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Research article

From souvenir to wardrobe: How craft-tourism orientation shapes value and intention

José Magano*[1] and António C. Moreira[1]

[1] Research Center in Business and Economics (CICEE), Universidade Autónoma de Lisboa, Lisboa, Portugal,
[2] ISCET - Higher Institute of Business Sciences and Tourism, Porto, Portugal

ABSTRACT

This study introduces Craft-Tourism Orientation (CTO) — the motivation to engage with local crafts during travel — as a novel construct and examines how it shapes purchase intentions for handcrafted fashion. Drawing on value theory and the Theory of Planned Behavior, a model is proposed in which CTO's association with purchase intention is mediated by perceived value and attitude. Survey data from 810 respondents were analyzed using PLS-SEM. Results show that CTO's relationship with behavioral outcomes is fully mediated by perceived value: a tourism mindset is associated with enhanced value perceptions of craft garments, which in turn foster positive attitudes and purchase intentions. Among craft-oriented slow fashion attributes, functionality and exclusivity show the strongest associations with perceived value, while localism shows no significant relationship. The findings offer practical guidance for destination marketing organizations and craft retailers. Strategies should move beyond attracting craft-oriented tourists and instead focus on activating value perceptions — through narrative storytelling, immersive artisan experiences, and positioning craft garments as the "ultimate souvenir" that combines functional durability with cultural exclusivity. The study makes three contributions: it introduces and empirically validates CTO as a contextual value-amplifying mindset; it delineates the cognitive pathway through which tourism engagement translates into commercial action; and it bridges tourism studies and consumer behavior research by integrating situational context into core models of purchase decision-making.

KEYWORDS

Perceived value, craft fashion, consumer attitudes, purchase intention, craft-tourism orientation

Introduction

In recent years, consumers have increasingly sought products that embody cultural heritage, uniqueness, and authenticity, fueling interest in craft-based fashion (Firat & Venkatesh, 1995; Jung & Jin, 2016; Su et al., 2024). Unlike mass-produced garments, craft fashion products are associated with symbolic and experiential values that extend beyond functional utility, offering consumers a sense of exclusivity and cultural connection. This intersection of material, symbolic, and cultural dimensions makes craft fashion an important context for examining how consumers assign value to artisanal products, particularly when consumption occurs within tourism settings, where engagement with local crafts becomes part of the destination experience. A central construct in explaining consumer decision-making is perceived value, which reflects the consumer's overall evaluation of a product's utility based on perceptions of what is received and what is given (Zeithaml, 1988). Extending this definition, prior research has conceptualized perceived value as multidimensional, incorporating functional, emotional, social, and epistemic dimensions (Sheth et al., 1991; Sweeney & Soutar, 2001). Within craft fashion, this framework can capture how consumers integrate utilitarian and symbolic considerations, such as authenticity, functionality, and exclusivity, when forming value judgments (Jung & Jin, 2016; Seegebarth et al., 2016). Yet, while perceived value has been widely studied in mainstream consumption contexts, its role in craft-based fashion remains underexplored, particularly regarding how multiple value dimensions translate into attitudes and purchase intentions. Attitude has been recognized as a critical determinant of behavioral intention (Ajzen, 1991), and

CORRESPONDING AUTHOR'S CONTACT: José Magano jose.magano@autonoma.pt
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research suggests that perceived value is often linked to positive consumer attitudes, which in turn relate to purchase intentions (Sirdeshmukh et al., 2002). However, the mediating role of attitude in craft fashion consumption remains underexamined. Clarifying this mechanism is essential for understanding how value perceptions relate to consumer decision-making in experiential consumption domains. Craft-tourism orientation (CTO) is introduced in this study to capture how strongly travelers incorporate local crafts into destination choice and on-site activities. Tourism contexts often heighten consumers' awareness of cultural and artisanal products (Richards, 2011), yet the role of CTO in shaping perceived value and consumer responses has not been empirically tested. Exploring CTO allows us to assess whether a tourism mindset is associated with stronger or transformed value-based pathways in craft fashion consumption. To address these considerations, this study evaluates a model linking slow-fashion craft attributes, perceived value, attitude, intention, and CTO using survey data analyzed with partial least squares structural equation modelling (PLS-SEM), thus making three primary contributions: it introduces and empirically tests the novel construct of CTO; it examines the fully mediated mechanism through which CTO relates to consumer behavior via perceived value and attitude; and it integrates tourism consumption context into core models of consumer decision-making, bridging the literatures of tourism studies and consumer behavior. The article proceeds as follows: first, we review relevant literature and present the conceptual model and hypotheses; second, we describe the methodology and data; third, we present results from the PLS-SEM analysis; and finally, we discuss the findings and present theoretical contributions, managerial implications, and directions for future research.

Literature review and hypotheses development

Craft-oriented slow fashion attributes and consumer behavior

Fashion consumption extends beyond functionality to encompass symbolic, experiential, and cultural dimensions (McNeill & Venter, 2019; Niinimäki, 2010). Within this domain, slow fashion emphasizes authenticity, craftsmanship, and sustainability in contrast to fast fashion's disposability and mass production (Fletcher, 2010; Jung & Jin, 2016), with recent evidence confirming that perceived sustainability increases both preference and purchase intentions (Li et al., 2024). Crafted garments, in particular, embody artisanal production processes, cultural heritage, and localized narratives that resonate strongly with consumers' sense of identity and belonging (Dybdahl, 2019). The Craft-Oriented Slow Fashion (COSF) framework captures these attributes through five dimensions: equity, authenticity, functionality, localism, and exclusivity (Jung & Jin, 2016). Equity reflects perceptions of fairness and craftsmanship, suggesting that consumers expect artisanal products to deliver higher quality than mass-produced alternatives (Ravi & Teitelbaum, 2025). Authenticity pertains to a product being "true" to its cultural origins, enhancing trust and emotional attachment (Beverland, 2006; Nunes et al., 2021). Functionality captures utilitarian performance, such as durability and usability, which remains decisive even in symbolic consumption contexts (Helinski et al., 2025; Sweeney & Soutar, 2001; Tokatli, 2020). Localism emphasizes cultural and geographical rootedness, connecting products to notions of provenance and identity (Ortegón Cortazar et al., 2025). Exclusivity refers to rarity and uniqueness, often linked to the limited availability of handmade garments (Alfoqahaa, 2025; Thomé & Fonseca, 2025). Prior studies confirm that these attributes significantly associated with consumer evaluations, particularly when cultural and symbolic benefits are salient (Nunes et al., 2021; Seegebarth et al., 2016). Since each attribute highlights distinct value-generating mechanisms, we posit direct associations with perceived value:

H1a. Equity is positively associated with perceived value.
H1b. Authenticity is positively associated with perceived value.
H1c. Functionality is positively associated with perceived value.
H1d. Localism is positively associated with perceived value.
H1e. Exclusivity is positively associated with perceived value.

Perceived value as a multidimensional construct

This study adopts a multidimensional conceptualization of perceived value, diverging from early unidimensional views of value as a simple trade-off between quality and price (e.g., Zeithaml, 1988). Recent research confirms that perceived value remains a central concept in experiential consumption contexts such as tourism and craft heritage. For instance, Duan et al. (2023) show how place-based craft souvenirs embody cultural and symbolic value, while Qiu et al. (2024) and Swanson, 2004) demonstrate the mediating role of satisfaction in the relationship between perceived value and loyalty at heritage sites. These findings reinforce that a multidimensional value lens is particularly suitable for analyzing craft fashion in tourism settings. The foundational work of Sheth et al. (1991) proposed that consumer choice is a function of multiple

consumption values (functional, social, emotional, epistemic, and conditional). Building on this, Sweeney & Soutar (2001) developed the PERVAL scale, which operationalizes perceived value into four dimensions highly relevant to product purchase: emotional value (affective states such as pleasure), social value (enhancement of social self-concept), quality/performance value (functional excellence and reliability), and price/value-for-money (judgments of fairness relative to cost). This multidimensional framework is particularly suited to craft fashion, an inherently experiential and symbolic consumption domain (Arnould & Thompson, 2005; Holbrook, 1999). Consumers report value from these products not only from functional utility but also from emotional pleasure, social prestige, and the perception of fair pricing for heritage-rich goods. Accordingly, we conceptualize perceived value as a reflective second-order factor formed by these four dimensions (Sweeney & Soutar, 2001), providing a holistic capture of total value in craft garment consumption. This approach aligns with consumer culture theory, which emphasizes that value is constructed from symbolic and experiential dimensions alongside material utility (Arnould & Thompson, 2005). Previous studies demonstrate the robustness of the PERVAL scale across contexts, from retail (Sweeney & Soutar, 2001) to tourism (Williams & Soutar, 2009), and applying it to craftsmanship garments enables a holistic understanding of how COSF attributes shape value perceptions. Perceived value is thus conceptualized as a second-order construct that relates to downstream outcomes such as attitudes and behavioral intentions (Sánchez-Fernández & Iniesta-Bonillo, 2007).

Perceived value and attitude

Attitude, defined as a consumer's enduring evaluation of a product, brand, or behavior (Ajzen, 1991), is a central determinant of behavioral intention within the Theory of Planned Behavior (TPB). Within this framework, perceived value is conceptualized as a salient antecedent of attitude because it captures the benefits consumers derive from products relative to their costs (Boksberger & Melsen, 2011; Hao & Zhang, 2025). Foundational studies established that higher perceived value is associated with more favorable attitudes across a wide range of product categories (Chen & Dubinsky, 2003; Sweeney & Soutar, 2001), with recent research reinforcing this link in craft and tourism contexts. For instance, Prados-Peña (2024) showed that sustainable craft product image shows its strongest associations through positive attitudes, while Saepudin et al. (2023) demonstrated that eco-friendly fashion motivations and perceived value are associated with favorable evaluations that correspond to purchase intentions. Shen & Lai (2023) add tourism evidence, showing that the perceived value of craft souvenirs is associated with destination attitudes, which subsequently guided travel intentions.

H2. Perceived value is positively associated with attitude toward craftsmanship garments.

Purchase intention refers to the likelihood that consumers will buy a product, often viewed as the final step in the decision-making process (Dodds et al., 1991). The relationship between perceived value and purchase intention is well-established: higher value perceptions are associated with greater likelihood of purchase (Sweeney & Soutar, 2001; Zeithaml, 1988). Studies in fashion and tourism demonstrate similar findings. Seegebarth et al. (2016) show that organic food attributes enhance value perceptions, which in turn are associated with purchase intentions, while Jung & Jin (2016) found that slow fashion attributes positively influence value and subsequent intentions. More recent studies confirm this pattern: Shen & Lai (2023) found that the perceived value of craft souvenirs positively influenced travel intentions by shaping destination image, while Wang et al. (2024) highlight that both functional and social value significantly drive tourists' souvenir purchase decisions.

H3. Perceived value is positively associated with purchase intention.

Within the TPB framework, attitude is regarded as one of the strongest correlates of behavioral intention (Ajzen, 1991). In fashion consumption, where products often carry symbolic meaning and are tied to self-expression, favorable attitudes are associated with greater likelihood of purchase (McNeill & Venter, 2019). Empirical research consistently shows that attitudes are associated with purchasing intentions. Shen and Lai (2023) found that while perceived value is associated with destination attitudes, it is these favorable predispositions that ultimately drive travel intentions. Similarly, Prados-Peña (2024) demonstrated that attitudes mediate the relationship between sustainable craft product image and purchase likelihood, while Saepudin et al. (2023) confirmed that motivations and perceived value are associated with intentions through attitudes. Extending this pattern, Lv et al. (2024) demonstrated that customization is associated with psychological ownership, which in turn relates to attitudes and purchase behavior. Moreover, the relationship between perceived value and purchase intention operates through both direct and indirect pathways, with attitude serving as a mediating mechanism. This value–attitude–intention chain (Chen & Dubinsky, 2003;

Sweeney & Soutar, 2001) explains the psychological process through which a rational calculation of value translates into behavioral propensity by first shaping a favorable predisposition (Ajzen, 1991). Recent evidence reinforces this pathway: Prados-Peña (2024) found that attitudes significantly mediate the effect of sustainable craft product image on consumer intentions, while Saepudin et al. (2023) demonstrated that eco-friendly fashion motivations translate into purchase likelihood primarily through attitudinal responses. In the tourism domain, Shen and Lai (2023) likewise showed that the perceived value of craft souvenirs enhanced travel intentions only after strengthening attitudes toward the destination. Therefore, we posit:

H4. Attitude is positively associated with purchase intention.
H5. Attitude mediates the relationship between perceived value and purchase intention.

Craft-tourism orientation (CTO)

Growing empirical work underscores the relevance of tourism orientation in shaping consumers' valuation of cultural products. For example, Su et al. (Su et al., 2024) demonstrate that authenticity moderates the relationship between purchasing channels and tourists' souvenir intentions, while Lv et al. (2024) show how customization of craft souvenirs is associated with psychological ownership and purchase likelihood. Together, these studies suggest that CTO may be associated with specific value perceptions that relate to purchase behavior in tourist destinations. While fashion consumption research has focused primarily on product attributes and consumer identity, the role of tourism orientation in garment craft consumption has received less attention. Tourism research highlights that souvenirs and locally made products are central to destination experiences, reinforcing both consumer satisfaction and cultural engagement (Kim & Littrell, 1999; Luekveerawattana et al., 2025). Accordingly, we define craft-tourism orientation (CTO) as the extent to which consumers are motivated to engage with local crafts as part of their travel experience. This orientation aligns with slow tourism principles, which emphasize immersive, authentic, and place-based experiences. Shang et al. (2020) found that within a slow tourism context, the pursuit of authenticity is associated with deeper psychological bonds such as place attachment, underscoring the potential for tourism mindsets to be associated with how consumers value and connect with local products. Recent findings support this conceptualization; Saepudin et al. (2023) showed that fashion motivation and perceived value are positively associated with tourists' purchase intentions for eco-friendly handcrafted fashion products, reinforcing CTO's role as a driver of consumption in tourism contexts. Tourism orientation is expected to show positive associations with perceived value and attitudes toward craftsmanship garments. Consumers with high tourism orientation are more likely to view such products as authentic cultural expressions and to develop favorable attitudes toward them. Accordingly, we hypothesize:

H6a. Craft-tourism orientation is positively associated with perceived value.
H6b. Craft-tourism orientation is positively associated with attitude.

Figure 1 presents the conceptual model summarizing the hypothesized relationships.

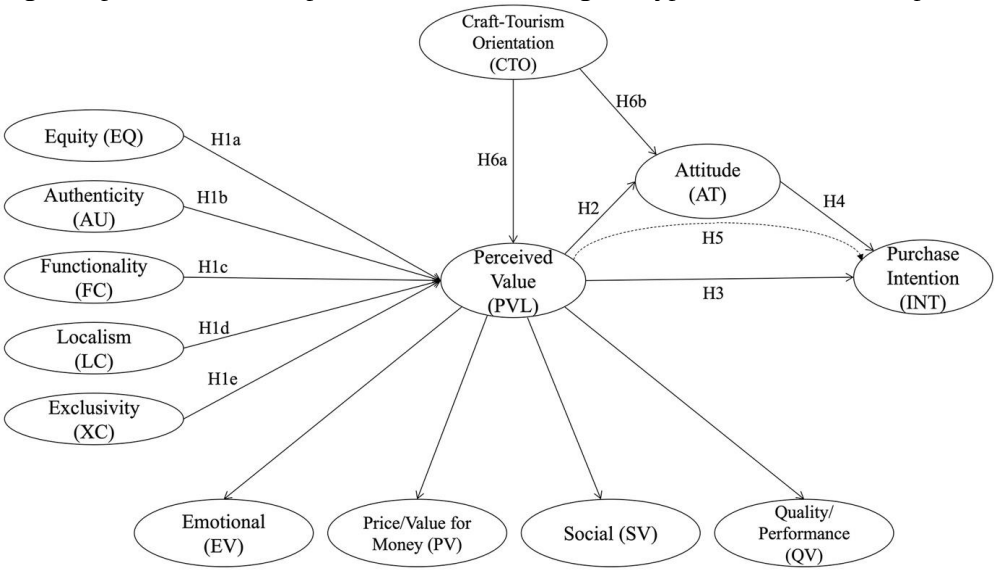

Figure 1. Proposed model and hypotheses

Methods

Procedures

Following questionnaire design in English, four experts reviewed the instrument for clarity and construct alignment, leading to minor wording modifications. A back-translation process was undertaken (Behr, 2017), involving translation into Portuguese by a bilingual author and back-translation into English by a Portuguese native. The versions were compared and considered equivalent. A pilot survey with 31 students who had purchased craft fashion confirmed the questionnaire's clarity and appropriate completion time. To mitigate common method variance given the cross-sectional, self-reported data, procedural strategies included expert review, pilot testing (Cooper et al., 2020), item randomization, and psychological separation of independent and dependent variables into different questionnaire sections (Polas, 2025). The final questionnaire was distributed via social networks and among university students, yielding 810 responses collected between 5 February and 29 March 2025. Ethical approval was obtained from the Ethics Committee of the Research Center in Economics & Business Sciences of Universidade Autónoma de Lisboa (CE-CICEE-UAL), registration number CE01202502. All participants provided informed consent and were informed of their right to withdraw at any time.

Instruments

The questionnaire comprised two sections. The first contained 36 items measuring the model's latent constructs. Craft-Oriented Slow Fashion (COSF) attributes — Equity, Authenticity, Functionality, Localism, and Exclusivity — were measured using three items each from Jung and Jin (2016). Perceived value was operationalized using the four dimensions of the PERVAL scale (Emotional, Social, Price/Value for Money, and Performance/Quality) with three items each (Sweeney & Soutar, 2001). Attitude toward craft fashion products was measured with three items adapted from Yu and Lee (2019), and Purchase Intention with three items adapted from Sweeney and Soutar (2001). All items used a 5-point Likert scale (1 = "completely disagree" to 5 = "completely agree"). The second section collected demographic data (gender, age, education). Craft-Tourism Orientation (CTO) was assessed using two binary questions: (1) "Does knowing about local crafts motivate you to choose a tourist destination?" and (2) "When you are at a tourist destination, do you actively seek out local crafts?" Responses were summed to create a composite score (0–2), treated as an observed variable in the structural model.

Data Analysis

Analysis followed a two-stage approach using SmartPLS: first validating the measurement model, then estimating the structural model (Anderson & Gerbing, 1988).

Measurement model evaluation

A confirmatory factor analysis (CFA) was first conducted for the five-factor COSF framework (Jung & Jin, 2016) and the four-factor PERVAL scale (Sweeney & Soutar, 2001), with a second-order model tested for perceived value (Jarvis et al., 2003). Model fit was assessed using χ^2/df, CFI, RMSEA, and SRMR against conventional thresholds (Hu & Bentler, 1999). The full measurement model, including all constructs, was then evaluated. Convergent validity was established through average variance extracted (AVE $\geq$ .50) and composite reliability (CR $\geq$ .70). While a few items loaded between 0.60 and 0.70, they were retained given acceptable AVE and CR values, consistent with established practice (Fornell & Larcker, 1981; Hair et al., 2019). Discriminant validity was confirmed using the Fornell-Larcker criterion.

Structural model evaluation

The structural model was estimated to test the hypothesized relationships (Figure 1). Bootstrapping with 5,000 resamples was used to evaluate path coefficients and mediation effects (Cheung & Lau, 2012). Mediation was assessed following Zhao et al. (2010), with Variance Accounted For (VAF) used to quantify indirect effects (Hair et al., 2019).

Results

Descriptive statistics

The study comprised 810 valid responses. Table 1 presents the sample demographics: 76.4% female, 69.5% with higher education, and a mean age of 34.0 years (*SD* = 13.9), ranging from 17 to 65. Generational distribution was 47.4% Gen Z, 16.9% Millennials, 33.8% Gen X, and 1.9% Baby Boomers.

Table 1. Sample descriptives

Variable	Category	*Frequency*	*Percent*
Gender	Female	619	76.4
	Male	191	23.6
Education	Basic/Secondary	247	30.5
	Higher	563	69.5
Generation	Gen Z (born after 1995)	384	47.4
	Millennials (born between 1981 and 1995)	137	16.9
	Gen X (born between 1964 and 1980)	274	33.8
	Baby Boomers (born before 1964)	15	1.9
Age	*M* = 34.0, *SD* = 13.9, Range = 17-65 years old	—	—

Table 2 reports descriptive statistics for all measurement items. Mean values ranged from 2.51 to 4.14, indicating moderate to favorable evaluations.

Table 2. Item descriptives

Construct	Items	*M*	*SD*	λ
SLOW FASHION – CRAFTSMANSHIP CLOTHING ATTRIBUTES				
Equity (EQ), α = 0.826		4.08	0.738	
eq1	Fair compensation for apparel producers is important to me when I buy clothes.	4.14	0.832	0.745
eq2	I am concerned about fair trade when I buy clothes.	4.07	0.862	0.899
eq3	I am concerned about the working conditions of producers when I buy clothes.	4.03	0.877	0.717
Authenticity (AU), α = 0.819		3.92	0.736	
au1	I value clothes made by traditional techniques.	3.82	0.886	0.754
au2	Craftsmanship is very important in clothes.	3.96	0.816	0.792
au3	Handcrafted clothes are more valuable than mass–produced ones.	3.98	0.871	0.789
Functionality (FC), α = 0.725		3.62	0.694	
fc1	I often enjoy wearing the same clothes in multiple ways.	3.39	0.940	0.714
fc2	I tend to keep clothes as long as possible rather than discarding them quickly.	3.68	0.820	0.716
fc3	I prefer simple and classic designs.	3.78	0.827	0.628
Localism (LC), α = 0.778		3.85	0.793	
lc1	I prefer buying clothes made in Portugal to clothes manufactured overseas.	3.04	1.010	0.793
lc2	I believe clothes made of locally produced materials are more valuable.	2.79	1.040	0.721
lc3	We need to support Portuguese apparel brands.	3.33	1.050	0.620
Exclusivity (XC), α = 0.754		3.33	0.871	
xc1	Limited editions hold special appeal for me.	3.32	1.080	0.737
xc2	I am very attracted to rare apparel items.	3.03	1.130	0.727
xc3	I enjoy having clothes that others do not.	3.64	0.976	0.671
PERCEIVED CUSTOMER VALUE (PVL)				
Emotional Value (EV), α = 0.887		3.63	0.756	
ev1	This product is one that I would enjoy.	3.64	0.896	0.829
ev2	This product would make me want to use it.	3.48	0.960	0.818
ev3	This product is one that I would feel relaxed about using.	3.81	0.873	0.663
ev4	This product would make me feel good.	3.60	0.887	0.745
ev5	This product would give me pleasure.	3.61	0.939	0.857
Social Value (SV), α = 0.857		2.76	0.909	
sv1	This product would help me feel accepted.	2.51	1.120	0.798
sv2	This product would improve the way I am perceived.	2.80	1.090	0.782
sv3	This product would make a good impression on other people.	3.04	0.994	0.732
sv4	This product would give its owner social approval.	2.68	1.140	0.788
Price/Value for Money (PV), α = 0.768		3.40	0.719	
pr1	Is reasonably priced.	3.22	0.904	0.745
pr2	Offers value for money.	3.33	0.870	0.779
pr3	Is a good product for the price.	3.67	0.834	0.655
Performace/Quality (PQ), α = 0.735		3.91	0.616	
pq1	Has consistent quality.	3.77	0.828	0.730
pq2	Is well made.	3.97	0.732	0.711
pq3	Has an acceptable standard of quality.	4.00	0.721	0.641
ATTITUDE				
Attitude (towards craft products) (AT), α = 0.783		3.81	0.713	
at1	I like craftsmanship products.	4.02	0.796	0.723
at2	I have a positive emotion regarding craftsmanship products.	3.76	0.864	0.801
at3	I am satisfied with craftsmanship products.	3.65	0.899	0.698
BEHAVIORAL INTENTION				
Purchase Intention (INT), α = 0.838		3.63	0.854	
int1	There is a strong likelihood that I will buy slow fashion products.	3.65	0.963	0.847
int2	I will purchase slow fashion products.	3.53	0.968	0.747
int3	I would consider buying slow fashion products.	3.71	1.010	0.796

Measurement model assessment

Separate confirmatory factor analyses (CFAs) confirmed the factor structures of the COSF and PERVAL scales. The five-factor COSF model showed strong fit: $\chi^2(80) = 210$, $p < .001$, $\chi^2/df = 2.625$, CFI = .972, RMSEA = .045, SRMR = .035. The four-factor PERVAL model also demonstrated acceptable fit: $\chi^2(84) = 426$, $p < .001$, $\chi^2/df = 5.073$, CFI = .943, RMSEA = .071, SRMR = .005. The full measurement model, including all constructs, was then evaluated. As shown in Table 3, Cronbach's α and composite reliability (CR) exceeded .70 for all constructs, indicating satisfactory reliability. Average variance extracted (AVE) values exceeded .50, supporting convergent validity (Fornell & Larcker, 1981). Discriminant validity was confirmed via the Fornell-Larcker criterion, with each construct's square root of AVE exceeding its

correlations with other constructs. Variance inflation factor (VIF) scores were below 3.0, indicating no multicollinearity concerns.

Table 3. Structural model: Reliability, convergent and discriminant validity

Cons-truct	EQ	AU	FC	LC	XC	EV	SV	PV	PQ	AT	INT	α	CR	AVE
EQ	**0.861**											0.826	0.895	0.741
AU	0.344***	**0.857**										0.819	0.892	0.735
FC	0.366***	0.546***										0.725	0.845	0.646
LC	0.109**	0.463***	0.259***	**0.718**								0.753	0.681	0.516
XC	0.332***	0.437***	0.656***	0.181***	**0.818**							0.754	0.858	0.670
EV	0.394***	0.507***	0.782***	0.209***	0.705***	**0.830**						0.887	0.917	0.689
SV	0.106**	0.300***	0.497***	0.162***	0.664***	0.489***	**0.836**					0.857	0.902	0.698
PV	0.315***	0.439***	0.567***	0.192***	0.577***	0.552***	0.515***	**0.826**				0.767	0.866	0.683
PQ	0.406***	0.631***	0.615***	0.285***	0.517***	0.564***	0.294***	0.456***	**0.809**			0.736	0.850	0.654
AT	0.454***	0.511***	0.761***	0.250***	0.678***	0.790***	0.413***	0.538***	0.619***	**0.835**		0.783	0.874	0.698
INT	0.350***	0.406***	0.688***	0.159***	0.640***	0.785***	0.480***	0.537***	0.499***	0.754***	**0.869**	0.838	0.903	0.756

Notes. EQ = Equity; AU = Authenticity; FC = Functionality; LC = Localism; XC = Exclusivity; EV = Emotional Value; SV = Social value; PV = Price/Value for Money; PQ = Performance/Quality; AT = Attitude; INT = Purchase Intention; α = Cronbach's α; CR = Composite reliability; AVE = Average variance extracted. Diagonal in **bold**: √AVE. Below diagonal: Correlations. * p<.05, ** p<.01, *** p<.001.

Structural model assessment

The structural model was estimated using PLS-SEM with bootstrapping (5,000 resamples). Figure 2 presents the standardized path coefficients.

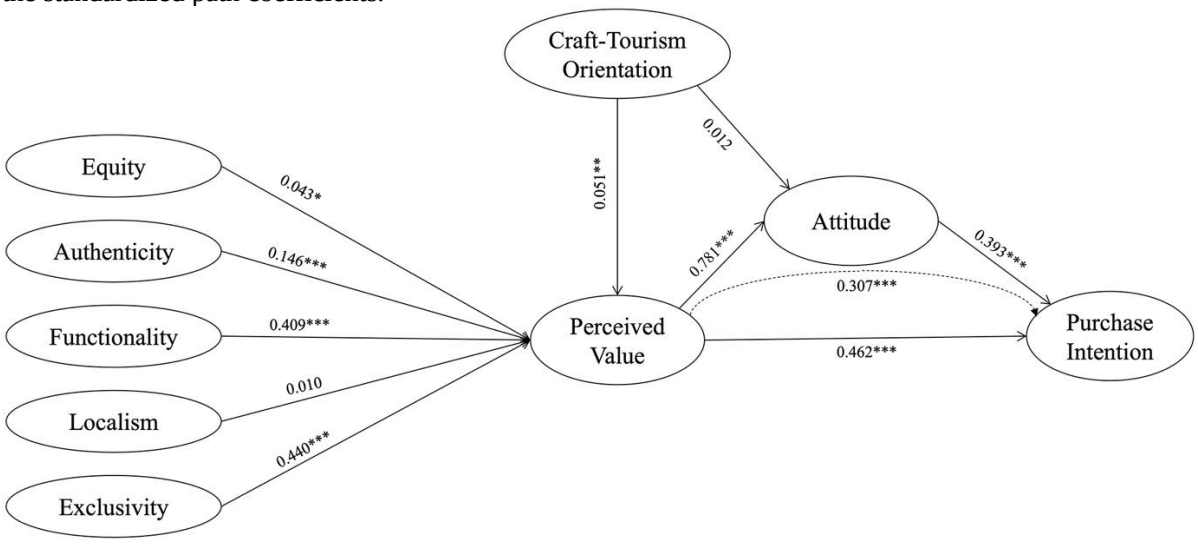

Figure 2. Final PLS-SEM model with standardized path coefficients

Explanatory power and predictive relevance

As shown in Table 4, the model accounted for substantial variance in endogenous constructs: perceived value (PVL, R^2 = 0.807), attitude (AT, R^2 = 0.617), and purchase intention (INT, R^2 = 0.655). All Q^2 values were positive, confirming predictive relevance (Hair et al., 2019).

Table 4. Explained variance and predictive relevance

	R^2	Confidence intervals		p	PLS Predict
		2.5%	97.5%		Q^2
PVL	0.807	0.783	0.830	0.000	0.802
AT	0.617	0.573	0.657	0.000	0.631
INT	0.655	0.612	0.696	0.000	0.529

Notes. PVL = Perceived value; AT = Attitude; INT = Purchase Intention; R^2 = Coefficient of determination; Q^2 = Predictive relevance.

Hypothesis testing

Table 5 summarizes direct effects, effect sizes, and hypothesis evaluation. Functionality (β = 0.409, p < .001) and exclusivity (β = 0.440, p < .001) showed the strongest positive associations with perceived value, followed by authenticity (β = 0.146, p < .001) and equity (β = 0.043, p = .015), supporting H1a, H1b, H1c, and H1e. Localism was not significantly associated with perceived value (β = 0.010, p = .531), failing to support H1d. Perceived value showed a strong positive association with attitude (β = 0.781, p < .001; H2) and purchase intention (β = 0.462, p < .001; H3). Attitude also showed a significant positive association with purchase intention (β = 0.393, p < .001; H4). Craft-tourism orientation (CTO) showed a weak but significant positive association with perceived value (β = 0.051, p = .003), supporting H6a, but was not significantly associated with attitude (β = 0.012, p = .588), failing to support H6b.

Table 5. Direct effects, effect sizes, collinearity, and hypotheses evaluation

	Direct effects β	*p*(β)	f^2	*p*(f^2)	VIF	Hypothesis	Hypotheses Evaluation
EQ → PVL	0.043	0.015	0.009	0.244	1.224	H1a	Supported
AU → PVL	0.146	0.000	0.074	0.001	1.519	H1b	Supported
FC → PVL	0.409	0.000	0.408	0.000	2.148	H1c	Supported
LC → PVL	0.010	0.531	0.002	0.815	1.011	H1d	Not supported
XC → PVL	0.440	0.000	0.536	0.000	1.888	H1e	Supported
PVL → AT	0.781	0.000	1.424	0.000	1.123	H2	Supported
PVL → INT	0.462	0.000	0.240	0.000	2.613	H3	Supported
AT → INT	0.393	0.000	0.174	0.000	2.613	H4	Supported
CTO → PVL	0.051	0.003	0.013	0.153	1.127	H6a	Supported
CTO → AT	0.012	0.588	0.002	0.870	1.123	H6b	Not supported

Notes. EQ = Equity; AU = Authenticity; FC = Functionality; LC = Localism; XC = Exclusivity; PVL = Perceived value; AT = Attitude; INT = Purchase Intention; CTO = Craft-tourism orientation; β = Path coefficient; *p*(β) = p-values of the paths; f^2 = Effect size; *p*(f^2) = p-values of f^2; VIF = Variance Inflation Factor.

Mediation effects

As shown in Table 6, attitude partially mediated the relationship between perceived value and purchase intention (indirect β = 0.307, $p < .001$), with the indirect effect accounting for 40% of the total effect, supporting H5. The indirect association between CTO and attitude via perceived value was significant (β = 0.040, $p = .003$), with a VAF of 0.76, indicating near-full mediation. Similarly, the indirect association between CTO and purchase intention via perceived value (and sequentially through attitude) was significant (total indirect β = 0.039), with a VAF of 0.89, underscoring perceived value's central mediating role.

Table 6. Direct, indirect, and specific indirect effects

Path	Direct effects		Indirect effects		Total effects	
	β	*p-value*	β	*p-value*	β	*p-value*
PVL → AT	0.781	0.781			0.781	0.000
PVL → INT	0.462	0.769	0.307	0.000	0.769	0.000
AT → INT	0.393	0.393			0.393	0.000
CTO → PVL	0.051	0.051			0.051	0.003
CTO → AT	0.012	0.052	0.040	0.003	0.052	0.023
CTO → INT			0.044	0.001	0.044	0.001

Path	Specific indirect effects	
	β	*p*
PVL → AT → INT	0.307	0.000
CTO → PVL → AT	0.040	0.003
CTO → AT → INT	0.005	0.593
CTO → PVL → INT	0.023	0.004
CTO → PVL → AT → INT	0.016	0.005

Notes. PVL = Perceived value; AT = Attitude; INT = Purchase Intention; CTO = Craft-tourism orientation; β = Standardized coefficient.

Discussion

Grounded in value theory (Sweeney & Soutar, 2001; Zeithaml, 1988) and the Theory of Planned Behavior (Ajzen, 1991), this study set out to theorize and test the role of tourism in craft fashion consumption. The central finding is that Craft-Tourism Orientation (CTO) does not show a direct association with attitude or purchase intention. Instead, the findings are consistent with CTO functioning as a contextual value-activating mindset whose relationship with outcomes is fully mediated. This discovery provides a crucial theoretical bridge between tourism studies (Kim & Littrell, 1999; Richards, 2011) and consumer behavior research, demonstrating that the 'tourist gaze' may recalibrate the consumer's value calculus, consistent with enhanced perceptions of a product's worth as an authentic, exclusive, and functional souvenir. By delineating this psychological pathway (CTO amplifies value, which then fosters positive attitudes and intentions), this study offers a mechanistic explanation for how tourism context converts into commercial action. Our first research question addressed the dimensions of craft-oriented slow fashion associated with overall value formation. The findings support the multidimensional nature of value, with functionality (β = .409) and exclusivity (β = .440) emerging as the strongest correlates of perceived value. This underscores the hybrid nature of value assessment in craft fashion, a synthesis of utilitarian and symbolic considerations, as predicted by multidimensional value theory. This is consistent with design research on heritage crafts showing that traditional wares lose market relevance when they cease to serve contemporary functional needs, and regain it when reinterpreted as functional, culturally expressive products (Olalere, 2019). These findings resonate with recent work by Wang et al. (2024), who reported that functional and social value are associated with tourists' souvenir purchases, and Duan et al. (2023), who found that place-based craft souvenirs combine practical utility with cultural distinctiveness. Authenticity (β = .146) showed a significant positive association, while equity (β = .043) showed a weaker association, suggesting that ethical production may operate as a 'hygiene factor', a baseline expectation rather than a primary driver of overall valuation. This aligns with Prados-Peña (2024), who observed that ethical aspects often operate as hygiene factors compared to authenticity perception. Contrary to expectations, localism (H1d) was not a significant predictor (β = .010, $p = .531$). While surprising given its emphasis in slow fashion literature (Fletcher, 2010; Jung & Jin, 2016), this finding may be theoretically reconceptualized. Research on slow tourism suggests that the experience of local place and culture is paramount; Shang et al. (2020) demonstrate that authenticity is associated with

deeper psychological connections such as place attachment. This suggests that 'localism' in our model may not have captured this experiential dimension. Its effect may be indirect, operating through authenticity rather than as a direct product attribute. This interpretation aligns with Shen and Lai (2023), who observed that perceived experiential and relational value of crafts most strongly predicts intentions, suggesting that a 'made locally' claim may be less impactful than a product's ability to convey an authentic sense of place. This does not diminish the craft sector's recognized contribution to local economic development in tourism destinations (Nyawo & Mubangizi, 2015); rather, it suggests that this contribution must be monetized through authenticity and experience rather than provenance claims alone.

Our second research question concerned the associations among perceived value, attitude, and purchase intention, including attitude's mediating role (H5). The results support H2, H3, and H4. Perceived value shows a strong positive association with attitude ($\beta = .781$), which in turn shows a strong positive association with purchase intention ($\beta = .393$). Perceived value also shows a significant direct association with purchase intention ($\beta = .462$), consistent with the view that perceived value is a key correlate of both affective and conative responses (Chen & Dubinsky, 2003; Sánchez-Fernández & Iniesta-Bonillo, 2007). The partial mediation finding (H5) is particularly insightful: the relationship between perceived value and purchase intention operates through two parallel pathways: a cognitive-affective pathway (value → attitude → intention) and a direct pathway. The indirect path accounts for 40% of the total association, underscoring the importance of building a robust value proposition that relates to both positive affect and direct behavioral impetus. The third research question explored the role of CTO, yielding the most significant finding for tourism theory. While prior research established that souvenirs and local crafts are central to destination experiences (Kim & Littrell, 1999; Richards, 2011), our results clarify the precise psychological mechanism through which tourism engagement translates into consumer behavior. This mechanism reflects broader tourism trends: Su et al. (2024) highlight that purchase intentions are conditioned by authenticity perceptions, while Lv et al. (2024) demonstrate that customization enhances psychological ownership. Both studies reinforce that CTO activates specific value pathways rather than directly creating positive attitudes. CTO is not directly associated with generalized positive affection nor directly related to desire to buy. Instead, the findings are consistent with CTO acting as a contextual amplifier of value perception. The 'tourist gaze' may enhance appraisal of a product's utilitarian and symbolic benefits, particularly exclusivity and functionality as a unique travel souvenir. Perceived value mediates the relationship between CTO and attitude, explaining nearly 80% of the total effect, indicating that a tourism mindset is associated with enriched emotional value (by linking the product to memorable experiences) and social value (by framing it as an authentic cultural token). This is consistent with evidence that the emotions tourists experience at a destination are central to downstream tourism outcomes (Magano & Leite, 2021). This aligns with the theory that context may be associated with different value dimensions (Sánchez-Fernández & Iniesta-Bonillo, 2007), delineating a specific causal pathway: tourism motivation → enhanced value perception → positive attitude → purchase intention.

The absence of a direct CTO-to-attitude effect is theoretically insightful. Outside the value assessment it provokes, being tourist-oriented does not show an inherent association with liking craft products; affection may be contingent upon the product being perceived as valuable within the tourism context. This supports the notion that tourism consumption is often a calculated experience where purchases may be rationalized as investments in memory, culture, and authenticity (Park et al., 2010). The product is not just a garment, but a tangible representation of the travel experience itself, with its value intrinsically linked to its role as a souvenir. This finding partially contrasts with studies that found direct links between tourist motivations and purchase intentions (e.g., Kim & Littrell, 1999). Our mediation model provides a more nuanced explanation: previously observed direct relationships may be statistically explained by an unmeasured, strong perception of value inherently triggered by the tourism context. By introducing and isolating perceived value, our study proposes that CTO's power may lie in priming consumers to ascribe higher value to craft products, which then guides them through subsequent decision-making steps. Recent studies on cultural and heritage consumption (e.g., Qiu et al., 2024) similarly demonstrate that perceived value acts as a central mediator between contextual engagement and behavioral responses, suggesting that CTO can be understood as an experiential primer associated with heightened sensitivity to multidimensional value cues.

Conclusions

The findings indicate that perceived value in craft fashion is a multidimensional construct that shows the strongest associations with functionality and exclusivity, which together form the core of consumer valuation. Authenticity and equity also showed significant positive associations, though their relationships were comparatively weaker. Contrary to expectations, localism was not significantly associated with

perceived value formation. The role of craft-tourism orientation is a key contribution. The analysis reveals that CTO shows a small yet statistically significant direct association with perceived value, while its relationship with purchase intention is fully mediated through the sequential pathway of perceived value and attitude. This is consistent with a tourism mindset operating as a contextual amplifier of value perception rather than an independent driver of affection or intent. This study makes three key theoretical contributions. First, it extends value-based frameworks into the under-researched domain of craft fashion by empirically validating a model that integrates product-specific attributes, multidimensional perceived value, and behavioral outcomes within a tourism context. While prior work emphasized the symbolic importance of authenticity and localism in craft consumption (Jung & Jin, 2016; Seegebarth et al., 2016), our findings indicate that functionality and exclusivity show the strongest associations with perceived value, suggesting a hybrid utilitarian-symbolic model of valuation that aligns with recent findings in tourist souvenir research (Wang et al., 2024). Second, this study introduces and theorizes Craft-Tourism Orientation as a contextual value-amplifier. The findings are consistent with CTO's relationship with outcomes being fully mediated through perceived value and attitude, challenging simpler direct-effect models common in souvenir purchasing literature (e.g., Kim & Littrell, 1999). We reconceptualize CTO from a simple correlate to a value-activating mindset that may prime consumers to appraise craft products through a 'tourist gaze', consistent with enhanced value perceptions related to exclusivity and functionality as durable souvenirs. This mechanism is consistent with evidence showing that customization and authenticity in tourism contexts shape underlying psychological states like ownership and value (Lv et al., 2024; Su et al., 2024). By delineating this mediated pathway, our study bridges tourist behavior literature (Richards, 2011) with core consumer decision-making models (Ajzen, 1991; Sweeney & Soutar, 2001), offering a unified framework explaining how situational context is cognitively processed into commercial action. Third, the study refines understanding of specific craft attributes. The non-significant role of localism challenges its presumed centrality in slow fashion theory (Jung & Jin, 2016) within a tourism context, suggesting it may function as a credibility cue rather than a primary correlate of value. Similarly, the weak association of equity reinforces emerging perspectives that ethical production may operate as a hygiene factor, being a baseline expectation rather than a primary motivator for premium value perception (Prados-Peña et al., 2024).

For destination marketing organizations and craft retailers, the finding that CTO's relationship with outcomes is fully mediated by perceived value provides a critical strategic insight: simply attracting tourists interested in crafts is insufficient. To convert this interest into sales, strategies should aim to activate and amplify the perceived value that these consumers are primed to appreciate. We recommend three key actions. First, marketers should emphasize narrative value by moving beyond product features to articulate the story behind the craft. Positioning items as embodied narratives of local culture, tradition, and artistry directly feeds into the authenticity and exclusivity dimensions that drive purchase decisions. Second, craft garments should be framed as the "ultimate souvenir", presented not merely as clothing but as wearable, functional memories that offer superior value in terms of durability, uniqueness, and cultural capital compared to standard souvenirs. This positioning leverages the product's dual role as both apparel and memento. Commoditising local crafts in this way has been shown to enhance the tourism experience while sustaining heritage practices and creating entrepreneurial opportunities for artisan communities (Olalere, 2019). Third, creating value-rich experiences can tangibly heighten consumer perceptions. Integrating crafts into the tourism experience through live demonstrations, workshops, or meet-the-artisan events enhances perceptions of authenticity, exclusivity, and emotional value (the core mediator that drives purchases).

This study has several limitations. The convenience sample, predominantly Portuguese consumers with higher education, limits generalizability. The cultural and economic context of Portugal may not transfer to regions with different relationships to craftsmanship and local production. Future studies should employ representative sampling in diverse cultural settings. Then, the cross-sectional data provide a snapshot of perceptions at a single point in time. Consumer attitudes and value assignments are dynamic and may be shaped by market trends and personal experiences. Longitudinal research would help establish stronger inferences regarding temporal relationships. Finally, the operationalization of CTO as a two-item composite captures only basic tourist engagement. A multi-dimensional scale measuring depth of interest (from casual souvenir shopping to dedicated cultural tourism) could provide greater insight into how different levels of tourism orientation relate to value perception and purchase behavior. Therefore, future research should explore cultural generalizability by replicating the study in different national contexts, particularly regions with strong craft traditions or varying market development. Longitudinal designs could capture how value perceptions evolve over time, especially as sustainability concerns grow. Incorporating qualitative methods would provide deeper insights into motivations and emotional drivers underlying the observed statistical patterns, particularly regarding the paradoxical role of equity across generations. Finally, examining moderators such as gender, age, fashion involvement, or environmental consciousness could refine segmentation models and enhance practical applicability for brands and policymakers. In conclusion, this

study affirms the centrality of a multidimensional value framework for understanding contemporary consumption in experiential domains like craft fashion. The findings are consistent with consumers integrating utilitarian, hedonic, and social considerations into a holistic value judgment, which in turn relates to subsequent attitudes and behaviors.

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