

INVESTIGATING CONSUMER EVALUATIONS ABOUT THE PURCHASING OF INNOVATIVE TEXTILES IN TERMS OF PRODUCT INTEREST AND BENEFITS

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1. INTRODUCTION

To obtain a sustainable competitive advantage, companies in the national and global markets should direct their activities to new goods and services that create differences. Economic units with high technology and capital accumulation have the opportunity to work more efficiently and create innovations in the market. Nowadays, the main economic resource beyond the capital, labor, or natural resources is knowledge. So far, innovation continuously appears in the markets with technological developments in information and communication-intensive sectors such as informatics. "Novelty or newness", which has become the most important competitive tool in today's economy, is also referred to as innovation. According to the most widely accepted approach of Schmookler (1966), "An enterprise makes a technical change if it develops a new product or service for itself or uses a new method or input for itself. The enterprise that makes a certain technical change first is the one that makes the innovation, and this action that it does is innovation." (Oguzturk, 2003). Innovation can be realized in different alternative ways such as innovation in product, strategy, process, and market (Henard and Szymanski, 2001).

Innovation is the name given to newness that includes a difference that will give it a competitive advantage. Throughout history, many global companies have established with innovation and have grown with ongoing innovations. Of the most well-known names, General Electric, Bosch, Siemens, and Ford are just a few of them. Levi's was founded 150 years ago with the idea of durable jeans developed by Levi Strauss, who immigrated to America from Germany. Innovation can be achieved not only in the product, but also in any process, form of management, or organizational structure at the operational level. For example, Ford is a company that has been established and upgraded with management innovations in the fields of assembly lines and specialization-based division of labor. It seems that the success of every major company has been realized with their innovations. In the 1980s, companies in Turkey were able to achieve growth opportunities both more profitably and with differentiation by reducing costs and improving quality with mass production without radical innovations. However, in the early 1990s, when all countries were able to enter the world market, an abundance of goods was formed on all sides. It is necessary to develop innovation skills to go to differentiation in a world where products are the same. Innovation is now necessary for growth and profitability (Kırım, 2007).

"The global textile, clothing, and fashion industries are one of the most competitive and skilled-labor dependent industries with growing complexities and market dynamics related to globalization and competition. Moreover, differentiation has become a key aspect in developing

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competitive advantage for these firms owing to greater market dynamics, rapid fluctuations in postmodern consumer behavior, shortening of fashion product life-cycle, and product proliferation to mention a few.” (Papachristou and Bilalis, 2015). The change of equilibrium in competition because of innovations has led to fluctuations in economic growth and initiated a change in the textile sector (Zuo, 2022). Textile integration with technology such as electronics, microchips, software, sensors, and interconnections has become an emerging way of offering innovation through this change process. Wearable technology is one of the cutting-edge technologies (Ameen et al., 2021), defined as electronic and computer devices that can be worn or embedded in wearable products (e.g., clothing, shoes, jewelry) to usually perform multiple tasks and functions (e.g., mental and physical health tracking) (Bakhshian and Lee, 2018). On the other hand, there are many examples of advanced “technology”-based wearables that are not integrated with electronics or computing components — these are those that include in “Smart Textiles and Apparel” (Wu and Li, 2019). As part of the Internet of things, wearable devices can provide access and transmission of information in real-time while acting as a gateway (Fernández Caramés and Fraga-Lamas, 2018, Ferreira et al., 2021). At the World Economic Forum, it is predicted that in 2025, 10% of the world's population will use wearable technologies that can be connected to the Internet. Thanks to the rapidly advancing technology, companies have diversified the production of these products as consumer interest in smart textile products has increased (Turhan and Doba Kadem, 2021). Consumer purchasing behaviors are motivated towards the product that will bring the most benefit to them (İslamoğlu, 2009). According to various wearable technology product benefits and consumer interest in these products, how to shape the cognitive, sensory, and behavioral responses that arise against the purchase of such products has been the focus of this study.

2. THEORETICAL FRAMEWORK

2.1.Sensory, Cognitive, and Behavioral Evaluations

According to Evans et al. (2010), attitude is a mental state that creates behaviors towards a stimulus. This stimulus can be any product, person, service, brand, idea, physical object, advertisement, event, or symbol as an attitude object. According to the three-component model of attitude that was first added to the literature by Rosenberg and Hovland (1960), attitudes are defined as generalizable structures that consist of beliefs, feelings, and behavioral tendencies towards an attitude object. In this model, thoughts and beliefs about the attitude object constitute the cognitive element; emotion and mood represent the affective (or sensory) component, and action intentions represent the behavioral component. Eagly and Chaiken (1993) stated in their studies that it is necessary to understand the underlying cognitive, affective, and behavioral processes to predict how much the attitude will change. In the process of shaping the evaluations that can occur in different forms, in this research, the direct effects of product benefits on consumer attitude (sensory, cognitive, behavioral evaluations) as well as their indirect effects through product interest will be examined.

2.2.Product Benefits

Consumers’ needs motivate them to buy a product. The needs can be based on sensory, cognitive, and symbolic benefits (Woods, 1960: 17). By the 1980s, it became clear that purchases could be motivated not only by the functional benefit of the product but also by fun and pleasure (Babin et al., 1994; Sweeney and Soutar, 2001) or it can be realized as a way for people to express themselves (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982). People determine their purchasing behavior and acquire products for two reasons: the affective pleasure specific to the sensory attributes of the product (hedonic dimension) and the

instrumental and functional motives of the products (utilitarian dimension) (Filho et al., 2019). Products with mainly symbolic and aesthetic qualities can have a significant impact on hedonic choice, and product performance and functionality can have a significant impact on utilitarian choice (Hirschman and Holbrook, 1982; Karunanayake and Wanninayake, 2015). In this context, as a general, it's expected that hedonic, symbolic, and utilitarian product benefits, each influence of the sensory, cognitive, and purchasing evaluation separately.

H1a: Hedonic benefit influences behavioral-based evaluation to purchase.

H1b: Hedonic benefit influences cognitive-based evaluation to purchase.

H1c: Hedonic benefit influences sensory-based evaluation to purchase.

H2a: Symbolic benefit influences behavioral-based evaluation to purchase.

H2b: Symbolic benefit influences cognitive-based evaluation to purchase.

H2c: Symbolic benefit influences sensory-based evaluation to purchase.

H3a: Functional benefit influences behavioral-based evaluation to purchase.

H3b: Functional benefit influences cognitive-based evaluation to purchase.

H3c: Functional benefit influences sensory-based evaluation to purchase.

2.3.Product Interest

Involvement with a product is defined as “the personal interest a person has for the product, its meaning” (Kapferer and Laurent, 1993). Product importance refers to what a product means to the consumer (Zaichkowsky, 1985; Mowen, 1987; Kapferer and Laurent, 1993; Quester and Lim, 2003; Behera et al., 2022). An object’s perceived relevance depends on personal elements such as needs and relevance, stimulus elements such as product alternatives and communication sources, and situational elements such as use and occasion (Rubin et al., 2020). At this point, it is necessary to state briefly that involvement with the product is a personal matter and reflects the perceived relevance or importance of the product to the individual (Zaichkowsky, 1985; VonRiesen and Herndon, 2011).

The contribution of various benefit types to consumer interest in the product has been explained by a large number of studies. To illustrate, a pleasant taste of a product studied as a benefit by Cardello and Schutz (2003) ensures the consumer has a high interest in that product. According to the total of expected benefits to be gained through interacting with a stimulus (i.e. a product), consumers could be motivated to be interested in (involvement with) that stimulus. In a sense, the level of interest is determined by the attitude of "what's in it for me". (Antil, 1984). Since there are different types of benefits, it is suggested below how to interest the consumer in the product according to each of them.

H4a: Hedonic benefit influences product interest.

H4b: Symbolic benefit influences product interest.

H4c: Functional benefit influences product interest.

With widespread attention in the field of marketing for over 30 years (Warrington and Shim, 2000), the concept of involvement appears to be in nature defining strong attitudes that predict or explain behavior (Thomsen, Borgida, and Lavine, 1995). In cases of product usage (Mittal, 1995), frequent buying behavior (Mittal and Lee, 1989; Gainer, 1993), repurchase loyalty (Olsen, 2007), the involvement with the product acts as an unobservable state of motivation, arousal, or interest toward its consumption (activity) (Olsen, 2007). Accordingly, product interest is expected to influence the different aspects of consumer evaluations.

H5a: Product interest influences behavioral-based evaluation to purchase.

H5b: Product interest influences cognitive-based evaluation to purchase.

H5c: Product interest influences sensory-based evaluation to purchase.

Next, the applied research method includes the data source, the samples of the products examined, and the variables measured. Then, the outputs of the analysis are given in a result section. Finally, there is a discussion section of the findings with the research limitation.

3. RESEARCH METHOD

This research has been carried out as a continuation of Turhan and her colleague's work (2022) by following their results. This previous study investigated consumers' reactions to wearable electronic products around consumption benefits, perceived product importance, as well as price perceptions. As a result, it was found that hedonic, symbolic, and utilitarian benefits affected the only emotional reactions, price perceptions did not affect consumer reactions, and perceived product importance had a strong effect on all emotional, cognitive and behavioral responses. This current research has worked on the same product samples, but with a model which it excludes price perceptions and includes other relevant variables. The model is tested by collecting data from a new sample of people in the same age range. In addition, as different from the previous research, new scales developed for hedonic, symbolic, and functional benefits, which are different types of benefits, are preferred.

3.1.Data Source

Wearable computing and textiles are examples of attractive items that give young people the opportunity to personalize their clothes. Integrating technology into the interests of young people is an attractive way to express their personality and social appearance in society (Dakova and Dumont, 2014). Data were collected via the questionnaire from 452 volunteer participants through face-to-face interviews. 3 product samples, each of which a separate questionnaire was designed, were randomly distributed to the participants.

3.2.Product Samples

Sneakers T-shirts and fleece sweaters developed with cutting-edge technology that can be used easily in daily life were examined in this research. Since the products were not widely known in the market, brief information about the products was included together with their photo in the surveys. "The sneaker can display almost any special design you can think of on its surface. Equipped with a flexible HD color display on the back of the outer panel of the sneaker, the sneaker connects wirelessly with your smartphone. You can customize the look of your shoes using your device. Instantly with the visual and design you want. The sneakers can be charged even wirelessly." (Interesting Engineering, 2018). The T-shirt is web-enabled and with LED screen. This product featuring a headphone jack and small digital camera could be controlled by a smartphone, and reflect on your status updates and internet shares (photo, music, tweets, etc.) by an LED screen placed on it (Forbes, 2012). "Thanks to two separate heaters located on the back and waist, the user can heat the desired area by pressing the buttons located on the left sleeve of the fleece sweater. Compatible with standard portable USB chargers, this sweater only takes 10 seconds to warm up." (Dijital Ajans, 2017).

3.3.Measurements

In this study, consumer evaluations related to the purchase of innovative textile products were investigated in terms of product interest and benefits. All variables were measured using a semantic differences scale distributed between -4 and +4. Measurements for sensorial and

cognitive assessments were in turn adapted from the studies of the researcher Lau and Lee (1999), Chaudhuri and Holbrook (2001), while behavioral assessments related to the purchase were developed by adapting from the study of Zhang and Buda (1999). Product interest was measured by using the Personal Involvement Inventory developed by Zaichkowsky (1985). 6 measurement items for hedonic benefit, 7 items for the symbolic benefit, and 5 items for functional benefit were used, adapted from the scale of the researcher Alniaçık (2009).

4. ANALYSIS AND RESULTS

4.1. Sample Size

The G*Power 3.1.9.4 statistical analysis package program was applied to check the sample size in terms of hypothesis testing. The minimum sample size required for chi-square and goodness of fit tests applied for hypothesis testing was calculated. The limit value for effect size (w), shown in Table 1, is 0.50 as the ideal value proposed by Cohen (1988), I. type error (α) level = 0.05, II. type error level (i.e., the strength of the test, the probability of rejecting an incorrect null hypothesis) was entered into the system as $(1-\beta) = 0.95$ and degree of freedom (df) = 474. As a result, the non-centrality parameter (λ) = 112, critical $\chi^2 = 525.7557$, the total sample volume was 448, and the actual power was obtained as 0.9503982. While a minimum sample size of 448 was calculated, hypothesis tests were performed by collecting data from 452 people in this study. Accordingly, it was seen that the sample size used was sufficient to represent the findings

Table 1. Sample Size Statistics

χ^2 tests - Goodness-of-fit tests: Contingency tables	
Analysis:	A priori: Compute required sample size
Input:	Effect size w = 0.50
	α err prob = 0.05
	Power ($1-\beta$ err prob) = 0.95
	df = 474
Output:	Non-centrality parameter λ = 112
	Critical χ^2 = 525.7557
	Total sample size = 448
	Actual power = 0.9503982

4.2. Sample Characteristics

The research sample was characterized by using gender, age, child ownership, education level, and some economic indicators (family monthly income, automotive and house property, who lives with whom, working status). The average age of the sample consisting of 61.8% female and 38.2% male was 22 years and ranged between 18 and 38 years. It was mainly concentrated among 20-22 years. In the sample of general students, individuals with children only corresponded to about 14%. The majority (26.5%) of people lived as a family, while the percentage of those who did not answer the question was 58.6%. Individuals with an automotive made up 23% of the population, and those with house property up 33.6%. The number of people who had a job while their education was in progress was less than the others who had no job (27.2%). The monthly income was evenly distributed up to a certain level, while the number of people in the income group above US\$ 720 was in the minority.

Table 2. Sample Characteristics

N:452 (Sample size)	Frequency	Percent		Frequency	Percent
Gender			Automotive property		
Female	245	61.8	Have an automotive	104	23.0
Male	183	38.2	Have no automotive	306	67.7

Missing	24	5.3	Missing	42	9.3
Child ownership			House property		
Has a child	63	13.9	Have a house	152	33.6
No children	381	84.3	Have not a house	245	54.2
Missing	8	1.7	Missing	55	12.2
Age (Mean=22, SD=3)			Working status		
18	18	4.0	Working	123	27.2
19	37	8.2	Not working	304	67.3
20	89	19.7	Missing	25	5.5
21	93	20.6	Family's monthly income (US\$)		
22	82	18.1	240 or less	71	15.7
23	62	13.7	241 – 360	64	14.2
24	27	6.0	361 – 480	72	15.9
25	15	3.3	481 – 600	73	16.2
26-38	22	4.7	601 – 720	56	12.4
Missing	7	1.5	721 – 840	31	6.9
Education			841 – 960	18	4.0
Preparatory class	92	20.4	961 – more	55	12.2
University 1st year	103	22.8	Missing	12	2.7
University 2nd year	115	25.4	Who lives with		
University 3rd year	96	21.2	Family	120	26.5
University 4th year	24	5.3	Friends	16	3.5
Bachelor's /Ph.D. degree	11	2.5	Partner/Spouse	5	1.1
Missing	4	0.9	Alone	10	2.2
			Dorm	30	6.6
			Relatives	6	1.3
			Missing	265	58.6

N=Sample size, SD: Standard Deviation

4.3.Measurement Model

The measurement model was tested via Confirmatory Factor Analysis to reveal the link of observed indicators with underlying latent variables. The model included 6 indicators for hedonic benefit, 7 for symbolic benefit, 5 for functional benefit, 5 for product interest, and in turn, 3, 3, and 4 for behavioral, sensory, and cognitive evaluation to purchase. The models expressed as latent factors underlying a set of indicators fit observed data well as can be seen from the fact that the chi-square/df ratio was lower than 3.0 (Marsh and Hocevar, 1985): Chi-square/df= 1465.99/474=3.09, p-value=0.000. The result of the χ^2 test was found to be significant as it was sensitive to sample size. Thus, it should not serve as the sole criteria for judging model fit (Engel et al., 2003). The goodness-of-fit indices used to evaluate the model fit their cutoff values suggested by previous studies. In turn, the results were found at the thresholds recommended by the prior researcher (Joreskog and Sorbom, 1984; Tanaka and Huba, 1985; Bollen, 1989; Bentler, 1990; Browne and Cudeck, 1993; Arbuckle, 1995, Schermelleh-Engel et al., 2003, Hu and Bentler, 2009; Rahman et al, 2010; Henseler et al, 2012; Kizgin et al., 2018; İslam et al, 2021). Accordingly, RMSEA (Root Mean Square Error of Approximation)=0.068, CFI (Comparative Fit Index)=0.92, SRMR (Standardized Root Mean Square Residual)=0.049, GFI=0.84, AGFI (Adjusted Goodness of Fit Index)=0.81, NFI (Normed Fit Index)=0.89, NNFI (Non-Normed Fit Index)=0.91. GFI, AGFI (Fan, Thompson, and Wang, 1999), and RMSEA (Ainur et al., 2017) are sensitive to sample size. Thus, the fit indices could deviate somewhat from the expected threshold level.

Table 3. Measurement Statistics

Measurements	λ	t value	α	CR	AVE	(r_{\max}) ²
HEDONIC BENEFIT (HEDONIC)			0.93	0.93	0.84	0.39
Hedonic1 Not exciting - Exciting	0.81	2.43				
Hedonic2 Does not make me happy - Makes me happy	0.83	21.41				

Hedonic3	Does not make me pleasure - Make me pleasure	0.83	21.52					
Hedonic4	Not pleasant - Pleasant	0.9	24.58					
Hedonic5	Not nice - Nice	0.86	22.49					
Hedonic6	Not fun - Fun	0.78	19.38					
SYMBOLIC BENEFIT (SYMBOLIC)				0.93	0.92	0.81	0.28	
Symboli1	Does not give my identity any special meaning - Give special meaning to my identity	0.79	19.76					
Symboli2	Does not reflect my image - Reflects my image	0.83	21.31					
Symboli3	Does not give me credibility - Gives me credibility	0.85	22.27					
Symboli4	Does not make me feel different/unique - Makes me feel different/unique	0.89	23.81					
Symboli5	Does not help me express myself - Helps me express myself	0.79	2.79					
Symboli6	Does not confer social prestige or status - Confers social prestige or status	0.77	2.00					
Symboli7	Does not reflect my lifestyle - Reflect my lifestyle		19.08					
FUNCTIONAL BENEFIT (FUNCTION)				0.90	0.91	0.66	0.35	
Functio1	Not a functional product I can wear – A functional product I can wear	0.76	18.65					
Functio2	Does not meet my specific need - Meet my specific need	0.85	21.79					
Functio3	No solution to a particular problem - A solution to a particular problem	0.82	2.70					
Functio4	Does not help me in my daily life - Helps me in my daily life	0.88	23.38					
Functio5	Not very practical to use - Very practical to use	0.75	18.13					
PRODUCT INTEREST (Interest)				0.92	0.92	0.71	0.40	
Interest1	Unimportant - Important	0.82	2.79					
Interest2	Valueless - Value	0.86	22.63					
Interest3	Not priority - Priority	0.85	22.07					
Interest4	Does not concern me - Concerns me	0.88	23.37					
Interest5	Not meaning to me - Means a lot to me	0.81	2.68					
BEHAVIORAL-BASED EVALUATION OF PURCHASING (INTENTIO)				0.92	0.92	0.79	0.42	
Intentio1	I do not think about buying it. - I'll think about buying it.	0.86	22.41					
Intentio2	Probably I'm not buying it. - Probably I'll buy it.	0.94	26.18					
Intentio3	I cannot buy it. - I can buy it.	0.87	22.88					
SENSORY-BASED EVALUATION OF PURCHASING (FEELINGS)				0.90	0.90	0.76	0.54	
Feelings1	Not fun - Fun	0.83	21.39					
Feelings2	Cheesy - Cute	0.90	24.11					
Feelings3	Does not make me happy - Makes me happy	0.88	23.23					
COGNITIVE-BASED EVALUATION OF PURCHASING (THOUGHTS)				0.92	0.92	0.74	0.54	
Thoughts1	Useless - Useful	0.86	22.49					
Thoughts2	Poor Quality - Good Quality	0.85	22.29					
Thoughts3	Unsatisfactory -Satisfactory	0.91	24.57					
Thoughts4	Not reliable - Reliable	0.81	2.44					

λ : Standardized factor loading, α : Cronbach's alpha, AVE: Average variance extracted, CR: Composite reliability, $(r_{\max})^2$: Squared maximum correlation coefficient

The correlations across the variables in the network of relationships predicted in hypotheses were presented in Table 4. Relationships found in the expected direction provided support for the hypotheses. Accordingly, all of the hedonic, symbolic, and functional benefits were positively and significantly associated with the whole evaluations in the structure of sensory, cognitive, and behavioral. Next, the existence of a significant relation of the benefits with product interest was confirmed. Finally, product interest appeared to have a relationship

with all evaluation kinds. On a scale ranging from -4 to +4, all of the evaluations towards the purchase of innovative products were taken points above 0. When standardized deviation values were taken into account along with the average to better understand the data, the evaluations towards purchasing innovative textiles were found between -1.35 and 3.21 for behavioral ones, -1.03 and 3.28 for sensory ones, and 1.45 and 2.47 for cognitive ones. The sensory-based evaluation score was relatively higher than that of the other evaluations. It was followed by a behavioral-based evaluation. Although the cognitive-based evaluation score was at the lowest level, it was predominantly positive like the others.

Table 4. Descriptive Statistics and Inter-Concept Relations

N=452	Mean	SD	1	2	3	4	5	6	7
HEDONIC (1)	1.54	1.89	1	0.54	0.51	0.63	0.53	0.53	0.56
SYMBOLIC (2)	0.12	2.22	0.52**	1	0.50	0.50	0.47	0.50	0.44
FUNCTION (3)	0.79	2.22	0.48**	0.48**	1	0.64	0.53	0.38	0.57
INTEREST (4)	0.93	1.91	0.58**	0.47**	0.60**	1	0.57	0.64	0.66
INTENTIO (5)	0.93	2.28	0.51**	0.45**	0.51**	0.63**	1	0.68	0.70
FEELINGS (6)	1.25	2.03	0.62**	0.47**	0.36**	0.58**	0.62**	1	0.70
THOUGHTS (7)	1.47	1.96	0.51**	0.41**	0.53**	0.61**	0.65**	0.74**	1

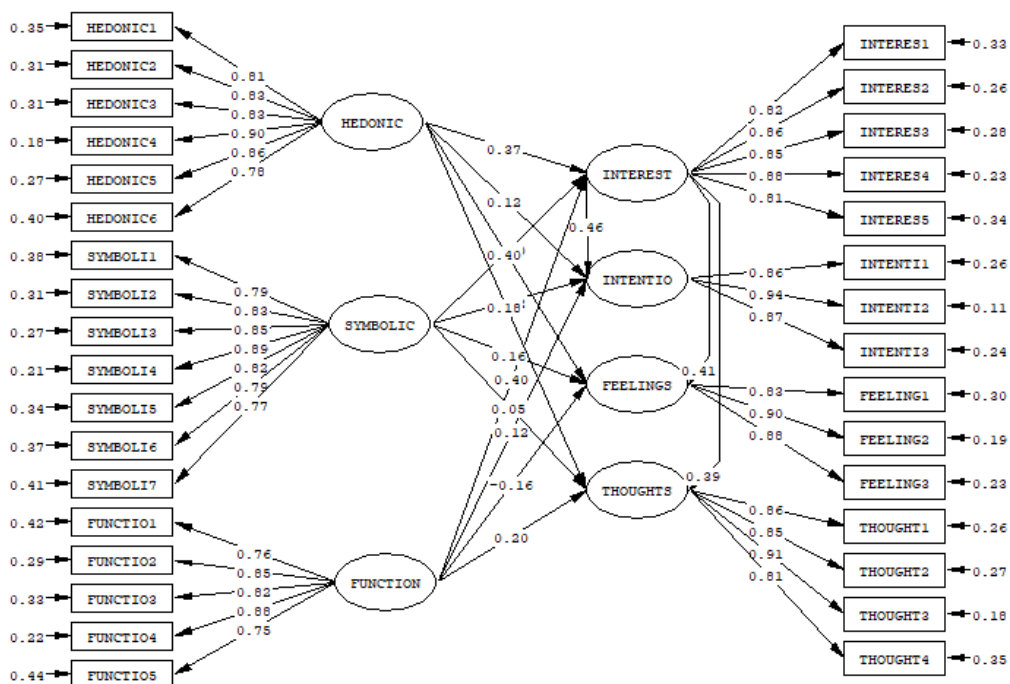
** . Correlation is significant at the 0.01 level (2-tailed).

Note: The latent factor correlations obtained from the measurement model referred to the figures above the diagonal; The correlations across the aggregated scales used as input in the path analyses referred to the figures below the diagonal.) Abbreviations: N: Sample size, SD: Standardized Deviation

4.4.Hypothesis Testing

Structural equation modeling (SEM) was estimated to reveal the link of each of the latent variables with the other by using the maximum likelihood ratio (see Fig. 1). Through the analysis, the covariance across behavioral, sensory, and cognitive evaluations was allowed to be free. The model appeared to have a good fit with observed data by chi-square/df ratio (Chi-square/df=1465.99/474=3.09, p value=0.000). Other goodness-of-fit indices were applied to evaluate the model descriptively as well because chi-square/df was significant. These values were found to be fit with threshold level: RMSEA=0.068, CFI=0.92, SRMR=0.049, GFI=0.84, AGFI=0.81, NFI=0.89, NNFI =0.91.

Figure 1. SEM with Standardized Parameter Estimates



Abbreviations: HEDONIC: Hedonic benefit, SYMBOLIC: Symbolic benefit, FUNCTION: Functional benefit, INTEREST: Product interest, INTENTIO: Behavioral-based evaluation to purchase, FEELINGS: Sensory-based evaluation to purchase, THOUGHTS: Cognitive-based evaluation to purchase.

According to all model estimates, the assumption that all product benefits influence each evaluation of purchase through product interest was found significant (see Table 5). The effects of hedonic and functional benefits on consumer interest in the product were nearly the same. When compared to symbolic benefit, these effects were much greater. It was concluded that product interest significantly and positively influenced consumers' behavioral, sensory, and cognitive evaluations regarding purchase. It seemed that their effect sizes when compared were nearly the same. In summary, after the product benefits influenced the product interest, the product interest influenced the purchase evaluations. In other words, product benefits indirectly influenced purchase evaluations through product interest.

How types of benefit expected from the product influence the evaluation for purchase, that is, the direct effects were predicted. Hedonic, symbolic, and functional benefits all influenced behavioral evaluation positively, meaningfully, and equally. Out of benefit types, the hedonic benefit was positively effective with a relatively large difference in the formation of sensory evaluation. The symbolic benefit effect was less than half of the hedonic benefit effect, and it was positive and meaningful. Somehow, functional benefit influenced sensory-based evaluation associated with purchasing to the same extent but negative way as the symbolic benefit. In the formation of purchase-related cognitive-based evaluation, the symbolic benefit was not effective while the hedonic benefit was significantly and positively effective, and the functional benefit was more effective by a relatively small margin.

Table 5. Parameter Estimates for Hypothesized Relationships

H	Hypothesized Paths	Std. Estimates	t value	Acceptance / Rejection
H1a	Hedonic benefit -> Behavioral-based evaluation to purchase	0.12**	2.24	Accepted
H1b	Hedonic benefit -> Sensory-based evaluation to purchase	0.40***	7.17	Accepted
H1c	Hedonic benefit -> Cognitive-based evaluation to purchase	0.18***	3.35	Accepted
H2a	Symbolic benefit -> Behavioral-based evaluation to purchase	0.12***	2.39	Accepted
H2b	Symbolic benefit -> Sensory-based evaluation to purchase	0.16***	3.34	Accepted
H2c	Symbolic benefit -> Cognitive-based evaluation to purchase	0.05	0.39	Rejected
H3a	Functional benefit -> Behavioral-based evaluation to purchase	0.12**	2.13	Accepted
H3b	Functional benefit -> Sensory-based evaluation to purchase	-0.16***	-3.03	Accepted
H3c	Functional benefit -> Cognitive-based evaluation to purchase	0.20***	3.63	Accepted
H4a	Hedonic benefit -> Product interest	0.37***	7.36	Accepted
H4b	Symbolic benefit -> Product interest	0.10**	2.03	Accepted
H4c	Functional benefit -> Product interest	0.40***	8.08	Accepted
H5a	Product interest -> Behavioral-based evaluation to purchase	0.46***	7.44	Accepted
H5b	Product interest -> Sensory-based evaluation to purchase	0.41***	6.70	Accepted
H5c	Product interest -> Cognitive-based evaluation to purchase	0.39***	6.30	Accepted

Notes: t value greater than 1.282, * p < 0.10, t value greater than 1.645, ** p < 0.05 and t value greater than 2.326, *** p < 0.01, H: Hypothesis

5. DISCUSSION

In the hypothesized network of relationships, each product benefit is predicted to influence product interest, as well as both product benefits and interest influence each purchase evaluation. In other words, product interest is estimated as a partial intermediate variable between different product benefits and purchase evaluations. All hypothesized effects are confirmed, except for the effect of symbolic benefit on cognitive evaluation to purchase.

The influence of product benefits on consumer evaluations: The effect of symbolic benefit on the cognitive evaluation is not significant, but other product benefits are all found to have a significant effect on each purchasing evaluation. The level of expectation of symbolic benefit in the products included in the study is perhaps sufficient for the formation of sensory and behavioral evaluations, but insufficient for cognitive evaluation. Because the weight of the types of benefits expected from product to product varies, the effect of overall product benefit perceptions on purchase evaluations will differ in different products. Hedonic benefit has a stronger effect on sensory-based evaluation while functional benefit has a stronger effect on the cognition-based evaluation of the purchase. From here, it can be seen that the relationships between concepts with similar structural stones are stronger. Similar results have been found in previous studies (i.e. Turhan and Akalin 2012), in which dual constructs are based on the same attitude basis and are found to be interrelated strongly (i.e. the link of affection-based evaluation with hedonic shopping value, and cognition-based evaluation with utilitarian shopping value). Finally, all product benefits studied contribute with equal weight to the formation of behavioral-based evaluation. However, compared to other evaluations of a sensory and cognitive nature, the behavior-based evaluation is the least affected by all the benefits. The dominant effect of product interest on all purchase evaluations probably undermines the possible effects of each benefit. Functional benefit has an unexpectedly negative effect on consumer purchasing evaluations may be due to its measurement. Further improvement in functional benefit measurement is recommended in future research.

The influence of product benefits on product interest: The effects of both hedonic and functional benefits are more dominant in consumer interest in innovative products. Such a conclusion may have been reached because the expected hedonic and functional benefits from the product types studied are high, while the expectation of symbolic benefit is low. It is a notable result that the weight of expected benefit according to the type of product is an important factor in explaining consumer interest in the product. It is understood that the benefits associated with a product have a decisive effect on product interest.

The influence of product interest on consumer evaluations: The weighted importance of product interest, which is shaped by product-related benefits, on each purchase evaluation is found same. In addition, except for the effect of hedonic benefit on sensory evaluation, compared to the direct effects of product benefits, the effect of product interest on consumer purchasing evaluations is higher. In this case, to obtain positive evaluations of the purchase of innovative products, it is necessary to focus specifically on the product benefits that will be strongly associated with the product. In this way, it is possible to influence purchasing evaluations more strongly through product interest strengthened with product benefits, not by direct product benefits.

The generalizability of the research findings is limited to a certain age audience the majority of which are students and a certain number of innovative products. Further research should shed light on these findings by expanding the sample base and applying it to a larger number of product samples in the textile sector.

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