



International Research Journal of Management and Commerce

ISSN: (2348-9766)

Impact Factor 5.564 Volume 6, Issue 10, October 2019

©Association of Academic Researchers and Faculties (AARF)

www.aarf.asia, Email : editor@aarf.asia , editoraarf@gmail.com

**FACTORS AFFECTING FASHION PURCHASE INTENTION IN TERMS OF
FASHION CONSCIOUSNESS IN TURKEY**

HALAH HAIDAR

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES, MASTER IN BUSINESS ADMINISTRATION

Enghshowki86@gmail.com

Asst. Prof. MÜGE ÖRS

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES, MASTER IN BUSINESS ADMINISTRATION

mugeors@aydin.edu.tr

ABSTRACT

Objectives: The purpose of this paper is to develop a method to understand the predictors of fashion consciousness and purchase intentions in Turkey. Turkish women have evolved into a modern lifestyle, as more women become more educated. This thesis explores how social media influencers, family and friend's advice and recommendations, and looking forward to fashion uniqueness and how can effect on customer consciousness in fashion and look at the difference in the effects of these factors on fashion purchase intention of Hijabistas or non-hijabi women in Turkey in term of the amount of their fashion consciousness.

Methodology: Data were collected using an online survey distributed to Turkish women. A total of hijabistas 150 and 150 non-hijabi women were used for data analysis using SPSS and AMOS 24.

Results: The results of present study shows that the fashion consciousness of non-hijabi women correlates to purchase intention. On the contrary, the fashion consciousness of hijabistas had not correlation to their purchase intention.

Implications: the results of this study should provide measures that can be used by the marketing manager to improve their marketing and increasing consumer consciousness in

their fashion products and provide insights to understand the fashion market segment in Turkey which help everyone involved in the fashion industry.

Recommendations: researchers should consider expanding the focus on factors that has effects on the purchase intention in term of consumer conscious in fashion such as religious values, modesty in the market segment that can effect on hijabi consciousness

Keywords: Purchase intention, Hijabistas, consumer conscious, non-hijabi, WOM, Social Media Influencer

Introduction:

Fashion is a general term for a popular or the latest style of clothing, hair, decoration, or generalized behavior also named as a trend. The consumer has its own style or practice especially in clothing to define its identity. According to (Cardoso, 2010). Although fashion has a different meaning with conservative people who are thinking it's wasting money and their objection on the basis of people should “being responsible” (Edwards, 2001).but Sellerberg assures fashion is a social identity code and a form of self-expression. Therefore fashion still a contradictory phenomenon that attracts researcher to focus on studying it.

Study will determine factors which can be effective a means to impact on purchase intention in term of consciousness in fashion. Social media influencers is first factor which represent third-party which play an important role in promoting the brand and shaping followers attitudes through social media through the opening channel between brand and consumers (Ledbetter, 2017).

The second factor is WOM which is an abbreviation for Word of mouth which reflects the meaning of persuading others to do through advice and suggestions for sharing ideas, believes and experiences (Balter, 2004).The third factor is the need for uniqueness which is pursuing of differentness through rare items they have. Individuals need to uniqueness tend to unconcern regarding others’ reactions, breaking away from following the rules, and defending their beliefs (Roehrich, 2002).

The fourth factor is fashion consciousness which is a level of knowledge and awareness of a specific thing is related to fashion and desirable attribute which apparel marketers look for it in the target consumer to increase receptivity to apparel (Richards, 1977).The fifth factor is purchase intention which is a behavioral intention that reflects the preference of consumer to

buy something. Stronger intention to perform an act, higher chances of performing the act. Therefore investigators search stimulators influencing on an individual's intention which will, therefore, affect individuals' behavior (Hawkins, 2010).

Statement of problem:

In accordance with the purpose of the study following research questions were formulated:

R1: What is the impact of the fashion consciousness on purchase intention?

R2: What is the impact of the social media influencer on purchase intention?

R3: What is the impact of the WOM on purchase intention?

R4: What is the impact of uniqueness on purchase intention?

Research Strategies

The main research strategy is quantitative research. Survey for 300 women 150 hijab-wearing female and 150 non-hijabi female above 16 years old in which obtain information that can be analyzed and compared. The questionnaire will be two section. The first section demographic the second section has main questions which depend on 5-point Likert scale (1 - strongly disagree, 2 - disagree, 3 - undecided, 4 - agree, 5 - strongly agree).

Methodology

In order to develop the instrument of this study,, it was necessary to modify items from previous literature on fashion studies, namely, constructs for social media influencer from Gentina et al., 2014; Park, 2013; Thakur et al., 2016 which refers to how much Turkish women affected by SMI, WOM from Ivana Kursan, et. al. (2017) which refers to how much Turkish women affected by family and friends' advice and recommendation , fashion uniqueness from Siti Hasnah Hassan, et. al. (2016) which refers to how much Turkish women need to be unique, fashion consciousness from Yuki W.K. Lam, et. al. (2014) and purchase intention from Hung, et. al. (2011) which refers to the intentions of consumers to purchase fashion-related products (dependent factor).

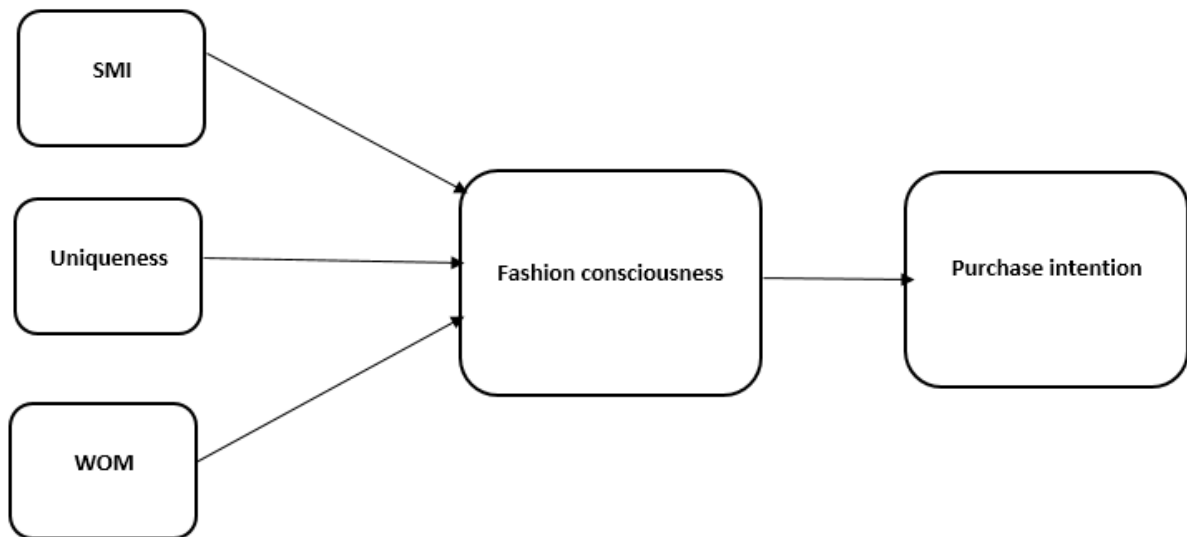


Figure1: The factors affecting fashion purchase intention in terms of fashion consciousness

During survey design, Google forms are used to empower online survey, this distributed to all Turkish women in social media groups such as Facebook, What’s up, Instagram. A sample selected according to convenience sampling method which falls in the domain of a nonprobability sampling technique (Fuller, 2009). The survey has reasonable responses of 150 hijabistas and 150 non-hijabi women in Turkey.

According to (Zikmund, 2002), this research determined the sample size involving the estimation of population percentages (proportions) with formula $P(100-P)$. Where $P= 50\%$ of the respondents who wear the Hijab and $(100-P)$ is the percentage (50%) who are non-hijabi.

This agrees with Bartlett suggested “50% should be used as an estimate of P by the researcher, as to result in maximizing of variance and producing the maximum sample size”.

From Fowler's perspective formula hasn't substantially effect on how the population will be likely described well by the sample. But Considering the population portion as an important consideration during determining sample size, something is most unusual for the population (Fowler, 2002).

According to Bartlett, Kotalik, & Higgins’s sample sizes in 2010 with confidence level=95% (Bartlett, 2001), Therefore:

$$n = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where research Confidence Level is 95%

$p=.50$

$Z = 1.96$ for 95%

$d =$ Confidence Interval is $.04 = \pm 4$ which is considered to be 8 % in this research.

Therefore, number of respondents according to formula above:

$$n = ((1.96) (1 - 0.5) / 0.08)^2$$

$$n = 150$$

Each group has selected 150 respondents to participate in the study

Analysis and findings

The sample of 300 complete responses. 50% of the respondents were hijabistas and 50% of the respondents were non-hijabi. The age of respondents has ranged between 18 and above 45 years, whereas the age between 25 and 34 are a more effective category. (35.3%) of the participants are students and (35.7%) of the participants are Private sector employees. The majority of the participants income (41.3%) is 1603 TL and below but (29.0%) between 1604-3000 TL that close range between 3001-5000TL with (28.7%). That's mean effective respondents were between less than 1603 to 5000 TL

EFA analysis

Variables Reliability

All variable exceeded the threshold value of 0.70. Therefore, there is high internal consistency among variable.

Table 3: Results of Variables Reliability

Variable	N	Cronbach's Alpha α
Social Media Influencer	6	.925
Word Of Mouth	3	.915
Uniqueness	5	.927
Fashion Consciousness	3	.761
Purchase intention	3	.766

KMO is .873 that is above .5, it indicates the sampling is an adequate and good score

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.873
Bartlett's Test of Approx. Chi-Square	4761.019
Sphericity	df
	190
	Sig.
	.000

Residuals are computed between observed and reproduced correlations. There are 11 (5.0%) no redundant residuals with absolute values greater than 0.05 that's acceptable. Total variance of 69.13% is achieved for five factors.

The pattern of correlation has the involvement of 5 factors from 20 items, each factor with items are constantly moving together as a group represents a specific factor

Table 4. Pattern Matrix

	Factor				
	1	2	3	4	5
smi1	.966				
smi3	.924				
smi6	.863				
smi2	.794				
smi4	.572				
smi5	.565				
uni1		.983			
uni5		.832			
uni2		.832			
uni4		.807			
uni3		.528			
wom2			.965		
wom1			.950		
wom3			.762		
fashion2				.856	
fashion1				.726	
fashion3				.577	
intention2					.922
intention3					.706
intention1					.539

CFA analysis

13 observed variables are responses to statements from 5 Likert-based scales from 20 item with perfect model fit, acceptable reliability, where all values of all variables are greater than the threshold value of 0.7 and acceptable validity, where all values of all variables are greater than the threshold value of 0.5.

Table 4. Mediation

	Hijabi				Non-hijabi			
	Estimate	Lower	Upper	P	Estimate	Lower	Upper	P
Smi → Fashion → intention	.009	-.018	.052	.378	-.102	-.383	-.024	.018
Uni → Fashion → intention	.089	-.007	.289	.110	.108	-.011	.568	.115
wom → Fashion → intention	-.039	-.189	0.053	0.348	.088	.020	.203	.035
Fashion → intention	.283	.076	.539	.014	.288	.077	.545	.011

The results show that social media and word of mouth are positively influenced by fashion consciousness at a significant level of $p = 0.018$ but uniqueness isn't influenced by fashion consciousness at the level of $p = 0.115$ because is greater than the threshold value of 0.05 in term of a group of non-hijabi women. But a group of Hijabista women social media, uniqueness, and word of mouth aren't influenced by fashion consciousness at the level p (0.378, 0.110, 0.348 sequentially).

H1: fashion consciousness has an effect on purchase intention. (Supported.)

H2: Social media influencer has an effect on purchase intention in terms of fashion consciousness. (Supported in non-hijabi group but Not Supported in Hijabistas).

H3: WOM has an effect on purchase intention in terms of fashion consciousness.

(Supported in non-hijabi group but Not Supported in Hijabistas).

H4: Uniqueness has an effect on purchase intention in terms of fashion consciousness.

(Not Supported).

Discussion and conclusion

The research aimed to understand Turkish women attitudes towards fashion and if they tend to be in a stream and what are factors increase their consciousness in fashion and help to tend to purchase, the finding shows Turkish women without hijab is a fashion-conscious woman who uses social media and family and friends as a source for her consciousness, she has a higher tendency than Hijabistas to engage in the purchase fashion things relate to advice, latest thing and wearing that influencer in social media is talking about., they prefer to listen to others that are reliable and follow up trendy influencer in social media which increases purchase intention to make a decision. But the study also reveals Hijabistas are not affected by recommendations or influencer, they choose fashion as a form of expressing themselves, include their way of hijabwearing which is conformity to their personality, acceptance of their peers, personal satisfaction and conformity to religious condition.

Limitation and Conclusion

In the study, results seem good and the difference between non-hijabi and hijabi women in turkey was significantly noticed but as any study, it has its limitations. Firstly, the population were from almost the same demographic group and lived in Turkey, it's not broadly as a study of more than one country. Therefore, generalizing the findings is a big mistake, where there are the differences among Muslim countries, especially Middle East. Secondly, the questionnaire is done online and there are no opportunities for lost but I faced difficulties in responses which led to delay. Using an online survey does not ensure the comprehensiveness, because not all respondents aren't included. Questionnaires, focus groups, and personal interviews are more accurate. Thirdly, only three factors have been analyzed maybe there are other factors that may affect the purchase intention in term of fashion consciousness. Finally, the delayed contribution in the survey was another constraint that researcher faced during the research period.

In future research, investigators should consider expanding the focus of the study to different countries or expanding the focus on factors that has effects on the purchase intention in term of consumer conscious in fashion such as religious values, modesty in the market segment that can effect on hijabi consciousness, where is 3 factors that were analyzed during this

study were rejected in term of hijabi women in Turkey. Although two factors have effects on non- hijabi woman consciousness in Turkey.

References:

-Balter, D. (2004). Introduction to BzzAent: Word of Mouth. Retrieved Jan 7, 2011, from <http://IntrotoBzzAgentWordOfMouth.html>.

-Cardoso, P. C. (2010). Fashion consumer profiles in the Portuguese market. *International Journal of Consumer Studies*, Vol. 34 No. 6, pp. 638-647.

- Edwards, Tim (2001) *fashion in focus: Concepts, Practices and Politics*. London:Routledge

-Fuller, W. A. (2009). *Sampling Statistics*. Hoboken: John Wiley & Sons

-Ledbetter, Erin. "The Change in Influencer Marketing from PR Strategy to Media Strategy." Carusele. N.P., 03 Nov. 2016. Web. 28 Mar. 2017.

-Richards, E.A. & Sturman, S.S. (1977) Life style segmentation in apparel marketing. *Journal of Marketing*, 41, 89–91.

-Roehrich, G. (2002). Consumer innovativeness, concepts and measurements. *Journal of Business Research*, 1, 1-7. Ruvio, A. (2008). Unique like everybody else? The dual role of consumers' need for uniqueness. *Psychology and Marketing*, 25(5), 444– 464.

-Hawkins, D. I., & Mothers Baugh, D. L. (2010). *Consumer behavior: Building marketing strategy* (11th Ed.). New York, NY: McGraw Hill.

-Siti Hasnah Hassan, Harmimi Harun, (2016) "Factors influencing fashion consciousness in hijabFashion consumption among hijabistas", *Journal of Islamic Marketing*, Vol. 7 Issue: 4, pp.476-494,

-Yuki W.K. Lam, Rachel W.Y. Yee, (2014) "Antecedents and Consequences of Fashion Consciousness: An Empirical Study in Hong Kong", *Research Journal of Textile and Apparel*, Vol. 18 Issue: 4, pp.62-69, <https://doi.org/10.1108/RJTA-18-04-2014-B007>