

# Factors Influencing Fashion Consciousness in Hijab Fashion Consumption

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## Abstract

*The hijab is a Muslim women's identity it shows their culture and religion. When we see women wearing hijab the first word that comes in our minds is that the women belong to Islam and from a good family as well. Muslim women tend to wear hijab to show their Islamic values. There are many countries which are Islamic but they act differently. Now women are focusing on media influence as nowadays women are more into the things like internet, advertisement, and fashion shows and bloggers etc. The current variable in this research are sources of fashion knowledge. How hijab girls see fashion and dressing. How they carry themselves in front of others. Nowadays people are very conscious about fashion so they collect each and every information through their relatives, friend and family and also from social media. Dressing sense of a person is always describing the lifestyle of a person and personality. Now celebrities also impact the choice of a person. People enhance from that product in which celebrity have a great impact on consumer choice. There were a lot of methods for the method of research but the most appropriate for us was the research through questionnaire.*

**Keywords:** Sources of fashion knowledge, Fashion Motivation, Dressing Style, Fashion Uniqueness, Celebrity endorsement:

## **Introduction**

### *Overview and Background*

The word 'hijab' is made up of the root word that is 'Ha-Ja-Ba' it means to cover up. To cover up one's head in a proper manner in the light of our religious and cultural values. (El Guindi, 1999) It is the reflection of shyness, benefit and admiration of women. Women wear hijab as according to them their shyness lies in the hijab and benefit also lies in that, in a sense that women who choose to wear hijab because of their Islamic values are said to be an obedient servant of Allah, their Islamic practices lies in the hijab. (Siraj, 2011) It is to avoid the criticism between the men and women. (Al-Albani, 2002)

The hijab is a Muslim women's identity it shows their culture and religion. He said that hijab is a way for women to show their cultural and religious values. When we see women wearing hijab the first word that comes up in our minds is that the women belong to Islam and she has a strong believe in her culture and religion that is why she is wearing hijab. (Galadari, 2012). Muslim women tend to wear hijab to show their Islamic values in countries no matter if the country is an Islamic country or not. No matter in which country they are living they prefer to wear hijab to show that they are Muslim and they practice their religion. (Stacey, 2009). Muslim women wearing hijab is engaged in different kind of professions like doctors, lawyers and others. Nowadays hijabs are appreciated in many countries regarding the style, fashion, different colors and designs. (Potts, 2009)

Malaysia is an Islamic country but still it's not compulsory for the women to wear hijab. It is on their wish either to choose hijab or not. (Othman, Puthuchear, & Kessler, 2008). Women wearing hijab in Malaysia is not lagged behind in terms of gaining education and also they have rights to choose their profession in any field. (Hassan, 2015). The fashion of hijab is for the women who loves to dress nicely and keeps fashion at its place. (Blommaert & Varis, 2015)

### *Problem Statement*

According to (Siti Hasnah Hassan Harmimi Harun, 2016) the research was in the major city of Malaysia (Kuala Lumpur) the country is an Islamic state for sure and the results were from that region only. We will extend our research in other Arab/Muslim countries as there is a regional difference in some Muslim countries. There are many countries which are Islamic but they are practicing their culture and religion differently. To increase the market of hijab we have to increase the fashion awareness among the women. Target of awareness will be more focused on the young women. Then comes the question "HOW?" apart from the above four factors we can increase the number of women by fashion shows, focusing on media influence as nowadays women are more into the things like internet, advertisement, fashion shows and bloggers etcetera. Another way to increase the promotion is to highlight the shops and places where hijab is being sold. Marketers should acquire the attention through introduction of comfortable style. Places which are really hot in summer should be the main target of focusing, as the women there needs a lighter, easy and comfortable style. So they should introduce the demands of the women. Each country has a different law, rules and regulations differ from one state to another. That is why we will extend our research in different Muslim countries to know the different variances that occurs in different state. Every girl has a different opinion as to why she chooses to wear hijab. In terms of construct, we will focus on some other factors like religious factors and religiosity. As hijab is now practiced

in terms of fashion as well as to maintain the factors like religion and culture, so we will see the different factors at different levels and expand our research mainly in Pakistan.

### *Objectives*

- This research is conducted to know the hijab aspects from other Muslim countries.
- What and how girls think about the hijab fashion?
- Is hijab for a fashion? Or for Islam?
- The current variables in this research are sources of fashion knowledge. In that we get to know the fashion about hijab, how girls carry hijab differently, the ways how women choose hijab.
- Motivation can be like how one woman is affected by other women wearing hijab.
- Dressing style is also included as it is the impact of how hijabi girls see fashion and dressing. How they carry themselves while wearing hijab.
- Fashion uniqueness is something in which hijabis cover their heads in a way that that they choose to look unique and not backward.
- We will introduce the new objective that will be to aware the women through celebrity impact.

## **Literature Review**

### *Sources of fashion knowledge*

Customers are very conscious while they buy anything as they are afraid that they might get something wrong or unnecessary that's why they tend to research it before buying so that they are safe from a blunder of buying. Customers can gather the information through their kith and kin (i.e their family, relatives, friends etc) or they can also obtain information through indirect means (i.e social media) nowadays word of mouth is also used for the purpose of searching. (Cox & Rich, 1964). Some people are too much indulge in fashion that they even try to collect every little piece of information about fashion by thick and thins. Thus, forming a strong relationship between the customer and fashion. (Cardoso, Costa, & Novais, 2010). Sources of fashion knowledge has a relationship with fashion consciousness and hijab fashion consumption in a way that how we are getting aware of fashion about hijab, how much we are interested in the fashion of hijab leads to the consciousness about fashion and similarly, it has a relationship with hijab fashion consumption like the more we have fashion knowledge the more we prefer to use the hijab.

*H1a: has significance relation with fashion consciousness.*

*H1b: has significance relation with fashion Hijab Consumption*

### *Fashion Motivation*

Motivation is something which includes your will, your willingness is a major factor in motivation that enables you to perform such task that leads you to some kind of reward. (Lai, 2011). (Belk & Pollay, 1985) Said that dressing describes the lifestyle of a person and their minds. It helps them to show what they are and how they live, what they like etc. clothing shows one's preferences over dresses. It represents the choice of a person. A relationship exists between fashion motivation and fashion consciousness and hijab fashion consumption in a way that fashion motivation creates a will among women to be conscious about fashion and similarly, fashion

motivation affects use of fashion that is hijab consumption as when the women are motivated to wear hijab it ultimately increases the consumption.

*H2a: has significance relation with fashion consciousness.*

*H2b: has significance relation with fashion Hijab Consumption*

### *Dressing Style*

Dressing style tells a lot about a person. Once the person starts styling himself/herself then he/she represents themselves. Designers, brands, specific retailers all comes under one roof that are sharing innovations and ideas into the market. They are supposed to invent new ideas that attracts the attention of consumer. They tend to research about the taste and preferences of the customers and try their best to serve them in a great way. (Brannon, 2000). Dressing style tells that how an individual's sense of dressing enhances their features and their personality. How they dress up says a lot of what they like, think and also tells who they are. (Piacentini & Mailer, 2004). A relationship exists between dressing style and fashion consciousness and hijab fashion consumption in a way that the way and the style of our dressing tells that how much we are conscious about the fashion and similarly it leads to the consumption of hijab.

*H3a: has significance relation with fashion consciousness.*

*H3b: has significance relation with fashion Hijab Consumption*

### *Fashion Uniqueness*

Uniqueness describes that how we differentiate ourselves from another. It is something that we create to make difference in between something. Fashion uniqueness is when we differ from someone in terms of fashion. We make some innovations or bring up some new ideas to create uniqueness that is to differ our thing from another (Burns & Warren, 1995). There are also some people that find some space that has to be filled by more uniqueness. They aren't fully satisfied that either their product is unique or not. People like these involve themselves in more consumption activities such as to dig out more and more new fashionable things. (Tian, Bearden, & Hunter, 2001). A relationship exists between fashion uniqueness and fashion consciousness and hijab fashion consumption in a way that the more women prefer the unique style in fashion the more she would be a fashion conscious and its effects on hijab consumption would be like that consumption would get effected by the level of uniqueness.

*H4a: has significance relation with fashion consciousness.*

*H4b: has significance relation with fashion Hijab Consumption*

### *Celebrity endorsement*

Celebrity endorsement means to create the impact of celebrities on people. How the celebrities in advertising affect the choices of people? It is the strategic way to capture the minds of the people. They tend to prefer the product in which there is the celebrity of their choice. (Chan, Kineta, Caleb, & David, 2008) Definitely it has the impact on fashion consciousness in a way that people get influenced by the person they like. It also includes the credibility of the celebrity himself/herself. How credible is the celebrity to gain the trust of the audience? It shows the

relationship to the fashion consciousness and hijab fashion consumption in a way that how women are inspired by the celebrities would have an impact on the fashion conscious that how much they are paying attention to the fashion and then also hijab consumption that they will get inspired through how they are wearing and carrying hijab. Thus, creating a relationship between these variables.

*H5a: has significance relation with fashion consciousness.*

*H5b: has significance relation with fashion Hijab Consumption*

## **Methodology**

### *Method of data collection*

The questionnaire designed for conducting this study is based on previous research papers but in previous paper there is no research conduct on in Pakistan on hijab. I am hereby therefore having designed the same questionnaire with two more additional variables to conduct this study for Factors Influencing Fashion Consciousness in Hijab Fashion Consumption among Hijabistas. The data collected for this study is based on questionnaire. The final questionnaire is filled by the Muslim female Students and Professional of well reputed Universities of Karachi and well know corporate offices, Data collected from female students of Iqra University, KASBIT University, HBL bank, NBP bank female staff.

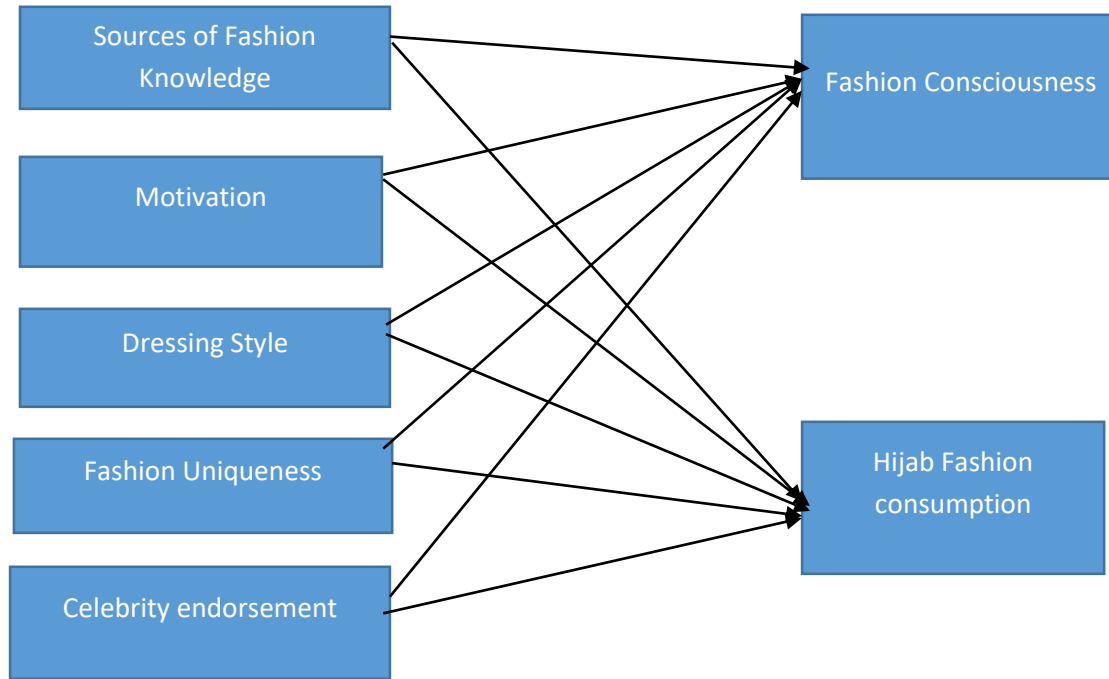
### *Sample Size*

A sum of 345 usable polls were accumulated from the members of the Hijab Fashion Fair were tested into SPSS. Most of the respondents were 20 to 40 years of age. Somewhat finished portion of them were hitched. As far as the instruction level, 44% of the respondents got a degree. As far as occupation, 55% of the respondents worked in the administration part. As far as pay, 80% of the respondents earned in the vicinity of 35,000 and 55,000 every year

### *Instrument of data collection*

In order to conduct this study, the questionnaire is designed on the basis of previous literature and the instrument contain seven constructs including Sources of fashion knowledge, fashion Motivation, dressing style, Fashion Uniqueness, Celebrity endorsement, the first part of the questionnaire includes demographic information which will not be considered. The questionnaire includes questions related to all the dependent and independent variable. The level of agreement of the respondent was indicated for each scale item using the Like scale with the categories: 'strongly agree', 'agree', 'neutral', 'disagree', 'strongly disagree'.

*Conceptual Model*



**Results and Analysis**

Construct/Indicators	Standardized Factor Loading	Construct Reliability		Construct Validity		
		Cronbach's alpha	Composite Reliability (CR)	Convergent Validity Average Variance Extracted (AVE)	Discriminant Validity Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
<b>Dressing Style</b>						
DS1	.75					
DS2	.88					
DS3	.70					
DS4	.61	0.764	0.775	0.464	0.64	0.42
<b>Source of Fashion Knowledge</b>						
FK1	.63					
FK2	.66	0.821	0.818	0.397	0.53	0.411

FK3	.72					
FK4	.64					
FK5	.69					
FK6	.62					
Fashion Motivation						
FM1	.69					
FM2	.67					
FM3	.53					
FM4	.61					
FM5	.65					
FM6	.50					
FM7	.57	0.788	0.789	0.350	0.53	0.45
Fashion uniqueness						
FU1	.67					
FU2	.70					
FU3	.68					
FU4	.65	0.768	0.772	0.459	0.50	0.42
FASHION CONSCIOUSNESS						
FC1	.72					
FC2	.75					
FC3	.68					
FC4	.57	0.765	0.776	0.467	0.46	0.375
FASHION HIJAB CONSUMPTION						
FHC1	.76					
FHC2	.75					
FHC3	.67					
FHC4	.65	0.798	0.801	0.503	0.50	0.46
CELEBRITY ENDORSMENT						
CEL1	.81					
CEL2	.81					
CEL3	.75					
CEL4	.65	0.841	0.843	0.573	0.46	0.3755

In construct reliability Cronbach's alpha value of our all variables are greater than  $\alpha > 0.70$  and Composite Reliability is also greater than 0.70 which shows our all relations of Questioner are positives. Convergent Validity of my all variable are less than 0.50 except Fashion hijab consumption and celebrity endorsement which is more than 0.50. Maximum shared variances is greater than Average Shared Variance which shows Positive relation among variables

The Structural path proves that dressing style and Source of Fashion knowledge have no relationship with fashion consciousness. Fashion motivation, fashion uniqueness and Celebrity endorsement have significance relationship with Fashion Consciousness. Dressing style and Source of Fashion knowledge have no relationship with Fashion Hijab Consumption. Fashion

motivation, fashion uniqueness and Celebrity endorsement have significance relationship with Fashion Hijab Consumption.

Structural Path	B	P-value	Result
<b>Direct Relationship</b>			
<i>Dressing style → Fashion Consciousness</i>	-0.04	0.653	Rejected
<i>Sources of fashion knowledge → Fashion Consciousness</i>	-0.10	0.688	Rejected
Fashion motivation → Fashion Consciousness	0.41	0.008	Accepted
Fashion uniqueness → Fashion Consciousness	0.29	0.006	Accepted
Celebrity endorsement → Fashion Consciousness	0.26	0.002	Accepted
<i>Dressing style → Fashion Hijab Consumption</i>	-0.06	0.780	Rejected
<i>Sources of fashion knowledge → Fashion Hijab Consumption</i>	0.04	0.388	Rejected
Fashion motivation → Fashion Hijab Consumption	0.43	0.025	Accepted
Fashion uniqueness → Fashion Hijab Consumption	0.28	0.013	Accepted
Celebrity endorsement → Fashion Hijab Consumption	0.25	0.005	Accepted

### Conclusion, Discussion and future recommendation

#### Discussion

In this study we have conduct study on 5 independent variables, *Dressing style, and sources of fashion knowledge, fashion motivation and fashion uniqueness*. We included one variable that has an impact on the dependent variable and clearly shows the relation.

This investigation recommends that Muslim ladies who are more form cognizant demonstrate a higher propensity than other ladies to participate in novel hijab design utilization, which is the principal factor that decidedly relates hijab awareness to mold uniqueness. Form cognizant Muslim ladies need uniqueness in their hijab mold utilization. They incline toward hijab design styles that are not quite the same as others to display their distinction. Thus, design cognizant Muslim ladies have a tendency to be form pioneers as opposed to mold adherents. They are likewise more prone to have their garments uniquely designed. Mold inspiration likewise has a positive association with design awareness. Muslim ladies pick hijab design as a type of conveying everything that needs to be conveyed to others. Hijab form speaks to the picture of a Muslim, and Muslim ladies incline toward design that matches their mental self-portrait or that depicts their favored picture to others. Furthermore, the purposes for their inspiration in picking hijab form incorporate solace, adjustment to their identity, acknowledgment of their associates, individual fulfillment, and adjustment to extraordinary events.



### *Conclusion*

This research is about the fashion consciousness for hijab tells us many factors which shows the relationship of many different things that affect the fashion consciousness. In order to know that how the factors impact on the dependent variable. We conducted research on this topic and we prepared questionnaires in which our own independent variable was also there. We wanted to know that variable impact as well. So we distribute our questionnaires in different areas, universities, malls, schools etc. as far as our research topic is concerned our respondents were only females.

### *Limitation and Future research*

The main limitation of this research is that we occupied few areas in Karachi. Respondents were from different sectors such as university, school, college, malls and etc. The limitation is of area that we conducted research only in PECHS and Tariq Road other than that IQRA UNIVERSITY is also on the list. So we recommend the future researchers to conduct the research in a broader aspect in different areas and maybe different cities too.

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