summarises the main conclusions and offers suggestions for future research. Overall, this introduction prepares the reader for the structure and the direction of the dissertation, showing how each chapter contributes to understanding how modern marketing strategies influence fashion consumers.

CHAPTER 2 – LITERATURE REVIEW

2.1 Consumer Behaviour in Fashion

Consumer behaviour in fashion has become more complex over the last years, because people no longer buy clothes only for functional reasons but also to express identity, mood, lifestyle, or social belonging (Adeola et al., 2024). Many consumers make purchase decisions based on personal values, such as wanting convenience, variety, and the feeling that a product represents their personality (Adeola et al., 2024). This means that fashion items carry symbolic meaning, and this symbolic value often becomes even more important than the physical product itself. In online environments, consumers also search for trust, clear information, and positive experiences that make the buying process easier and more enjoyable (Adeola et al., 2024).

At the same time, many sociological factors influence how people choose fashion items. Family, friends, social groups and cultural background shape preference and taste, because individuals want to fit in or follow what is accepted within their environment (Etuk et al., 2022). Culture also plays an important role in how people evaluate fashion and sustainability, since consumers from some cultures are more willing to pay more for sustainable products due to social expectations or environmental concerns (Khan et al., 2024). These social norms create different levels of motivation and willingness to spend across countries and groups.

Fashion consumers also react strongly to fast-changing trends. Social media has accelerated this process because platforms like Instagram, TikTok and YouTube expose consumers to constant new styles, popular outfits and influencers who display desirable lifestyles (Chowdhury et al., 2024). This pressure for continuous novelty pushes consumers to buy more frequently and to follow what seems trendy at the moment. As a result, the decision-making process has become more emotional, more visual, and more immediate than in the past (Chowdhury et al., 2024).

Influencers have a big impact on consumer behaviour in fashion because people see them as relatable and trustworthy figures who show how clothes look in real life (Vidani et al., 2023). Many consumers feel more confident to buy a fashion item if they have already seen an influencer wearing it and presenting it in an attractive way (Vidani et

al., 2023). Gender also plays a role here, because women and men follow different types of influencers and prefer different clothing categories, which affects how they react to promotions or recommendations (Vidani et al., 2023).

Another important element in fashion behaviour is perceived value. Consumers judge whether a product “is worth it” based not only on price but also on quality, uniqueness, emotional benefits, and the reputation of the brand (Salehzadeh & Pool, 2017). When consumers feel that a brand offers high value, they develop more positive attitudes toward it and are more likely to buy from it again (Dam, 2020). This connection between value, attitude and intention shows that the meaning of fashion goes beyond its economic cost.

Trust also influences buying decisions. When consumers believe that a brand is authentic, reliable and consistent, they are more willing to engage with it and pay attention to its offers (Dam, 2020). This is especially important in online shopping, where consumers cannot physically touch products, so they rely more heavily on brand credibility to reduce uncertainty (Adeola et al., 2024).

Sustainability has become another key factor in modern fashion behaviour. Many consumers say they support sustainable fashion, but their actions do not always match their intentions, creating what researchers call the “intention–behaviour gap” (Busalim et al., 2022). Some people like the idea of sustainable clothing but still choose fast fashion because it is cheaper, more available, and more trend-driven (Sinha et al., 2023). Younger generations however show increasing interest in circular fashion models, such as recycling, reusing and renting clothing, because these options match their environmental values (Musova et al., 2021).

Consumers also behave differently depending on how unique or exclusive a product feels. Items that appear limited, rare or part of a special collection are often seen as more attractive, because they allow individuals to feel special or different from others (Yu et al., 2021). This desire for uniqueness is one of the reasons why collaborations between brands gain so much attention, especially in the luxury and streetwear markets (Yu et al., 2021).

Digital communication further reinforces these behaviours. Interactive online tools, personalised recommendations and constant exposure to brand content shape how

people think and feel about fashion items (Kaczorowska-Spychalska, 2018). Big data tools, such as Google search trends, also influence what becomes popular, because fashion brands use this information to predict demand and push specific trends to consumers (Silva et al., 2019).

2.2 Brand Alliances & Cross-Branding

Brand alliances and cross-branding have become very common strategies in the fashion industry, especially as brands try to stand out in a very competitive market. The basic idea of cross-branding is that two brands work together to create a product that carries elements from both, offering something more exciting or unique than what each brand could offer alone (Jia & Ran, 2021). This type of collaboration can help brands reach new audiences, create hype, and increase visibility in a short period of time. Many consumers are attracted to co-branded items because they combine the strengths and meanings of two different brands into one product (Yu et al., 2021).

One of the main reasons why brand alliances work well in fashion is the desire for uniqueness. Consumers like products that feel special, limited, or unexpected, and many collaborations manage to create this feeling through exclusive designs or limited releases (Yu et al., 2021). When a product is part of a collaboration, people believe it is more valuable because it is linked to two brand identities instead of just one. This perceived uniqueness often increases purchase intention, especially among younger consumers who see co-branded products as a way to express themselves and stand out (Yu et al., 2021).

Cross-branding can also increase brand awareness. When two brands collaborate, they reach each other's followers, which means they get access to a larger customer base (Jia & Ran, 2021). For example, when a luxury brand collaborates with a streetwear or mass-market brand, consumers who usually buy affordable products are suddenly exposed to the luxury brand in a more accessible way. This creates curiosity and can make luxury brands feel more relatable. At the same time, the lower-priced brand benefits by gaining a more premium image because of its association with a high-status partner (Yu et al., 2021).

However, the success of a cross-branding partnership depends heavily on brand fit. Brand fit means how well the identities, values, and images of the two brands match each other (Lu et al., 2020). When the fit is high, consumers see the collaboration as natural and meaningful. For example, a luxury fashion brand collaborating with a sportswear brand might make sense if both brands promote innovation, design, or a modern lifestyle. When the fit is low, consumers often feel confused, and this reduces their interest in the final product (Lu et al., 2020). Poor fit can even harm the reputation of one of the brands if people feel that the partnership does not make sense.

Signalling plays an important role in cross-branding. When brands collaborate, they send signals to consumers about quality, innovation, or exclusivity (Yu et al., 2021). These signals help consumers evaluate the product more easily, especially when they do not have much information about it. If one brand is very strong and trustworthy, it can transfer its positive reputation to the partner brand through the collaboration (Salehzadeh & Pool, 2017). This is why many brands choose to partner with well-known names: they know that consumers will automatically assign higher value to the co-branded product.

At the same time, collaborations can create certain risks. One risk is brand dilution, which happens when a brand collaborates too often or with partners that do not match its identity (Wu, 2024). When this occurs, consumers may feel that the brand is losing its uniqueness or becoming too commercial. Another risk is negative spillover. If one brand has a problem—for example, poor product quality or a scandal—the partner brand may also suffer because consumers connect the two names in their minds (Lu et al., 2020).

Despite these risks, cross-branding remains a powerful strategy because it can generate strong emotional reactions. Many consumers enjoy the excitement of a new collaboration and the feeling that they are buying something that will not exist forever (Yu et al., 2021). Limited editions, countdown releases, and exclusive drops increase this emotional engagement even more. This type of marketing is especially effective among Gen Z and Millennial consumers who value experiences, trends and social validation.

Finally, cross-branding can also influence social media behavior. Consumers often share co-branded products online because they feel proud of owning something rare or special (Chowdhury et al., 2024). This creates organic promotion for the brands and strengthens the overall impact of the collaboration. Social media exposure then influences even more people to become interested, creating a cycle of attention and desire.

2.3 Product Bundling Strategies

Product bundling is a strategy where two or more items are sold together as one offer. In the fashion industry this is very common, because consumers often like the idea of getting a full look or a complete set without thinking too much (Rao et al., 2018). Many people see bundles as something more “worth it”, because the price usually feels better compared to buying each product alone (Derdenger & Kumar, 2013). This feeling of extra value can make the customer decide faster, even if the products are not things they planned to buy before (Rao et al., 2018).

Consumers also like bundles because they reduce the effort of making choices. When a brand gives a ready combination, like a jacket with a matching scarf or a bag with accessories, the consumer feels more confident in the final decision (Derdenger & Kumar, 2013). This creates a more relaxed shopping experience, especially in online shopping where people sometimes feel confused with too many options (Adeola et al., 2024).

Another reason bundling works is that it creates the idea of “completeness”. Many customers prefer to buy something that looks like a finished package instead of mixing different items by themselves (Rao et al., 2018). This is true especially in fast fashion, where consumers want quick and easy solutions. Bundles can also help people discover products they normally would not check, because the second item in the bundle feels like a bonus (Derdenger & Kumar, 2013).

But bundling is not always positive. If the items in the bundle do not match well or if the customer has no interest in the second product, then the bundle can feel useless (Rao et al., 2018). Some consumers also think that bundles are only a trick for brands to sell more stock, so they become more careful. When the bundle looks forced, people may

prefer to buy only one item, or they may not buy anything at all (Derdenger & Kumar, 2013).

Still, bundling remains a strong strategy in fashion when it is used correctly. It works best when the products are complementary and when the price clearly makes sense. It also helps brands increase sales volume and introduce new items without high risk (Rao et al., 2018). For consumers, a good bundle feels like smart shopping, something that gives more value with less effort.

2.4 Perceived Value, Brand Attitude & Purchase Intention

Perceived value is one of the most important ideas in fashion consumer behaviour, because it shows how people judge if a product is “worth it” or not. In fashion, value is not only about price or quality, but also about how the product makes the consumer feel, what image it gives, and if it fits with their identity (Salehzadeh & Pool, 2017). Many consumers decide to buy something because they believe it offers good emotional or symbolic value, even if the actual quality is similar to cheaper items (Nuzula & Wahyudi, 2022). This means that a product with a strong brand name or a stylish design can feel more valuable simply because people connect it with status or self-expression (Salehzadeh & Pool, 2017).

Brand attitude also plays a strong role in shaping decisions. When people have a positive general feeling about a brand, they are more likely to choose it again, trust it, and pay attention to its new products (Dam, 2020). This attitude develops through previous experiences, advertising, and seeing others use the brand. For example, if a person believes a fashion brand is modern, trustworthy, and has good style, then their attitude becomes positive, which increases the chance of buying from that brand (Dam, 2020). On the other hand, if consumers had a negative experience or if the brand’s image looks fake or outdated, their attitude becomes negative, and it affects the purchase intention.

Purchase intention is basically the consumer’s plan or willingness to buy something. This intention is usually influenced by perceived value and brand attitude together. When people feel that a product is valuable and they like the brand, their intention to buy becomes stronger (Nuzula & Wahyudi, 2022). In the fashion industry, this process

often happens quickly, because fashion is emotional and impulsive. Many consumers do not spend too much time thinking; they rely on feelings, personal taste, and social influence (Chowdhury et al., 2024).

Trust is another part of this relationship. Consumers feel safer buying from brands they trust, especially online where they cannot touch or try the product before buying (Adeola et al., 2024). Trust makes the customer believe that the product will arrive, the quality will be acceptable, and the brand will support them if something goes wrong (Dam, 2020). When trust is high, purchase intention increases naturally.

Social influence is also important for purchase intention. People often look at what others wear, what influencers recommend, and what is trending in their environment (Vidani et al., 2023). If a certain brand becomes popular on social media, consumers may start believing that the brand has higher value, even if they did not know it before (Chowdhury et al., 2024). This is a type of social proof that increases brand attitude and perceived value at the same time.

Another factor that affects perceived value is uniqueness. Consumers in fashion often want to look different or special, so products that look exclusive, limited, or connected to a collaboration appear more valuable (Yu et al., 2021). For example, if a shoe is part of a limited edition or a co-branding release, people may believe it has higher value simply because not everyone can have it (Yu et al., 2021). In this case, the uniqueness increases both brand attitude and purchase intention.

Price also interacts with perceived value. Some consumers believe that high price means high quality, especially in luxury fashion (Salehzadeh & Pool, 2017). Others prefer good deals and think that value comes from fair or affordable pricing (Rao et al., 2018). So value depends on each person's expectations. Luxury buyers usually focus on emotional and symbolic value, while everyday consumers focus more on practical or economic value.

In sustainable fashion, the situation becomes even more complicated. Many consumers want to support ethical brands, but when sustainable products are too expensive or less trendy, the perceived value decreases and the purchase intention drops (Busalim et al., 2022). Younger consumers say they care about sustainability, but often end up choosing fast fashion because it offers lower prices and more variety (Sinha et al., 2023). This

shows that perceived value is not only about ethics but also about convenience and style.

In fast fashion, perceived value is often connected to trendiness and quick satisfaction. People buy because they want the latest style at a low price, not necessarily because the product will last long (Chowdhury et al., 2024). Here, brand attitude depends more on trend perception than on quality. If a brand is seen as trendy, people buy more often, even if the value in durability is low.

2.5 Digital Fashion Marketing & Co-Branding Campaigns

Digital marketing has changed the way fashion brands communicate with consumers, because today most people use their phones and social media to discover new trends and products. Fashion content online is fast, visual and highly interactive, which makes consumers react quickly and form opinions almost instantly (Kaczorowska-Spychalska, 2018). Instead of traditional advertising, brands now use Instagram posts, TikTok videos, and influencer collaborations to catch attention in a few seconds (Chowdhury et al., 2024). This creates a more dynamic environment where consumers feel closer to brands, but also more overwhelmed by the amount of information they receive every day.

Influencer marketing is one of the strongest tools in digital fashion. Consumers often trust influencers more than official brand messages, because influencers look more “real” and relatable (Vidani et al., 2023). When an influencer shows a product in their daily life, consumers can imagine how the product would look on them, which increases interest and sometimes makes the decision to buy much easier (Chowdhury et al., 2024). This effect is strong especially in clothing categories where appearance and fit matter. Also, different types of influencers affect men and women differently, since each group follows creators that match their own style and identity (Vidani et al., 2023). Social media also creates digital communities around fashion brands. People share outfits, comment on new products, and form opinions together. This kind of online social influence can increase brand popularity, because consumers want to be part of what others consider fashionable or “trending” (Chowdhury et al., 2024). When a product goes viral, it often sells out quickly, even if consumers do not know much about

it. The speed of these online trends makes digital marketing essential for modern fashion companies.

Big data tools like Google Trends also play a role in digital fashion marketing. Brands track what consumers search for and use this information to decide which styles to promote or produce (Silva et al., 2019). This helps companies predict demand and reduce risk. For example, if searches for “oversized jackets” increase, brands quickly release new collections that match this trend. As a result, consumer behaviour and marketing become more connected than before.

Digital marketing becomes even more interesting when it combines with co-branding strategies. Many collaborations become successful mainly because of social media hype. Limited-edition releases, countdowns, teasers and influencer unboxings create strong excitement online and make the collaboration feel exclusive (Yu et al., 2021). Consumers follow these campaigns closely because they do not want to miss the opportunity to buy something rare. Digital platforms make this “fear of missing out” even stronger, which increases the demand for co-branded items.

Visual storytelling is another important part of digital co-branding campaigns. Brands use images and videos to show the collaboration as something creative, bold or culturally important (Jia & Ran, 2021). The visual identity of the campaign helps consumers understand what the partnership represents. For example, when a luxury brand collaborates with a streetwear brand, the digital campaign usually highlights the mix of high-end style with urban culture. These visuals help the product feel more meaningful than just clothing.

Online collaborations also allow brands to reach new markets. Social media spreads information globally, so a co-branded product can become famous even in countries where the brands are not very active (Wu, 2024). This creates international demand and expands brand awareness without high advertising costs. Many consumers discover collaborations through reposts, comments or influencers, not through official brand channels.

However digital marketing also has challenges. With so many campaigns happening at the same time, consumers can easily lose interest if the content looks repetitive or if the collaboration appears forced (Lu et al., 2020). When the storytelling is weak or the

brands do not match well, people may ignore the campaign or even react negatively. Digital audiences are very quick to judge, and this can damage the image of the brand if the campaign receives negative comments or low engagement.

Still, when digital marketing and co-branding are combined successfully, the impact on consumer behaviour is very strong. Consumers experience the collaboration not only as a product, but as a digital event they want to participate in (Yu et al., 2021). This emotional engagement increases curiosity, social sharing and, finally, purchase intention.

2.6 Theoretical Consumer Behaviour Models

Theoretical models are very helpful for understanding why consumers act the way they do in fashion. These models try to explain how people make decisions, what affects their choices, and how attitudes turn into real behaviour. Even if some models were not created specifically for fashion, they still work well because fashion decisions are influenced by emotions, social pressure, personal identity, and the meaning that brands communicate. Using these models helps to create a clear picture of the different factors that shape consumer behaviour.

One of the most widely used theories is the **Theory of Planned Behaviour (TPB)**. This model says that a person's behaviour depends on three main things: their attitude toward the behaviour, the social pressure they feel (subjective norms), and how much control they think they have over the action (perceived behavioural control) (Mason et al., 2022). In fashion, this means that people decide to buy clothes depending on whether they feel positive about the product, whether people around them approve of it, and whether they feel it is easy to buy or afford it (Mason et al., 2022). For example, if someone likes a sustainable fashion item but believes it is too expensive or difficult to access, then the intention to buy becomes weaker.

Another important concept in consumer behaviour theories is **perceived value**. Many models use this idea to explain why consumers choose one brand instead of another. Perceived value includes emotional, functional, and social benefits that the consumer believes they will receive (Salehzadeh & Pool, 2017). In fashion, perceived value is influenced by design, brand reputation, trendiness, price, and also the feeling of identity

connection (Nuzula & Wahyudi, 2022). These elements create the mental evaluation that guides the final choice.

A related idea is **brand attitude**, which is central in many behavioural models. Brand attitude is a learned feeling or belief about a brand, formed through experience, marketing, or word-of-mouth (Dam, 2020). When people have a positive brand attitude, their purchase intention usually becomes stronger because they already trust the brand. This fits with psychological models where positive attitudes lead to positive behavioural intentions, as long as no strong barriers exist (Dam, 2020).

Social influence theory is also important for fashion, because clothing is often used to express belonging or distinction. According to this theory, people observe what others around them do and then adjust their behaviour to match or compete with them (Etuk et al., 2022). In fashion this is very strong, especially with social media, where trends spread fast and consumers constantly compare themselves with influencers and peers (Chowdhury et al., 2024). Social influence affects attitudes, value perception, and the feeling of what is “appropriate” to wear.

Another model that fits fashion is the **signalling theory**, especially connected with co-branding and luxury items. This theory explains how brands send signals about quality, prestige, uniqueness or innovation through their names, logos, marketing and collaborations (Yu et al., 2021). Consumers read these signals and use them to make decisions, especially when they cannot check the product directly (Jia & Ran, 2021). In fashion, luxury brands and well-known designers use strong signals to justify higher prices and create desire.

In co-branding specifically, signalling theory helps explain why some collaborations succeed. When two brands join, they combine their signals, and consumers try to interpret what the partnership means (Lu et al., 2020). If the signals match well—like a sportswear brand with a performance image collaborating with a luxury brand known for high quality—the perceived value increases because the message feels consistent (Yu et al., 2021). But if the signals conflict, consumers may feel confused, which lowers trust and intention to buy (Lu et al., 2020).

Consumer value theory is also relevant. It says that consumers compare what they expect to receive with what they are giving up, like money, time or effort (Rao et al.,

2018). In fashion, this comparison includes many emotional parts, not only functional ones. People may think a product offers high value because it boosts confidence or helps them feel stylish, even if the quality is average (Salehzadeh & Pool, 2017). So value becomes a mix of emotional and symbolic meaning.

Sustainability models are also becoming important in fashion. Many models try to explain why consumers support or avoid eco-friendly fashion. Research shows that even when attitudes toward sustainability are positive, behaviour doesn't always follow because of price, habit or low trust in sustainability claims (Busalim et al., 2022). This gap is common in fashion, where fast trends and low prices often win against ethical intentions (Sinha et al., 2023).

Finally, **consumer decision-making models** show that people usually follow several steps: recognising a need, searching information, evaluating options, and then making a purchase. But in fashion this process is often shorter, because decisions can be emotional or impulsive (Adeola et al., 2024). Social media exposure also reduces thinking time, making consumers rely on quick judgments based on brand attitude, visual appeal and online opinions (Chowdhury et al., 2024).

2.7 Conceptual Framework

The conceptual framework of this study is based on the main psychological and marketing variables that influence consumer purchase intention in the fashion sector. After reviewing the literature, six key constructs were identified as the most relevant for understanding how consumers respond to cross-branding and product bundling strategies: perceived value, brand attitude, brand trust, perceived uniqueness, social influence, and perceived attractiveness of bundled offers. These constructs are widely used in studies of fashion consumer behaviour and provide a solid foundation for explaining how marketing strategies shape purchase decisions (Salehzadeh & Pool, 2017; Dam, 2020; Yu et al., 2021; Sheng, 2004).

Perceived value is central to the framework because it describes how consumers evaluate the overall benefits of a fashion product compared to what they give up, such as money or effort. Value in fashion is multidimensional and can include emotional benefits, symbolic meaning, price fairness, and product quality. Previous research

shows that when collaborations or bundles increase perceived value, purchase intention becomes stronger (Rao et al., 2018; Salehzadeh & Pool, 2017).

Brand attitude refers to the consumer's general liking or positive evaluation of a brand. In fashion, favourable attitudes make consumers more open to buying co-branded or bundled items, especially when the brands fit well together in terms of style or identity (Dam, 2020; Lu et al., 2020). Brand attitude is influenced by past experiences, social approval, and the overall image of the brand.

Brand trust is another important construct, particularly in online shopping environments. Trust reduces perceived risk and increases confidence in the product. In cross-branding situations, trust can transfer from one brand to the partner brand, increasing the credibility of the collaboration (Adeola et al., 2024; Yu et al., 2021).

Perceived uniqueness is essential in fashion because many consumers look for exclusivity and differentiation. Cross-branding often creates a sense of uniqueness through limited editions or unusual combinations of brands. This perception can increase both emotional attachment and perceived value, making consumers more likely to develop stronger purchase intentions (Yu et al., 2021; Mazodier & Merunka, 2014; Tian et al., 2001).

Social influence also affects how consumers evaluate fashion products. Opinions from friends, influencers, and online communities shape preferences and trends. Positive social signals can make collaborations or bundles seem more desirable, influencing attitudes and final purchase decisions (Khare, 2014; Bagjamaghfira et al., 2025).

Finally, the perceived attractiveness of bundled offers is included in the framework because bundled promotions can shape consumers' value perceptions and increase purchase intention when they are seen as convenient, complementary, and economically beneficial (Sheng, 2004; Rao et al., 2018).

This conceptual framework brings together these six constructs to explain how consumers form purchase intentions toward cross-branded and bundled fashion products.

2.8 Research Gaps and Research Questions

The literature review indicated that although many aspects of fashion consumer behaviour have been studied, several important gaps still remain. First, research on cross-branding often focuses on factors such as brand image, brand fit or signalling, but does not fully examine how consumers evaluate specific attributes of collaborations, including perceived uniqueness, value and symbolic meaning (Jia & Ran, 2021). Many studies focus on luxury collaborations, but there is limited understanding of how younger consumers evaluate co-branded products in everyday fashion contexts and how psychological and social factors shape their purchase decisions (Yu et al., 2021). This reveals a gap in understanding how cross-branding attributes translate into purchase intention beyond luxury markets.

A second gap concerns product bundling. Although bundling has been widely studied in economics and retail strategy, there is limited research on its psychological impact within fashion consumption (Rao et al., 2018). Fashion bundles differ from other industries because consumers are influenced not only by price but also by identity expression, aesthetics and trend relevance. While previous studies examine the economic outcomes of bundling, fewer investigate how the perceived attractiveness of bundled offers influences perceived value, attitudes and purchase intention in fashion contexts (Derdenger & Kumar, 2013; Sheng, 2004). This creates the need for further research on how consumers evaluate bundled fashion products.

Another important gap relates to the role of social influence in shaping consumer behaviour in fashion. Social media, influencers and peer groups play a significant role in shaping attitudes and purchase decisions, yet the interaction between social influence and marketing strategies such as cross-branding and bundling remains underexplored (Chowdhury et al., 2024; Vidani et al., 2023). More research is needed to understand how social influence affects consumers' evaluation of collaborations and bundled offers.

Finally, sustainability introduces an additional gap. Although many consumers express environmental concerns, the relationship between sustainability attitudes and responses to co-branded or bundled fashion products remains unclear (Sinha et al., 2023). It is not

well understood whether sustainability considerations strengthen or weaken purchase intention in the context of modern marketing strategies.

Based on these identified gaps, the present dissertation aims to examine how consumers evaluate cross-branding and bundling within a unified framework. The study focuses on the relationships between key psychological constructs, perceived value, brand attitude, brand trust, perceived uniqueness, social influence and perceived attractiveness of bundled offers—and consumer purchase intention.

The research questions developed for this study are:

RQ1: How do perceived value, brand attitude and brand trust influence consumers' purchase intention toward fashion products?

RQ2: How does perceived uniqueness influence consumer responses to cross-branding collaborations?

RQ3: How do social influence and the perceived attractiveness of bundled offers affect consumer purchase intention in the fashion industry?

These research questions are directly derived from the identified gaps and form the basis for the empirical analysis presented in the next chapter.

CHAPTER 3 – METHODOLOGY

3.1 Research Hypotheses

Based on the theoretical background and the findings of previous studies presented in the literature review, this research develops a set of hypotheses that can be tested using quantitative analysis. The hypotheses relate to key psychological and marketing variables that influence consumer behaviour in the fashion sector, particularly within the context of cross-branding and bundling strategies.

The first set of hypotheses focuses on the relationship between perceived value, brand attitude, brand trust and consumer purchase intention. Previous research indicates that when consumers perceive high value in a product, they are more likely to develop stronger purchase intentions (Salehzadeh & Pool, 2017). In addition, a positive brand attitude enhances consumers' interest and willingness to buy (Dam, 2020), while brand trust plays a crucial role in reducing perceived risk and increasing confidence,

especially in online environments (Adeola et al., 2024). Based on these findings, the following hypotheses are proposed:

H1: Perceived value has a positive effect on purchase intention.

H2: Brand attitude has a positive effect on purchase intention.

H3: Brand trust has a positive effect on purchase intention.

The second group of hypotheses relates to cross-branding strategies in the fashion industry. Prior studies suggest that consumers are more attracted to co-branded products when they perceive them as unique and symbolically meaningful, as such products enhance self-expression and differentiation (Yu et al., 2021; Mazodier & Merunka, 2014; Tian et al., 2001). Therefore, the following hypothesis is proposed:

H4: Perceived uniqueness has a positive effect on purchase intention toward cross-branded products.

Finally, social influence and product bundling are important factors shaping consumer decisions in contemporary fashion marketing. Social influence, including peer opinions and recommendations from influencers, significantly affects consumer behaviour and purchase intention (Khare, 2014; Bagjamaghfira et al., 2025). Additionally, bundling strategies can influence how consumers evaluate product offers and increase their likelihood of purchase (Sheng, 2004). Therefore, the following hypotheses are proposed:

H5: Social influence has a positive effect on purchase intention.

H6: Perceived attractiveness of bundled offers has a positive effect on purchase intention.

These hypotheses will be tested using statistical methods in the following sections of the methodology.

3.2 Research Design

The present research adopts a quantitative research design, as the main objective is to measure and analyse the relationships between key psychological and marketing variables that influence consumer behaviour in the fashion sector. Quantitative research is appropriate when the aim is to test hypotheses and examine how variables such as perceived value, brand attitude and social influence affect purchase intention

(Salehzadeh & Pool, 2017). Furthermore, this approach enables the collection of data from a larger sample and allows for generalisation of findings (Adeola et al., 2024).

A cross-sectional survey design was selected as the primary method of data collection. This involves collecting data at a single point in time from a sample of fashion consumers. Cross-sectional surveys are widely used in consumer behaviour research due to their practicality, speed and effectiveness in capturing attitudes and perceptions without requiring longitudinal data (Dam, 2020). This design is suitable for the present study, as it focuses on how consumers currently evaluate cross-branding and bundling strategies.

3.3 Population and Sampling

The target population of this study consists of fashion consumers, with a particular focus on young adults who are active users of social media and familiar with online shopping. This group is considered appropriate, as young consumers are highly engaged with digital content, follow fashion trends and are more likely to respond to co-branding and bundled product strategies (Yu et al., 2021; Bagjamaghfira et al., 2025).

A non-probability sampling method, specifically convenience sampling, is employed. This approach allows the researcher to collect data from easily accessible participants, such as university students, young professionals and social media users. Convenience sampling is commonly used in consumer behaviour studies due to its practicality and efficiency, especially under time and resource constraints (Etuk et al., 2022). Although it does not ensure full representativeness of the population, it can still provide valuable insights when the sample size is adequate (Adeola et al., 2024).

The target sample size ranges between 100 and 150 participants, which is sufficient for conducting statistical analyses and regression analysis. Sample sizes within this range are commonly used in similar studies and provide acceptable statistical power (Busalim et al., 2022). All participants will be at least 18 years old and will complete the questionnaire voluntarily and anonymously.

3.4 Data Collection Procedure

Data will be collected through an online questionnaire created using platforms such as Google Forms. Online surveys facilitate efficient data collection and allow access to a broader audience (Adeola et al., 2024). Given that the target population actively uses social media, the questionnaire will be distributed through platforms such as Instagram, Facebook and messaging applications to maximise response rates (Chowdhury et al., 2024).

The questionnaire consists of closed-ended questions measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). This format is widely used in consumer research as it enables the effective measurement of attitudes, perceptions and behavioural intentions (Dam, 2020). The items measure constructs including perceived value, brand attitude, brand trust, perceived uniqueness, social influence, perceived attractiveness of bundled offers and purchase intention.

Prior to the main data collection, a pilot test will be conducted with 10–15 participants to ensure clarity, reliability and ease of understanding. Any necessary adjustments will be made based on the pilot results.

Participation is voluntary and anonymous. Respondents will be informed about the purpose of the study and their right to withdraw at any time. No personal or sensitive data will be collected, ensuring compliance with ethical research standards (Mason et al., 2022).

3.5 Measurement Instrument

The measurement instrument for this study is a structured questionnaire consisting of multiple sections, each corresponding to a specific construct of the conceptual framework. All items were measured using a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. This scale is widely used in consumer behaviour research as it allows for the effective measurement of attitudes and perceptions in a consistent and reliable manner (Dam, 2020). The questionnaire was designed to be clear and easy to complete, particularly for younger respondents and mobile users (Adeola et al., 2024).

All measurement items were adapted from previously validated scales in the literature to ensure reliability and validity.

The first construct measured is perceived value, which reflects the consumer's overall evaluation of the benefits received from a product relative to its cost. In line with previous research, perceived value includes both functional and emotional aspects, such as quality, price fairness and satisfaction (Salehzadeh & Pool, 2017; Li et al., 2026). Example items include "The product feels worth the money" and "This item has good value for me".

The second construct is brand attitude, which captures consumers' overall evaluation of a brand. A positive brand attitude has been shown to increase purchase intention and strengthen consumer-brand relationships (Dam, 2020; Mazodier & Merunka, 2014). Example items include "I like this brand" and "This brand gives me a good impression". The third construct is brand trust, which is particularly important in online and digital shopping environments, as it reduces perceived risk and uncertainty (Adeola et al., 2024). Trust was measured through items such as "I believe this brand keeps its promises" and "I think this brand is reliable".

The construct of perceived uniqueness reflects the extent to which consumers perceive a product as distinctive and capable of expressing individuality. This is especially relevant in the context of co-branded fashion products, where symbolic value and self-expression play an important role (Mazodier & Merunka, 2014; Tian et al., 2001). Example items include "This product feels unique" and "I like that not everyone has this item".

Social influence was also measured, as consumer decisions are often shaped by peers, social groups and influencers. This construct includes both normative and informational influence, reflecting the impact of others on individual consumption behaviour (Khare, 2014; Bagjamaghfira et al., 2025). Example items include "People around me influence what I buy" and "I often buy clothes that others recommend".

In addition, two questionnaire items capture consumers' exposure to co-branded fashion content on social media and the extent to which social media posts affect their perceptions of fashion collaborations. These items are included to reflect the broader digital context within which cross-branding strategies are encountered by consumers.

The study also measures the perceived attractiveness of bundled offers, which reflects how consumers evaluate combined product offerings. Bundling strategies can influence perceived value and purchase decisions by altering price and quality perceptions (Sheng, 2004). Example items include “Bundled offers seem more attractive than single products” and “I prefer buying products when they are offered together”.

Finally, purchase intention is measured as the main dependent variable of the study. It reflects the likelihood that a consumer will purchase a product in the near future. This construct is widely used in consumer behaviour research and is strongly influenced by perceived value, attitudes and social factors (Salehzadeh & Pool, 2017). Example items include “I would consider buying this product” and “I am likely to purchase this item soon”.

3.6 Data Analysis Methods

After collecting the questionnaire responses, the data will be analysed using descriptive statistics and multiple regression analysis. First, descriptive statistics will be used to describe the basic characteristics of the sample, such as age, gender, and frequency of online shopping. Descriptive statistics help to understand the background of the participants and to examine general patterns in fashion consumer behaviour (Adeola et al., 2024).

In addition, descriptive statistics will be used to calculate mean values and standard deviations for all questionnaire items. This allows the researcher to examine respondents’ overall perceptions and attitudes toward cross-branded and bundled fashion products.

The final analysis will be multiple regression analysis, which helps examine how different independent variables predict purchase intention. Regression analysis is useful for identifying which factors have the strongest influence on consumer behaviour. More specifically, the analysis can show whether variables such as perceived value, brand attitude, brand trust, uniqueness, social influence, and bundling significantly affect purchase intention (Rao et al., 2018). Regression analysis also enables the testing of the hypotheses developed in the conceptual framework.

All analyses will be performed using statistical software such as SPSS. This software is commonly used in similar studies because it allows accurate statistical calculations and effective data analysis (Mason et al., 2022). Overall, these methods provide a clear understanding of how psychological and marketing factors influence consumer behaviour in the fashion industry.

3.7 Ethical Considerations

Ethical considerations are an important part of any research that involves human participants. In this study, several steps are taken to make sure that the research follows ethical guidelines. First, participation in the questionnaire is **completely voluntary**. Participants will be informed that they can stop answering at any time without giving a reason (Mason et al., 2022).

Second, the questionnaire will not collect any personal or identifying information. This protects the privacy of the respondents and ensures that no one can be recognised from their answers (Adeola et al., 2024). Only general demographic questions will be included, such as age or gender, but nothing that can identify a specific person.

Third, participants will receive a short explanation of the purpose of the study before they start the questionnaire. This is important because it helps them understand what the research is about and how their answers will be used (Etuk et al., 2022). The explanation will also say that the data will be used only for academic purposes.

All data will be stored securely in electronic form and will not be shared with others outside the research process. Results will be reported only in aggregated form, such as averages or percentages, and not individually. This ensures confidentiality and protects participants from any risk.

The study follows the basic ethical standards used in social sciences, including honesty, transparency and respect for participants. Since the research uses an online questionnaire with non-sensitive questions, the ethical risk is low, but the researcher will still follow all necessary procedures to protect the rights and privacy of the participants (Busalim et al., 2022).

3.8 Limitations of the Methodology

Like any research method, the chosen methodology also has some limitations. The first limitation comes from the **convenience sampling** method. Since participants are selected based on availability, the sample may not fully represent the entire population of fashion consumers (Etuk et al., 2022). This means that the results cannot be generalised to all age groups or cultures. However, convenience sampling is still useful because it provides good insights into the behaviours of young consumers, who are the main audience for digital fashion campaigns (Chowdhury et al., 2024).

Another limitation is the **self-reported nature** of the questionnaire. Participants might answer in ways that look socially acceptable rather than completely honest, especially in questions about sustainability or brand loyalty (Sinha et al., 2023). This can create some bias in the results.

The **cross-sectional design** is another limitation. Since the data is collected at one moment in time, the study cannot measure how attitudes change over longer periods or how trends evolve (Adeola et al., 2024). Fashion behaviour can change quickly, so a longitudinal study might provide deeper insights, but it requires more time and resources.

There is also the limitation that the constructs are measured using Likert scales. Even though these scales are reliable, they cannot fully capture complex emotions or deep psychological meanings (Salehzadeh & Pool, 2017). Fashion choices sometimes involve symbolic or cultural meanings that are difficult to measure with simple numerical answers.

Finally, the research focuses mainly on young consumers, digital marketing, cross-branding and bundling. This means other important factors like economic conditions or cultural traditions may not be fully explored. Even with these limitations, the methodology still provides a strong foundation for analysing the main research questions.

CHAPTER 4 – RESULTS / DATA ANALYSIS

4.1 Sample Description (Demographics)

Table 1 presents the demographic characteristics of the sample. The total sample consisted of 210 respondents.

Table 1. Demographics

Variable	Category	Frequency	Percentage (%)
Age	18–24	27	12.9
	25–34	27	12.9
	35–44	63	30.0
	45–54	57	27.1
	55+	36	17.1
Gender	Male	52	24.8
	Female	158	75.2
Education	High School	46	21.9
	Bachelor's Degree	88	41.9
	Master's Degree	64	30.5
	PhD	4	1.9
	Other	8	3.8
Online Shopping Frequency	Never	19	9.0
	Rarely	46	21.9
	Sometimes	65	31.0
	Often	58	27.6
	Very Often	22	10.5
Monthly Spending	Less than €20	50	23.8
	€20–€50	77	36.7
	€51–€100	56	26.7
	€101–€200	22	10.5
	More than €200	5	2.4

In terms of age, the majority of participants were between 35–44 years old (30.0%) and 45–54 years old (27.1%), followed by those aged 55+ (17.1%). Smaller proportions were observed in the 18–24 and 25–34 age groups (both 12.9%).

Regarding gender, the sample was predominantly female (75.2%), while males accounted for 24.8% of respondents.

In terms of education, most participants held a Bachelor's degree (41.9%), followed by a Master's degree (30.5%) and a High School diploma (21.9%). A small proportion reported holding a PhD (1.9%) or other qualifications (3.8%).

Concerning online shopping frequency, the majority of respondents reported purchasing fashion items “sometimes” (31.0%) or “often” (27.6%), while smaller percentages indicated “rarely” (21.9%), “very often” (10.5%), or “never” (9.0%).

Finally, in terms of monthly spending on fashion items, most respondents reported spending between €20–€50 (36.7%) and €51–€100 (26.7%), followed by those spending less than €20 (23.8%). Smaller proportions reported spending €101–€200 (10.5%) and more than €200 (2.4%).

Overall, the sample appears to consist mainly of middle-aged and highly educated consumers, with a strong female representation. The majority of respondents engage in online fashion shopping with moderate to high frequency and report moderate levels of monthly spending. This profile suggests that the sample is relevant for examining consumer behavior in the context of online fashion purchases and brand collaborations.

4.2 Descriptive Statistics

Descriptive statistics were calculated to examine respondents' overall perceptions and attitudes toward cross-branded and bundled fashion products. The results include mean values and standard deviations for all measurement items (B1–B15), as presented in Table 2.

Table 2. Descriptive Statistics of Measurement Items (B1–B15)

Item	N	Min	Max	Mean	Std. Deviation
B1. The fashion products I buy usually feel worth the money	210	1	5	3.65	0.769
B2. Co-branded fashion products offer good overall value	210	1	5	3.36	0.733
B3. I have a positive attitude toward fashion brands that I like	210	1	5	3.81	0.693
B4. I generally feel good about brands that collaborate with others	210	1	5	3.49	0.693
B5. I trust well-known fashion brands when shopping online	210	1	5	3.73	0.857
B6. When two brands collaborate, I feel more confident about the product	210	1	5	3.36	0.837
B7. Co-branded products usually feel more unique	210	1	5	3.44	0.858
B8. I like buying fashion products that not many people own	210	1	5	3.47	1.045
B9. People around me influence what fashion items I buy	210	1	5	2.66	1.047
B10. I often consider buying items recommended by influencers	210	1	5	2.25	1.019
B11. I frequently see co-branded fashion products on social media	210	1	5	3.07	1.016
B12. Social media posts affect how I perceive fashion collaborations	210	1	5	3.06	0.986
B13. Bundled fashion offers seem attractive to me	210	1	5	3.58	0.894
B14. I would consider buying a product bundle if it feels like a good deal	210	1	5	4.03	0.644

B15. I am likely to buy a co-branded or bundled fashion product in the near future	210	1	5	3.32	0.699
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The results indicate moderately positive evaluations across most items, with mean values generally above the midpoint of the scale. Specifically, respondents reported relatively high agreement with brand-related perceptions, such as brand attitude (B3: $M = 3.81$) and brand trust (B5: $M = 3.73$), suggesting that brands play an important role in shaping consumer evaluations.

In terms of perceived value, respondents showed positive but slightly lower evaluations for general product value (B1: $M = 3.65$) and co-branded product value (B2: $M = 3.36$), indicating a moderate perception of value in both cases.

A key finding relates to product bundling, where the highest mean score was observed for willingness to purchase bundles when perceived as a good deal (B14: $M = 4.03$). This highlights the strong importance of economic attractiveness in influencing consumer decisions. Similarly, bundled offers were generally perceived as attractive (B13: $M = 3.58$).

In contrast, social influence appears less influential, as shown by lower mean scores for peer influence (B9: $M = 2.66$) and especially influencer impact (B10: $M = 2.25$), which is the lowest among all items. However, exposure to co-branded products on social media remains moderate (B11: $M = 3.07$; B12: $M = 3.06$).

Finally, purchase intention (B15: $M = 3.32$) is moderate, suggesting that although consumers hold generally positive perceptions, these do not fully translate into strong immediate intention to purchase.

4.3 Regression Analysis

A multiple regression analysis was conducted to examine the effect of perceived value, brand attitude, brand trust, uniqueness, social influence, and bundling on purchase intention.

Table 3. Multiple Regression Results

Variable	B	Std. Error	Beta (β)	t	Sig.
(Constant)	0.460	0.383	—	1.203	0.231
PV	0.118	0.081	0.101	1.454	0.148
BA	0.257	0.090	0.220	2.842	0.005**
BT	0.076	0.071	0.079	1.070	0.286
UNI	0.081	0.066	0.089	1.238	0.217
SI	0.207	0.065	0.217	3.201	0.002**
BUND	0.103	0.074	0.092	1.394	0.165
R = 0.507, R ² = 0.257, Adjusted R ² = 0.235 F = 11.708, p < 0.001					

The regression model is statistically significant ($F = 11.708$, $p < 0.001$), indicating that the independent variables jointly predict purchase intention. The model explains 25.7% of the variance in purchase intention ($R^2 = 0.257$), suggesting a moderate level of explanatory power. The constant is not statistically significant ($B = 0.460$, $p = 0.231$), indicating that it does not meaningfully contribute to the model.

Among the predictors, brand attitude ($\beta = 0.220$, $p = 0.005$) and social influence ($\beta = 0.217$, $p = 0.002$) are the only variables that have a statistically significant positive effect on purchase intention. This indicates that consumers' overall evaluation of a brand and the influence of their social environment are key drivers of purchasing decisions.

In contrast, perceived value ($\beta = 0.101$, $p = 0.148$), brand trust ($\beta = 0.079$, $p = 0.286$), uniqueness ($\beta = 0.089$, $p = 0.217$), and bundling ($\beta = 0.092$, $p = 0.165$) do not show statistically significant effects. Although these variables showed positive associations with purchase intention in the descriptive analysis, their effects are not significant when examined simultaneously in the regression model.

These findings suggest that while several factors are related to purchase intention, only brand attitude and social influence remain significant predictors when controlling for the influence of other variables.

The regression analysis indicates that only some of the proposed hypotheses are supported. Specifically, brand attitude (H2) and social influence (H5) have a

statistically significant positive effect on purchase intention, and therefore these hypotheses are supported. In contrast, perceived value (H1), brand trust (H3), perceived uniqueness (H4), and bundling (H6) do not show statistically significant effects, and thus these hypotheses are not supported. These findings suggest that while several factors are associated with purchase intention, only brand attitude and social influence remain significant predictors when all variables are considered simultaneously in the regression model.

CHAPTER 5 – DISCUSSION

5.1 Discussion of Findings

The purpose of this study was to examine the factors that influence consumer purchase intention in the fashion industry, with a particular focus on cross-branding and product bundling strategies. The findings provide important insights into how consumers evaluate fashion products and what ultimately drives their purchasing decisions within a highly competitive and socially influenced market.

Overall, the results indicate that although consumers hold generally positive perceptions toward fashion brands, collaborations, and bundled offers, only specific variables significantly influence purchase intention. In particular, **brand attitude and social influence** emerge as the strongest predictors, while **perceived value, brand trust, perceived uniqueness, and bundling attractiveness** do not show a statistically significant direct effect in the regression analysis. These findings suggest that consumer decision-making in the fashion industry is primarily driven by emotional and social mechanisms rather than purely cognitive or economic evaluations.

The strong impact of **brand attitude** confirms its central role in shaping consumer behaviour. This finding aligns with prior research demonstrating that a favourable evaluation of a brand significantly enhances purchase intention (Dam, 2020; Salehzadeh & Pool, 2017). Brand attitude reflects not only cognitive evaluations but also emotional attachment and symbolic meaning associated with the brand (Mazodier & Merunka, 2014). In the fashion industry, where identity expression and image play a crucial role, consumers tend to rely heavily on their overall perception of the brand

when making purchasing decisions. Moreover, research suggests that attitudes may influence purchase intention indirectly through other variables such as perceived value and preference (Charton-Vachet et al., 2020), which supports the idea that brand attitude operates as a foundational construct in consumer decision-making.

In addition, the findings highlight the importance of **social influence** as a key determinant of purchase intention. This result is consistent with existing literature emphasizing that consumer behaviour in fashion is highly shaped by social environments, including peers, influencers, and online communities (Khare, 2014; Bagjamaghfira et al., 2025). The increasing role of digital platforms has intensified this effect, as consumers are continuously exposed to brand-related content and social validation mechanisms. According to recent research, social media marketing and influencer engagement significantly affect consumer attitudes and purchasing decisions by creating interactive and immersive brand experiences (Chowdhury et al., 2024). Furthermore, the fashion industry has undergone a transformation in which consumers are no longer passive recipients but active participants in value creation, interacting with brands through digital channels and influencing each other's behaviour (Kaczorowska-Spychalska, 2018). Therefore, the strong effect of social influence observed in this study reflects the broader shift toward socially embedded consumption patterns.

In contrast, the study finds that **perceived value and brand trust** do not have a significant direct effect on purchase intention, which appears to contradict prior research. Existing studies suggest that both perceived value and trust are important predictors of consumer behaviour, influencing brand preference and purchase intention (Dam, 2020; Adeola et al., 2024). However, the present findings indicate that when these variables are analysed together with stronger predictors such as brand attitude, their individual impact becomes weaker. A possible explanation lies in the conceptual overlap between these constructs (Busalim et al., 2022).

Another important finding concerns **perceived uniqueness**, which does not significantly influence purchase intention despite showing positive correlations. This suggests that although consumers appreciate unique and distinctive fashion products, uniqueness alone is not sufficient to drive purchasing decisions. In the fashion context,

uniqueness is often associated with self-expression and identity construction (Domingos et al., 2022). However, previous studies indicate that consumer behaviour is influenced by a combination of symbolic, emotional, and social factors rather than isolated product attributes. Therefore, while cross-branded or unique products may enhance brand image and attractiveness, they require support from strong brand perceptions or social endorsement to translate into actual purchase intention.

Similarly, the findings reveal that **product bundling** does not have a significant effect on purchase intention, even though it is perceived as relatively attractive in the descriptive analysis. This result challenges traditional assumptions regarding the effectiveness of bundling strategies. According to prior research, bundling can create value through mechanisms such as perceived synergy, reduced transaction costs, and increased convenience (Derdenger & Kumar, 2013; Rao et al., 2018). However, the current findings suggest that in the fashion industry, such economic or functional benefits may not be sufficient to influence consumer behaviour. One possible explanation is that fashion consumption is strongly driven by emotional and symbolic factors rather than purely utilitarian considerations. Consumers may perceive bundles as attractive but still prefer to make individual choices that better reflect their personal style and identity.

Furthermore, the findings can be interpreted in light of the well-documented attitude–behaviour gap in fashion consumption. Research shows that consumers often express positive attitudes toward certain products or concepts (e.g., sustainability, value, or bundles) but do not necessarily translate these attitudes into actual purchasing behaviour (Busalim et al., 2022). This gap may explain why variables such as perceived value and bundling attractiveness, although positively evaluated, do not significantly predict purchase intention in the regression model.

Overall, the findings of this study suggest that consumer behaviour in the fashion industry is primarily driven by emotional and social factors rather than purely rational or economic considerations. While variables such as perceived value, trust, uniqueness, and bundling remain relevant, their influence appears to be indirect and dependent on broader brand perception and social context. This supports a more holistic

understanding of consumer behaviour, in which multiple factors interact rather than operate independently.

In conclusion, the study contributes to the literature by demonstrating that brand-related perceptions and social dynamics outweigh functional product attributes in influencing purchase intention. The results underline the importance of examining consumer behaviour within an integrated framework that captures the interplay between psychological, social, and marketing factors. This perspective is particularly relevant in the fashion industry, where consumption is closely linked to identity, social interaction, and emotional engagement.

5.2 Implications

The findings of this study have both theoretical and practical implications. From a theoretical perspective, the results support the importance of brand attitude and social influence as key determinants of purchase intention, in line with consumer behaviour theories such as the Theory of Planned Behaviour (Mason et al., 2022). At the same time, the study highlights that not all theoretically relevant constructs have a direct effect when analysed together, suggesting the need for clearer conceptual distinctions in future research.

From a practical perspective, the results suggest that fashion brands should focus primarily on strengthening their overall brand image and emotional appeal. Since brand attitude is a key driver of purchase intention, companies should invest in branding strategies that create positive perceptions and strong emotional connections with consumers. In addition, the significant role of social influence indicates that brands should actively use social media, influencers and peer-based marketing to increase engagement and visibility.

Although cross-branding and bundling remain popular strategies, the findings suggest that their effectiveness depends on how they are integrated into the overall brand perception. Simply offering unique products or bundles may not be sufficient unless these strategies are supported by strong branding and social validation.

5.3 Answers to Research Questions

The findings of this study provide clear and empirically grounded answers to the research questions, which were formulated based on the gaps identified in the literature review.

RQ1: How do perceived value, brand attitude and brand trust influence consumers' purchase intention toward fashion products?

To answer this research question, the study measured perceived value, brand attitude, and brand trust using validated Likert-scale items in the questionnaire. Composite variables were then created by averaging the relevant items for each construct. Multiple regression analysis was subsequently conducted to examine the direct effect of these variables on purchase intention.

The regression results revealed that only brand attitude has a statistically significant positive effect on purchase intention. This indicates that consumers are more likely to purchase fashion products when they have a favourable overall evaluation of the brand. In contrast, perceived value and brand trust do not show statistically significant effects in the regression model.

This finding suggests that the influence of perceived value and trust may be indirect or conceptually embedded within broader brand perceptions. In other words, consumers may not clearly separate value and trust from their general attitude toward a brand.

Overall, the results demonstrate that brand attitude is the most influential predictor among the three variables, confirming its central role in shaping consumer purchase intention in the fashion context.

RQ2: How does perceived uniqueness influence consumer responses to cross-branding collaborations?

To address this question, perceived uniqueness was measured using items related to product distinctiveness and exclusivity. A composite uniqueness variable was created, and its relationship with purchase intention was examined through regression analysis.

The results showed that perceived uniqueness does not have a statistically significant effect on purchase intention when examined together with the other variables in the regression model. This suggests that although consumers appreciate unique and

distinctive fashion products, uniqueness alone is not sufficient to directly influence purchasing decisions.

The regression analysis allows for a more precise understanding of this relationship by examining the independent effect of uniqueness while controlling for other variables. The findings indicate that uniqueness plays a supporting role by enhancing the overall attractiveness of products or brands rather than acting as a primary driver of purchase intention.

This finding implies that the effectiveness of cross-branding strategies does not depend solely on creating unique products. Rather, uniqueness must be combined with strong brand perception or supported by social influence to translate into actual purchase intention.

RQ3: How do social influence and the perceived attractiveness of bundled offers affect consumer purchase intention in the fashion industry?

To answer this research question, social influence and bundling attractiveness were measured using multiple questionnaire items capturing peer influence, influencer impact, and perceptions of bundled offers. Composite variables were created and analysed using descriptive statistics and regression analysis.

The results indicate that social influence has a strong and statistically significant positive effect on purchase intention. This highlights the critical role of social environments, including peers, influencers, and digital communities, in shaping consumer behaviour. Regression analysis confirms that social influence remains a significant predictor even when controlling for other variables.

In contrast, bundling does not have a statistically significant effect on purchase intention in the regression model. Despite relatively high mean scores in the descriptive analysis, indicating that consumers perceive bundled offers as attractive, this perception does not translate into actual buying intention.

This discrepancy between descriptive statistics and regression results suggests that bundling creates a positive impression at a general level but lacks the strength to influence final purchasing decisions directly.

In conclusion, the findings show that social influence is a key driver of purchase intention, while bundling plays a secondary and non-decisive role. This underscores the

importance of social and emotional factors over purely economic or promotional strategies in the fashion industry.

CHAPTER 6 – CONCLUSIONS & FUTURE RESEARCH

6.1 Conclusions

The aim of this study was to evaluate the effectiveness of cross-branding and product bundling strategies from a consumer behaviour perspective in the fashion industry. Specifically, the research examined how perceived value, brand attitude, brand trust, perceived uniqueness, social influence and bundling influence purchase intention.

The findings indicate that consumer purchase intention is primarily driven by brand attitude and social influence. These two variables were the only ones that showed a statistically significant effect in the regression analysis, suggesting that consumers rely more on their overall perception of a brand and the influence of their social environment when making purchase decisions. This highlights the importance of emotional and social factors in the fashion industry, where products often carry symbolic meaning beyond their functional value.

In contrast, perceived value, brand trust, uniqueness and bundling did not show a significant direct effect on purchase intention, despite showing positive overall associations with purchase intention. This suggests that these factors may influence consumer behaviour indirectly or operate as part of a broader evaluation of the brand rather than as independent drivers.

Overall, the study shows that while modern marketing strategies such as cross-branding and bundling are relevant, their effectiveness depends largely on how they are perceived within the broader context of brand image and social influence. Consumers do not base their decisions solely on product characteristics or economic value, but rather on a combination of emotional responses, social validation and brand perception.

6.2 Theoretical Contributions

This study contributes to the existing literature on fashion consumer behaviour by offering a more integrated understanding of how psychological and marketing-related factors interact in the context of cross-branding and bundled fashion products.

First, the findings reinforce the central role of brand attitude and social influence in shaping purchase intention. Consistent with prior research, brand attitude emerges as a key determinant of consumer decision-making. Specifically, previous studies demonstrate that a positive brand attitude enhances perceived value and ultimately increases purchase intention (Salehzadeh & Pool, 2016) . Similarly, the importance of social influence is strongly supported by existing literature, which highlights that factors such as peer groups, family, and reference groups significantly affect consumer buying behaviour in the fashion industry (Etuk et al., 2022) . The present study confirms these relationships, indicating that consumers do not make decisions in isolation but are highly influenced by their social environment.

At the same time, the study extends the literature by showing that not all traditionally significant variables maintain a direct effect when examined simultaneously. While previous research suggests that perceived value plays a crucial role in shaping purchase intention (Adeola et al., 2024) , the current findings indicate that its direct impact may weaken when combined with other variables such as brand attitude and social influence. This suggests that perceived value may operate indirectly or in interaction with other constructs rather than as an independent predictor. A similar interpretation applies to brand trust, which, although theoretically important, did not emerge as a strong direct predictor in the presence of other variables. Therefore, this study contributes to the literature by highlighting the complex and potentially mediated nature of these relationships, rather than treating them as simple linear effects.

Second, the study contributes to the growing body of research on cross-branding in the fashion industry. Prior studies indicate that attributes such as brand combinations, price, and perceived uniqueness influence consumer evaluations of co-branded products (Yu et al., 2020) . In particular, uniqueness has been identified as an important factor in enhancing product desirability. However, the findings of this study suggest that perceived uniqueness alone is not sufficient to drive purchase intention. This aligns

with the argument that while consumers may value differentiation and exclusivity, these characteristics must be supported by stronger brand-related or social cues to translate into actual buying behaviour. This finding extends previous literature by demonstrating that uniqueness enhances perception but does not necessarily guarantee behavioural outcomes.

Additionally, the study builds on the concept of consumer need for uniqueness, which refers to individuals' desire to differentiate themselves through consumption choices (Tian et al., 2001). While this trait influences preferences for unique or uncommon products, the results indicate that such preferences do not always translate into purchase intention in the context of fashion co-branding. This suggests that the role of uniqueness may be more symbolic and identity-related rather than directly behavioural, particularly in competitive and socially influenced markets.

Finally, this research contributes to the limited literature on product bundling in fashion retail. Although bundling strategies are often assumed to increase perceived value and attractiveness, the findings reveal that bundling attractiveness does not necessarily lead to higher purchase intention. This suggests that consumers may evaluate bundled fashion products differently compared to other product categories, possibly due to the importance of individual style, identity expression, and product differentiation in fashion consumption. As a result, bundling may enhance perceptions of value but may not be sufficient to influence actual purchase decisions.

Overall, this study advances the theoretical understanding of fashion consumer behaviour by demonstrating that purchase intention is shaped by a combination of social, psychological, and brand-related factors, rather than by single variables in isolation. It highlights the importance of examining these factors within an integrated framework and provides evidence that some widely accepted relationships in the literature may be more context-dependent than previously assumed.

6.3 Managerial Implications

The findings of this study offer several practical implications for fashion brands and marketers.

First, companies should prioritise building a strong and positive brand image, as brand attitude is a key driver of purchase intention. Investments in branding, storytelling and emotional engagement are likely to be more effective than focusing solely on product features.

Second, the significant role of social influence highlights the importance of digital marketing strategies, including influencer collaborations, social media campaigns and user-generated content. Brands should leverage these tools to create social validation and increase consumer engagement.

Third, while cross-branding and bundling remain popular strategies, their success depends on how they are positioned within the overall brand strategy. Brands should ensure that collaborations are meaningful and consistent with their identity, and that bundled offers provide clear value and relevance to consumers.

6.4 Limitations of the Study

Despite its contributions, the study has several limitations that should be acknowledged. First, the use of convenience sampling limits the generalisability of the findings, as the sample may not fully represent the broader population of fashion consumers. The sample was also predominantly female and relatively concentrated in specific age groups, which may influence the results.

Second, the study relies on self-reported data, which may be subject to response bias or social desirability effects. Participants may not always accurately reflect their true behaviour or intentions.

Third, the cross-sectional design of the study means that the results capture consumer perceptions at a single point in time. Fashion trends and consumer preferences can change rapidly, and longitudinal research could provide deeper insights into these dynamics.

6.5 Future Research

Future research can build on the findings of this study in several ways.

First, researchers should consider using larger and more diverse samples to improve the generalisability of the results and capture a wider range of consumer behaviours.

Second, future studies could develop more refined measurement scales, with additional items for each construct, to improve reliability and ensure clearer separation between variables.

Third, qualitative research methods, such as interviews or focus groups, could provide deeper insights into how consumers perceive cross-branding and bundling strategies, helping to explain the overlap observed in the current study.

Additionally, future research could examine the role of moderating variables, such as age, gender or cultural background, to better understand how different consumer segments respond to these strategies.

Finally, further studies could explore the impact of sustainability and ethical considerations in cross-branding and bundling, as these factors are becoming increasingly important in the fashion industry.

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APPENDICES

APPENDIX 1: QUESTIONNAIRE

“Evaluating the Effectiveness of Cross Branding and Product Bundling Strategies from a Consumer Behaviour Perspective in Fashion” You are invited to participate in a research study conducted as part of a dissertation under the postgraduate MBA (Master in Business Administration) programme of the Hellenic Open University, in the field of Fashion Marketing. The purpose of this study is to examine consumers’ perceptions and purchase intentions towards fashion products with particular focus on cross-branding collaborations and product bundling strategies. Your participation is completely voluntary. The data will be used solely for academic purposes. All responses will remain anonymous and confidential and no personal or identifying information will be collected. The questionnaire will take approximately 5-7 minutes to complete. By proceeding with the questionnaire, you confirm that you are at least 18 years old and that you consent to participate in this study. Thank you for your participation Kefala Vasiliki Email: std157494@ac.eap.gr	«Αξιολόγηση της αποτελεσματικότητας στρατηγικής Συνεργασίας Εμπορικών Σημάτων (Cross-Branding) και Συνδυαστικής Πώλησης Προϊόντων (Product bundling) από την οπτική της συμπεριφοράς του καταναλωτή στον χώρο της μόδας» Σας προσκαλούμε να συμμετάσχετε σε μια ερευνητική μελέτη που διεξάγεται στο πλαίσιο του μεταπτυχιακού προγράμματος σπουδών στη Διοίκηση επιχειρήσεων του Ελληνικού Ανοικτού Πανεπιστημίου (Master in Business Administration) στον τομέα του Μάρκετινγκ Μόδας. Σκοπός της μελέτης είναι να εξετάσει τις αντιλήψεις των καταναλωτών και τις προθέσεις αγοράς τους απέναντι σε προϊόντα μόδας, με ιδιαίτερη έμφαση στις Συνεργασίες Εταιριών (cross-branding collaborations) και στις στρατηγικές συνδυαστικής πώλησης προϊόντων (product bundling). Η συμμετοχή σας είναι απολύτως εθελοντική. Τα δεδομένα θα χρησιμοποιηθούν αποκλειστικά για ακαδημαϊκούς σκοπούς. Όλες οι απαντήσεις είναι ανώνυμες και εμπιστευτικές και δεν θα συλλεχθούν προσωπικά ή αναγνωριστικά στοιχεία. Χρειάζονται περίπου 5–7 λεπτά για την συμπλήρωση του ερωτηματολογίου. Προχωρώντας στο ερωτηματολόγιο, επιβεβαιώνετε ότι είστε τουλάχιστον 18 ετών
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	και ότι συναινείτε να συμμετάσχετε στη συγκεκριμένη μελέτη. Σας ευχαριστώ για την συμμετοχή σας Κεφαλά Βασιλική Email: std157494@ac.eap.gr
SECTION A – Demographic Information A1. What is your age? ☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55+	ΕΝΟΤΗΤΑ Α – Δημογραφικές πληροφορίες A1. Ποια είναι η ηλικία σας? ☐ 18–24 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55+
A2. What is your gender? ☐ Male ☐ Female ☐ Non-binary / Other ☐ Prefer not to say	A2. Ποιο είναι το φύλο σας; ☐ Άνδρας ☐ Γυναίκα ☐ Μη δυαδικό / Άλλο ☐ Προτιμώ να μην απαντήσω
A3. What is your highest level of education? ☐ High school ☐ Bachelor's degree ☐ Master's degree ☐ PhD ☐ Other	A3. Ποιο είναι το ανώτερο επίπεδο εκπαίδευσής σας; ☐ Λύκειο ☐ Πτυχίο (Bachelor) ☐ Μεταπτυχιακό (Master) ☐ Διδακτορικό (PhD) ☐ Άλλο
A4. How often do you buy fashion items online? ☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Very often	A4. Πόσο συχνά αγοράζετε είδη μόδας μέσω διαδικτύου; ☐ Ποτέ ☐ Σπάνια ☐ Μερικές φορές ☐ Συχνά ☐ Πολύ συχνά

A5. On average, how much do you spend on fashion per month? ☐ Less than €20 ☐ €20–€50 ☐ €51–€100 ☐ €101–€200 ☐ More than €200	A5. Κατά μέσο όρο, πόσα ξοδεύετε για είδη μόδας κάθε μήνα; ☐ Λιγότερο από 20€ ☐ 20€–50€ ☐ 51€–100€ ☐ 101€–200€ ☐ Περισσότερα από 200€
SECTION B – Consumer Perceptions and Attitudes Please indicate how much you agree or disagree with the following statements. (1 = Strongly disagree, 5 = Strongly agree)	ΕΝΟΤΗΤΑ Β – Αντιλήψεις και Συμπεριφορές Καταναλωτών Παρακαλώ δηλώστε σε ποιο βαθμό συμφωνείτε ή διαφωνείτε με τις παρακάτω δηλώσεις. (1 = Διαφωνώ απόλυτα, 5 = Συμφωνώ απόλυτα)
B1. The fashion products I buy usually feel worth the money. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B1. Τα προϊόντα μόδας που αγοράζω συνήθως αξίζουν τα χρήματα που δίνω. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B2. Co-branded fashion products offer good overall value. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B2. Τα cross-branded προϊόντα μόδας προσφέρουν καλή αξία συνολικά. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B3. I have a positive attitude toward fashion brands that I like. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree	B3. Έχω θετική στάση απέναντι στις μάρκες μόδας που μου αρέσουν. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ

☐ Strongly agree	☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B4. I generally feel good about brands that collaborate with others. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B4. Αποκομίζω θετική αίσθηση από τη συνεργασία μεταξύ εμπορικών σημάτων. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B5. I trust well-known fashion brands when shopping online. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B5. Έχω εμπιστοσύνη σε γνωστές μάρκες μόδας όταν κάνω αγορές μέσω διαδικτύου. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B6. When two brands collaborate, I feel more confident about the product. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B6. Όταν δύο εμπορικά σήματα συνεργάζονται, αισθάνομαι μεγαλύτερη σιγουριά για το προϊόν. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B7. Co-branded products usually feel more unique. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B7. Τα cross-branded προϊόντα συνήθως φαίνονται πιο μοναδικά. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B8. I like buying fashion products that not many people own. ☐ Strongly disagree ☐ Disagree	B8. Μου αρέσει να αγοράζω προϊόντα μόδας που δεν διαθέτουν πολλοί άλλοι. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ

☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B9. People around me influence what fashion items I buy. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B9. Οι άνθρωποι γύρω μου ασκούν επιρροή στο τι είδη μόδας αγοράζω. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B10. I often consider buying items recommended by influencers. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B10. Συχνά σκέφτομαι να αγοράσω προϊόντα που προτείνουν influencers. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B11. I frequently see co-branded fashion products on social media. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B11. Βλέπω συχνά co-branded προϊόντα μόδας στα social media. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B12. Social media posts affect how I perceive fashion collaborations. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B12. Οι αναρτήσεις στα social media επηρεάζουν τον τρόπο που αντιλαμβάνομαι τις συνεργασίες εμπορικών σημάτων μόδας. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B13. Bundled fashion offers (e.g., sets with two or more items) seem attractive to me.	B13. Οι προσφορές συνδυαστικής πώλησης προϊόντων μόδας (π.χ. σετ με δύο ή

☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	περισσότερα είδη) μου φαίνονται ελκυστικές. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B14. I would consider buying a product bundle if it feels like a good deal. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B14. Θα σκεφτόμουν να αγοράσω ένα πακέτο προϊόντων αν θεωρούσα ότι πρόκειται για καλή προσφορά. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα
B15. I am likely to buy a co-branded or bundled fashion product in the near future. ☐ Strongly disagree ☐ Disagree ☐ Neither agree nor disagree ☐ Agree ☐ Strongly agree	B15. Είναι πιθανό να αγοράσω ένα co-branded ή προϊόν μόδας συνδυαστικής πώλησης (Product bundle) στο κοντινό μέλλον. ☐ Διαφωνώ απόλυτα ☐ Διαφωνώ ☐ Ούτε συμφωνώ ούτε διαφωνώ ☐ Συμφωνώ ☐ Συμφωνώ απόλυτα

Author's Statement:

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