

Examining Islamic Religiosity on Consumer Muslim Fashion Trend Purchase Intention

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Abstract—In this article, we study examine the effect of the variable Islamic Religiosity toward consumer purchase intention on Muslim fashion trends by using the extended of theory of planned behavior as the grand of the theory. Respondents in this study were consumer Muslim in Central Java, Indonesia by using purposive sampling and analysis tool used in this study is path analysis. The results showed that all hypotheses were accepted except hypotheses three. Subjective norms have the most influence on the intention to buy Muslim fashion trends. Other findings state that the Islamic religiosity variable does not have a significant effect on consumer Muslim purchase intention directly, but the Islamic religiosity variable indirectly effect toward consumer Muslim purchase intentions through consumer attitudes variables. Whereas for Perceived behavioral control variables have a positive effect on consumer purchase intention.

Keywords—islamic religiosity; theory of planned behavior; consumer muslim fashion trend; purchase intention

I. INTRODUCTION

In Indonesia, the development of the Muslim fashion business is currently experiencing a very rapid growth rate. Muslim fashion trends that are always developing are consumer Muslim clothing, this will certainly have an impact on consumers' intention to buy Muslim fashion that is currently in trend. One of the basic characteristics of consumers is that they always want to keep abreast of current trends. In the study of consumer purchase intentions, the Theory of Planned Behavior model is the most frequently used approach to explain the antecedents of consumer behavior [1]. The influence of religiosity on behavior is widely studied in areas or fields of science such as fashion style or style of dress [2]. Islam encourages or prohibits certain choices and significantly influences attitudes, both negatively if the product/service is prohibited by Islam which is called haram, or positively if they are permitted namely halal [3].

The study of the role of religiosity on behavioral attitudes and intentions in Islamic business products has been widely studied in various contexts and various approaches [4]. Some researchers conducted a study of Islamic religiosity used to test consumers in choosing Islamic banks, consumer Muslims on halal image, intention to wearing hijab [4,5]. Many different findings from fellow researchers about religiosity but there are still gaps in research results on the role of religiosity on

intention. Some researchers state that religiosity has a role in consumer buying behavior [4], whereas some other research results suggest that religiosity has no effect on intention [6]. In this study, we combine the variable Islamic religiosity with the extended of the theory of planned behavior which aims to examine the Islamic religiosity variable in the intention to buy Muslim fashion trends in Central Java, Indonesia.

II. LITERATURE REVIEW

A. Islamic Religiosity (IR)

Religiosity is a concept of religion that is different from religion. Religiosity is a system of symbols, belief systems, value systems, and institutionalized systems of behavior, all of which are centered on issues that are perceived as the most meaningful [7]. The concept of religiosity is always a challenge for marketing and social science researchers [3]. Religiosity in the context of marketing concerns how moral standards can guide or dictate consumer behavior, and how individuals can symbolize religion with their consumption decisions.

The study of religiosity in the Muslim context has recently gained interest from academics and business practitioners from around the world [8]. The religiosity of Muslims determines their intention to consume products that comply with sharia [9]. The measurement Islamic religiosity variables by using the Five-dimensional structure of Islamic religiosity [10]: 1) Basic religiosity, 2) Central duties, 3) Religious experience, 4) Religious knowledge, and 5) Orthopraxis.

B. Theory of Planned Behavior (TPB)

The TPB construct is a cognitive model of human behavior derived from the extension of TRA [11,1]. In the TPB Model, the main independent constructions are Attitudes, Subjective Norms, and Perceived Behavioral Control which predict behavioral intentions [1]. Intention is defined as a plan to perform certain behaviors and the most important factors to predict behavior directly [1]. In the context of marketing, behavioral intentions are the main indicators of actual purchases [11]. Purchase intention in this study is the purchase intention of women consumers towards Muslim fashion trends that are measured using indicators: 1) Information seeking intensity of Muslim fashion products for women who are in trend. 2) The intention to immediately buy Muslim fashion

products for women who are in trend. 3) Preferential intention for Muslim fashion products for women who are in trend. These three indicators can be used as an indicator of purchase intention [12,13] in this study that is the consumer purchase intention towards Muslim fashion trends.

Attitude (Att) is the level of positive or negative disposition (likes or dislikes) of someone to conduct behavior [11]. Attitudes refer to personal evaluations that are beneficial or unprofitable to conduct behavior. According to Ajzen and Fishbein [14], an individual is more likely to perform certain behaviors if he has a positive attitude towards behavior. Attitudes are psychological emotions that are directed through consumer evaluation and, if positive, behavioral intentions tend to be more positive [15]. In addition, attitudes include evaluating whether the behavior is considered good or bad, and whether the actor wants to behave [16].

In the TPB model, a second determinant of behavioral intention is Subjective norm (SN). Subjective norms are individual perceptions of social pressure to do or not to conduct a behavior [14]. Subjective norms in the context of marketing are consumers who have positive subjective norms that will influence the actual positive behavior [17]. In addition, in the field of marketing and consumer behavior, many studies state subjective norms as important determinants of intention [13].

Perceived behavioral control (PBC) is the third antecedent in the TPB model and becomes the most important when it comes to behavior under will control. Zhou et al. stated that behavioral control determines behavior [18]. Perceived Behavioral Control refers to the level of control that an individual perceives for behavior [15,19]. Individuals with a higher level of control tends to have stronger behavioral intentions in certain behaviors [1].

III. RESEARCH METHODOLOGY

The sample used in the study was 100 respondents in Central Java, Indonesia. They are consumer Muslim who follow the development of Muslim fashion trends. Sampling is a process of selecting a sufficient number of elements from the population. By selecting the right sample, it would be possible to generalize the characteristics of the elements to the population elements [20]. Data was collected through observations, interviews, questionnaires, and literature reviews then tabulated, and prepared for analysis.

A. Measures

The study used measurement scales that have been validated and reliability test in earlier studies. These were rated in five point Likert item scale (1=totally disagree to 5= totally

agree). The collected data is analyzed using path analysis which is an extension of multiple linear regression analysis where the use of regression analysis is to estimate the causality relationship between variables (causal models) previously determined based on theory [21]. Path analysis in this test was conducted to determine the effect of Islamic religiosity (X1), Subjective norms (X2), and Perceived Behavioral Control (X3) on Customer Attitude (Y1) and Customer Purchase Intention (Y2). The data processing using SPSS 25.0.

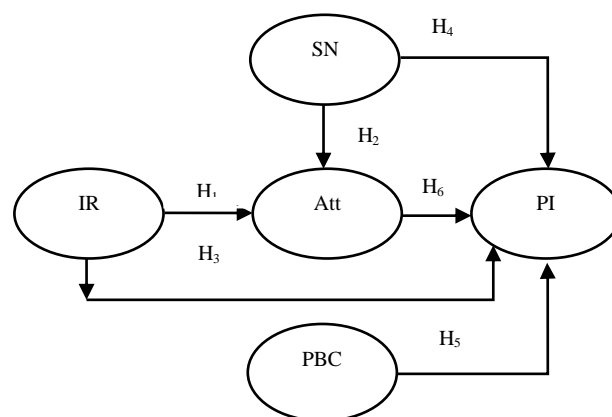


Fig. 1. Research framework.

B. Hypothesis

- H1: Islamic religiosity has a significant positive effect on attitude toward Muslim fashion trend.
- H2: Subjective Norm has a significant positive effect on attitude toward Muslim fashion trend.
- H3: Islamic religiosity has a significant positive effect on Muslim fashion trend purchase intention.
- H4: Subjective norm has a significant positive effect on Muslim fashion trend purchase intention.
- H5: Perceived behavioral control has a significant positive effect on Muslim fashion trend purchase intention.
- H6: Attitude toward Muslim trend fashion has a significant positive effect on Muslim fashion trend purchase intention.

IV. RESULT AND DISCUSSION

All total 22 items of the questionnaire are valid and reliable so that can be used in this study

TABLE I. HYPOTHESIS RESULT

Hypothesis	Paths	t-value	t-table	Sig.	Decision
H1	Islamic Religiosity → Attitude	3.216	1.985	0.002	Accepted
H2	Subjective Norm → Attitude	3.076	1.985	0.003	Accepted
H3	Islamic Religiosity → Purchase Intention	-0.563	1.985	0.575	Rejected
H4	Subjective Norm → Purchase Intention	2.409	1.985	0.000	Accepted
H5	PBC → Purchase Intention	3.542	1.985	0.000	Accepted
H6	Attitude → Purchase Intention	5.046	1.985	0.000	Accepted

TABLE II. PATHS ANALYSIS RESULT

Paths	(β)	Direct effect	Indirect effect	Total effect	R Square
Paths I					
Islamic Religiosity \rightarrow Attitude	0.304	0.304	-	0.304	0.158
Subjective Norm \rightarrow Attitude	0.228	0.228	-	0.228	
Paths II					
Islamic Religiosity \rightarrow Purchase Intention	-0.049	-0.049	-0.022	-0.071	0.334
Subjective Norm \rightarrow Purchase Intention	0.273	0.273	0.139	0.412	
PBC \rightarrow Purchase Intention	0.298	0.298	-	0.298	
Attitude \rightarrow Purchase Intention	0.456	0.456	-	0.456	

Based on table 1 and table 2 above shows that the test results H1 are accepted and the coefficient value of the direct effect of the Islamic religiosity variable on consumer Muslim attitudes toward Muslim fashion trends is 0.304 with a total effect of 0.304. This shows that the higher the level of consumer religiosity will have an impact on the formation of the best attitude towards Muslim fashion trends.

The test results of H2 are accepted, meaning that the subjective norms variable have a significant effect on consumer Muslim attitudes toward Muslim fashion trends and has direct effect coefficients of Islamic religiosity on consumer attitudes on Muslim fashion trends is 0.228 with a total effect of 0.228. This result proves that the influence of subjective norms such as the influence of the closest person, the family of the couple can have an influence on good attitudes towards Muslim fashion trends. Whereas for the coefficient of determination on Islamic and subjective norm variables influence the attitude of consumers on Muslim fashion trends by 0.158 or 15.8%.

The test results in the H3 are rejected meaning that the Islamic religiosity variable does not significantly influence the purchase intention of consumer Muslim fashion trend. Islamic religiosity variable directly affects the purchase intention of -0.049 and indirect effect of -0.022, but has a total effect of -0.071 through variable consumer attitudes on Muslim trend. The result shows that the higher the level of religiosity Muslim consumers will have no influence on the current Muslim fashion trends.

In the results of testing the H4, the hypothesis is accepted, which means that subjective norm variables have a significant effect on the purchase intention of consumer Muslim fashion trend. The direct effect of the subjective norm variable on the purchase intention variable is equal to 0.273, and has an indirect effect of 0.139 and has a total effect of 0.412 through attitude variables consumers in the Muslim fashion trend. This result shows that the influence of subjective norms such as the influence of the closest person, the family of the couple can have an influence on buying intention in the Muslim fashion trend is getting bigger.

Testing on the H5 was accepted which means that the perceived behavioral control variable had a significant effect on the consumer Muslim purchase intention on the Muslim fashion trend with a coefficient and total effect of 0.298. This means that the higher the perception of control over the convenience and ability of consumers to get Muslim clothing, the consumer's purchase intention in Muslim fashion trends will be higher.

The result of H6 are accepted which means that the consumer attitude variable in the Muslim fashion trend has a significant effect on consumer Muslim purchase intention in fashion trend with the direct influence coefficient and total effect of 0.456. This means that the more positive consumer attitudes towards Muslim fashion trends, the greater the purchase intention of consumers. Meanwhile for the coefficient of determination on the variables Islamic, subjective norm, perceived behavioral control and attitude together influence the purchase intention on Muslim fashion trends by 0.334 or 33.4%.

V. CONCLUSION

This study examines the purchasing intention of consumers in trendy Muslim fashion by using the extension Theory of Planned Behavior. The results showed that the consumer Muslim purchase intention on Muslim fashion trends was not influenced by Islamic religiosity variables, but the Islamic religiosity variable could have an indirect effect on the purchase intention of consumers in Muslim fashion trends through consumer attitudes variables. This means that the attitudes of consumers who follow Muslim fashion trends mediate the Islamic religiosity variable Muslim fashion trend purchase intention.

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Sulis Riptiono and Gunarso Wiwoho are a lecturer and researcher at the Department of Management, Sekolah Tinggi Ilmu Putra Bangsa. He earned his bachelor's degree and Master from FEB Universitas Islam Indonesia and now they are Ph.D. student at Universitas Jenderal Soedirman. Their research interest is mainly in the areas Islamic Marketing, E-Commerce, and Consumer Behavior and SME's.

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