

## **Impact of Consumer Perceived Value on Consumer Buying Intention for Value-for-Money Fashion Brands: Moderating Role of Age in Cambodian Market**

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Consumer behavior of different products and services is featured by market-based factors apart from the individual factors. The notion of customer perceived value and its influence on purchase behaviors has been examined by different authors with reference to diversified product scopes. However, research gaps have been found in terms of fashion sector buying behavior as it connects to contextual factors. Accordingly, this study addresses the purchasing intention related issues found in Cambodian market for value for money fashion brands depending on empirical and practice related issues. This study was based on a deductive method and quantitative research techniques were used to investigate the purchasing intention for value for money fashion brands in Cambodian market. This study employed convenient sampling techniques and distributed 450 questionnaires for the data collection process, but finally limited to 435 completed questionnaires for the analysis. It has analyzed the moderating effect of age for the same variable connections based on the research gaps claimed. Data was analyzed by using inferential statistical tools supported by SPSS-23 software. Results proved that different components of perceived value do have a significant effect on purchase intention towards value for money fashion brands in Cambodian market. The moderating role of age was also proved statistically. This paper highlights some managerial implications addressing market-related issues and practices.

**Keywords:** *Customer Perceived Values, Fashion Brands, Purchase Intention, Value for Money*

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