

Why Vintage Style? Investigation of Vintage Clothing Motivations of Consumers

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Abstract

Today, the concept of "vintage" in the clothing sector, which has high consumption volume, takes its place in today's fashion sector as a trend under various motivations attracting consumers. The "retro" collections of famous brands, which reflect the past fashion style, and the increasing interest of consumers in these collections, also increase the curiosity of the vintage clothing style. Because every vintage product reflects a retro style. Vintage clothing, a form of retro style clothing, is one of the important issues to be examined in this context. In this study, consumers' motivations related to vintage clothing style, attitude towards vintage dressing and purchase intention the vintage product are examined in the framework of the theory of planned behavior. With the planned research model, the motivations affecting the consumption of vintage clothing will be analyzed within the frame of attitude and purchasing decision, and various inferences about vintage clothing style will be obtained.

Keywords: Fashion, Clothing, Retro, Vintage, Planned Behavior Theory