Factors Influencing Brand Loyalty toward Fashion Hijabs: A Conceptual Paper

Zarith Delaila Abd Aziz and Shahira Ariffin

Faculty of Business and Management, Universiti Teknologi Mara, Campus Puncak Alam,

Corresponding email: zarith@salam.uitm.edu.my, shahira@salam.uitm.edu.my

Article Information	Abstract
	This conceptual research paper is about how Malaysian Muslim consumers are influenced by factors of brand loyalty towards fashion hijabs. In Malaysia, the demand for fashion hijab is now growing as it is fashionable which suits to modern lifestyle of customers today. With the changing lifestyle of Malaysian Muslim consumers, awareness on appearance, beauty and grooming, Muslim consumers specifically, women, are more likely to purchase hijabs that suits to her ideals of womanhood such as feminine, chic and versatile. With more than 500 hijabs brands in Malaysian market, customers have various selections to choose (Lyn, B.S. 2015). With this in mind, what would Malaysians' choice be? Brand name will be tested in this study. Apart from brand name, other factors will be tested in this study are product quality, price and style that might affect consumers' brand loyalty towards fashion hijabs. The information intended to help marketer and hijab companies in developing the right marketing strategies and thus able to outdo the competitors

INTRODUCTION

In Islam, woman is compulsory to cover her head with hijab. As Muslim country that consists of more than 60% of Muslim (International Data Base, 2010), it is common to see Malaysian women wearing hijab in their daily life. In Malaysia nowadays, women wear hijab in fashionable way and present a new Muslim modern outlook. Muslim women demand various design, colors, style of hijab to complement the look. The demand of a fashionable hijab increases tremendously in Malaysia and thus creates a positive opportunity for fashion companies to cater the demand of Malaysian women consumers. However, with approximately more than 500 brands in the Malaysian market, the competitions among hijab companies are competitive and create challenges to them to survive in the market. Consumers have wide product assortment to choose from. Hijab companies have to understand this dynamic market and the behavior of consumer to produce products that can differentiate themselves from others. Therefore, brand name is one of the important element use for product differentiation (Molina et al.; 2009 ; Li , 2010) that assists companies to create loyalty (Reisenwitz and Gupta, 2011) among consumers.

Problem Statement
In last decade, women shopping their hijabs based on their needs as wearing hijabs are compulsory in daily life and it is an Islamic values based on Quranic teachings (Nurzihan, 2014). However, in these recent years, hijabs

went high fashion and the industry is on in upward trends. Local and international retailers such as Dolce & Gabanna, Tomy Hilfiger and Oscar de la Renta release a modest and fashionable hijab to cater the demand of Muslim women who are looking for chic, versatile, modern and comfy hijabs to complete their looks (Sanghani, R. 2016). Moreover, in Malaysia there are many celebrities taking the opportunities to introduce and create their own brand name hijabs and sell it to the market. Such a situation has exposed both companies and consumer to a wide variety of brands and increases the choice opportunities for the consumers. (Lyn, 2015). As this hijab industry growth tremendously, it is crucial for companies to focus on differentiating their products from competitors. Companies have to develop a better understanding of what drives consumers' loyalty to hijab brands. Would Malaysian Muslim consumer loyal to the brand results of brand name? Would product quality influence Malaysian Muslim consumers to be brand loyal or would price make Malaysian Muslim consumers loyal to a brand?

Purpose of Study

This research aims to analyse how Malaysian Muslim consumers are influenced by factors of brand loyalty when buying fashion hijabs. The study will investigate the factors that have a strongest influence on brand loyalty.

LITERATURE REVIEW

To gain insight on factors that influenced brand loyalty towards fashion hijabs, this first section review about previous research on brand loyalty in fashion industry and followed by the discussion on the factors of brand loyalty.

Brand Loyalty

Brand loyalty have attracted the attention of practitioners and academic over many year (Malai and Speece ,2005 ; Tsao and Chen, 2005). Several definitions of brand loyalty has been reviewed in the past studies. According to Oliver (1999), brand loyalty is "a deeply held commitment to rebuy or repatronized a preferred brand consistently in the future". In another view, brand loyalty is an attachment of consumer toward a brand (Chahal and Bala, 2010; Hsu et al, 2012; Tran et al, 2013). Loyal customers possess a strong commitment to a brand as they believe the brand is more valuable than alternatives (Holland and Baker, 2001). Moreover, according to Bennet (1995), brand is defined as "a name, term, design, symbol or any feature that identifies one seller's good or service as distinct from those of other sellers". Brand loyalty can also be defined as positive feelings towards the brand and intense dedication to purchase the same products from the same brand repeatedly regardless of competitors' action or changes in the environment (Liu. Y, 2007).

Brand Name

Brand name is vital for the companies to attract customers to purchase the products and thus influence repeat purchase behaviour (Hamza, 2011). According to W.F.Yee & Yahyah (2008), consumers tend to perceive the products by associating the brand name with the product attributes and the satisfaction obtained from the previous purchase.

Product Quality

Product quality encompasses the features and characteristics of products or services that bear on the ability to satisfy stated or implied needs. In other words, product quality is defined as "fitness for use" or conformance to requirement" (Rusell and Taylor, 2006). Moreover, Ukpebor and Ipogah (2008) presumed that consumer understanding of quality is associated with brand loyalty. As the more loyal a consumer to a brand, the more he or she is presumed to see the brand as a superior quality and vice versa. Consumers remain loyal if a given brand delivers a superior value to them (Hansen, Beitelspacher & Deitz, 2013)

Product Aesthetics

Consumers perceived product quality by assessing product aesthetics. Products aesthetics such as colors, shape and texture present the functional characteristics of products and give consumers the quality impression. According to Ioannis Xenakis & Argyris Arnellos (2013), the decisions that related to aesthetics is the most crucial in the design process.

Durability

Consumers tend to repeat the purchase of single brands due to the tangible quality of the product sold. According to Frings (2005), material is important in product quality because it effects of the hand feel, texture and other performance of the products. This indicates that characteristics of quality are also associate to durability.

Pricing

Price is the amount of money being charged for a product or services (Kotler, 2011). The price attributes is important in purchase decision making than quality, brand name and others. Consumer reacts to a price differential depending on the magnitude of the differences (I.Emmy, S.Hotniar & S.Trini, 2008). According to Lee (2011), customers with strong brand loyalty have less sensitive towards prices and therefore willing to pay more. Therefore, it will assists companies to create competitive advantages and retain existing customers in these competitive market.

CONCEPTUAL FRAMEWORK

Research Question

Based on the literature review above, this research aims to analyse the following research questions:

Research question 1:
Do factors such as brand name, product quality and price influenced brand loyalty towards fashion hijabs among Malaysian consumers.
Research question 2:
What is the factor that highly influence brand loyalty towards fashion hijabs among Malaysian consumers.

Research hypotheses and framework
There are several independent variables will be investigated in regards to their influence on brand loyalty (dependent variable). The independent variables that will be tested in the research are brand name, product quality and pricing. The dependent variable is brand loyalty towards fashion hijab. The hypotheses of this research are as follows:
H1:
There is a relationship between brand name and brand loyalty toward fashion hijabs among Malaysian consumers.
H2:
There is a relationship between product quality and brand loyalty toward fashion hijabs among Malaysian consumers.
H3:
There is a relationship between price and brand loyalty toward fashion hijabs among Malaysian consumers.
The framework for this study is as follows:

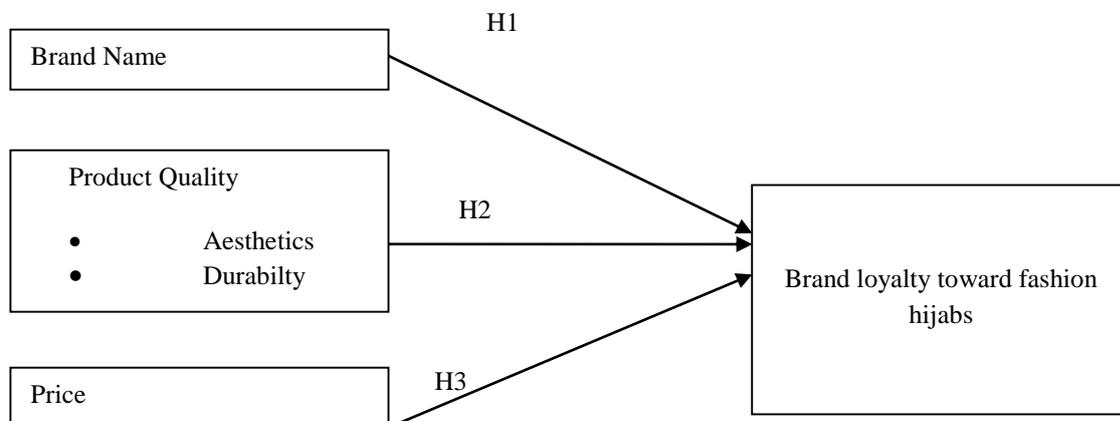*Independent Variables*   *Dependent Variable*

Fig.1. Conceptual Framework

METHODOLOGY

To study the factors influence brand loyalty toward fashion hijabs among Malaysian consumers, the independent variables are brand name, pricing and product quality whereby product quality is specified to aesthetics and durability. Brand loyalty is the dependent variable that will be used to be tested in this research.

Research design

Descriptive research design will be undertaken for this study. This study uses descriptive research in order to better comprehend and express the relationship of several factors (brand name, product quality including aesthetics, performance and durability, and pricing) that influence brand loyalty toward fashion hijabs among Malaysian consumers. In order to obtain the respondents, cross- sectional design will be used and the researcher will face to face with the customers in the field to assess the proposed hypotheses. Then, the structured questionnaire will be given to the customers in regards to assess their brand loyalty.

Data Analysis

In this research, independent variables and dependent variable will be measured using Statistical Package for Social Science (SPSS) version 22.0. Several statistical tools will be used including descriptive analysis, correlation and multiple regressions. Descriptive analysis will be used to analyse the demographical data of the respondents and also use to explain the hypotheses. Meanwhile, correlation and the multiple regression analysis will be used to analyse the relationship between dependent variable (brand loyalty towards fashion hijabs) and independent variables (brand name, product quality and pricing).

CONCLUSION

This research proposed to investigate how brand name, product quality (i.e aesthetics and durability) and pricing influence brand loyalty toward fashion hijabs among Malaysian consumers. This conceptual paper outlines the problem statement that motivates this research, construction of the research questions and hypotheses to be tested, and reviews the relevant literature that suit to the area such as brand loyalty , brand name, product quality and pricing. Research methodologies, survey instruments and descriptive results as well as managerial implications of this research will be greatly discussed in the future articles. Results of this study will help hijab companies to further improve their product and gain the best competitive edge in order to survive in the market strategically.

REFERENCES

Bennett, P.D. (Ed.) (1995),DictionaryofMarketingTerms, American Marketing Association, Chicago, IL

Chahal, H. and Bala, M. (2010), "Confirmatory study on brand equity and brand loyalty: a special look at the impact of attitudinal and behavioural loyalty", Journal of Business Perspective , Vol. 14 Nos 1/2, pp. 1-12.

Hamza Salim Khraim (2011), The Influence of product variety on brand perception and choice. International Journal of Marketing Studies, Vol.3 No.2, pp.123-133

Hansen, J. D., Beitelspacher, L. S., & Deitz, G. D. (2013). Antecedents and consequences of consumers' comparative value assessments across the relationship life cycle. Journal of Business Research, 66(4), 473-479.

Hassim, N. (2014). Hijab and the Malay-Muslim Woman in Media. Procedia - Social and Behavioral Sciences, 155, 428-433.

Holland, J. and Baker, S.M. (2001), "Customer participation in creating site brand loyalty", Journal of Interactive Marketing , Vol. 15 No. 4, pp. 34-45.

I.Emmy, A.Hotniar & S.Trini (2008), Impact of price on Brand loyalty Secitivity, Delhi Business Review, Vol 9, No.2

Li, X.R. (2010), "Loyalty regardless of brands? Examining three nonperformance effects on brand loyalty in a tourism context", Journal of Travel Research , Vol. 49 No. 3, pp. 323-336.

Ioannis Xenakis & Argyris Arnellos (2013). The relation between interaction aesthetics and affodance. Design Studies , Elsevier Science, Vol.34, 57-73.

Lyn, B. S. (2015, October 04). Big demand for stylish modest fashion as more Malaysian Muslim women don hijabs. Retrieved August 26, 2016, from http://www.themalaymailonline.com/malaysia/article/big-demand-for-stylish-modest-fashion-as-more-malaysian-muslim-women-don-hi

Molina, A. , Martin, V.J. , Santos, J. and Aranda, E. (2009), "Consumer service and loyalty in Spanish grocery store retailing: an empirical study", International Journal of Consumer Studies , Vol. 33 No. 4, pp. 477-485.

Pedeliento, G., Andreini, D., Bergamaschi, M., & Salo, J. (2016). Brand and product attachment in an industrial context: The effects on brand loyalty. *Industrial Marketing Management, 53*, 194-206.

Reisenwitz, T.H. and Gupta, S. (2011), "Assessing the effectiveness of a product warranty in a health-care setting", Journal of Medical Marketing , Vol. 11 No. 2, pp. 109-118

Rusell, R.S and Taylor, B.W., (2006). Operation Management: Quality and Competitivenes in a Global Environment (5th ed.). John Wiley & Son, Inc,: River Street

Sanghani, R. (2016, February 18). Retrieved August 26, 2016, from http://www.telegraph.co.uk/women/life/how-the-hijab-went-high-fashion-and-divided-muslim-women/

Tran, X. , Dauchez, C. and Szemik, A.M. (2013), "Hotel brand personality and brand quality", Journal of Vacation Marketing , Vol. 19 No. 4, pp. 329-341.

Y.C Lee (2011). M-Brand loyalty and post-adoption variations for the mobile data services: gender differences, Computers in Human Behavior, 27 (6) (2011), pp. 2364–2371