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The Influence of Fashion Trends and Consumer's Behavior on Purchasing Decision for Muslim Women's Clothing

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Abstract

This study aimed to determine the influence of fashion trends and consumers' behavior on purchasing decisions for Muslim clothing. This study was conducted in Makassar City with 35 respondents. This study used multiple regression analysis with the Ordinary Least Square (OLS) method. This study has been normally distributed, free from multicollinearity and heteroscedasticity problems. The results of the study showed an R² value of 34.7%, so the variation in women's clothing purchasing decisions can be explained by both independent variables and the rest is explained by variables outside the model. The results of the F test show that the independent variables of fashion trends and consumer behavior together influence purchasing decisions. The results of the t test show that the increase in purchasing decisions for Muslim clothing was influenced by the increase in fashion trends and consumer behavior.

Keywords: Fashion trends, consumers' behavior, buying decision, muslim clothing,

Introduction

Indonesia as a country with the largest Muslim population has great potential to enter the global market of the Muslim fashion industry. The demand for Muslim clothing is increasing due to the increasing awareness of dressing according to Islamic law and the development of dynamic fashion trends. Changes in lifestyle and consumer tastes combined with the influence of social media form increasingly diverse and innovative fashion trends. According to the Directorate of Small, Medium and Miscellaneous Industries (IKMA) of the Ministry of Industry, global consumption of Muslim fashion is estimated to reach more than \$402 billion in 2024. Indonesia itself is currently the third largest consumer of Muslim clothing in the world, after Turkey and the United Emirates Arab among the member countries of the Organization of Islamic Cooperation (OIC). Indonesian Muslim clothing consumption is reported to have reached US\$21 billion. The trend of the Muslim clothing and fashion industry in Indonesia began in 2011. The national average increase is 8.15% (Anggriyani, 2024).

Fashion is closely related to the preferred style, personality, and the development of the new era. In addition, the fashion model worn functions as a tool for introspection of a person's socio-economic status and popularity in their environment. Fashion trends, which were once seen as clothing styles, are now increasingly developing as a lifestyle unit. This is driven by the ease of exchanging external references and information, allowing for the exchange of fashion trends globally. Fashion trends can be influenced by various factors that form them, such as economic conditions, mass media, culture, and the role of individuals in social groups (Sari, 2018). In Indonesian-English dictionary, the term trend is a tendency or inclination (heart), willingness, liking. For society, trend is one of the factors that influence product purchasing decisions, and if the product purchased is in accordance with the existing trend, then this becomes another factor in consumer satisfaction

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(Damayanti & Susanti, 2021). Fashion trends focus on the appearance and construction aspects of fashion products related to a particular season. Things that influence trends are colours, print patterns, styling details and trims. Fashion trends can be influenced by several factors such as economic conditions, mass media, culture, and the role of an individual in a social group (Sari, 2018).

Consumer Behavior is a direct action taken by consumers in obtaining, consuming and spending products and services, including the decision process that precedes and follows the action. Consumer Behavior is influenced by social factors such as reference groups, family, and roles and status. Reference groups have a direct (face-to-face) or indirect influence on a person's attitudes and behavior. Families consist of two types in a buyer's life, namely the family of orientation which is a person's family and the family of procreation, namely a person's spouse and children. Role and status are a person's position in a group in which he participates during his life. A person who has social factors has a lot of influence in making decisions in purchasing (Adnan, 2018). Consumer Behavior Indicators consist of (1) Cultural factors have a broad and profound influence on consumer behavior; (2) Social Factors such as small groups, family, and the role and social status of consumers; (3) Personal Factors such as age and stage of the buyer's life cycle, occupation, economic situation, lifestyle, and personality and self-concept and (4) Psychological Factors such as motivation, perception, learning, and beliefs and attitudes.

Purchasing decision is a stage of decision making carried out by buyers when they actually buy. There are stages in the purchasing decision process, namely alternative evaluation, information search, problem recognition, post-purchase behavior and purchasing decisions (Kotler & Keller, 2016). Purchasing decision indicators are the determination to buy after knowing product information, deciding to buy because of the most preferred brand, buying because it is in accordance with desires and needs and buying because of recommendations from others (Kotler & Armstrong, 2008)

Purchasing decisions are related to individual activities that are directly involved in obtaining and using product goods/services. Many things can influence someone to make a purchasing decision. Purchasing decisions are a process where customers identify problems, seek information about a particular product or brand and evaluate each alternative that can solve the problem, then lead to a purchasing decision (Rismalasari et al., 2020). Currently, consumers are not just shopping but consumers are more critical in choosing where to shop, this is due to the increasingly modern lifestyle of society, namely consumers prefer a comfortable environment or atmosphere when shopping and ease in finding products.

Consumer purchasing decisions in the context of Muslim fashion are influenced by various factors. Fashion trends are one of the main determinants that can attract consumer interest through attractive designs, quality materials, and innovation in appearance. In addition, consumer behavior, which includes aspects of motivation, attitude, perception, and lifestyle, plays an important role in determining their preferences and purchasing choices.

This study aimed to analyse the influence of fashion trends and consumer behaviour on Muslim fashion purchasing decisions in Makassar City. By understanding the interaction between developing fashion trends and consumer behaviour, it was expected to provide in-depth insight for fashion industry players to formulate more effective and innovative marketing strategies. This study was expected to contribute to the development of theories in the field of fashion marketing and become a reference for industry players in designing more targeted business strategies.

Methods

This type of research used a quantitative approach that explained the influence of the variables studied related to fashion trends and consumer behavior on purchasing decisions for Muslim clothing in Makassar City. Data analysis used multiple linear regression analysis with the Eviews 12 application. The population in this study were Muslim clothing consumers. The respondents used in this study were 35 respondents with the technique using purposive sampling technique and the scale used was the Likert scale, namely: Strongly Disagree (score 1), Disagree (score 2), Less Agree (score 3), Agree (score 4), Strongly Agree (score 5). To determine the influence of fashion trends and consumer behavior on purchasing decisions for Muslim clothing, multiple regression analysis was used with the Ordinary Least Square (OLS) method with the following function equation:

$$Y_t = b_0 + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Buying decision (Score)
- X₁ = Fashion trend (Score)
- X₂ = Consumers' behavior (Score)
- b₀ = Intercept, is a parameter quantity
- e = mistake factor
- b₁, b₂, b₃,....= estimated parameter value

To obtain a good model or meet the requirements of multiple linear regression, a test first was carried out on the model with a classical assumption test (normality test, multicollinearity and heteroscedasticity). Then a statistical test was carried out including testing the coefficient of determination (R²), F Test and t Test.

Findings and Discussion

Classical Assumption Test Results

Normality Test

According to Ghazali (2018) explains the purpose of the normality test is to test whether in the regression model, the confounding variables or residuals have a normal distribution. Jarque-Bera is a method used for the normality test. Jarque-Bera is a statistical test to determine whether the data is normally distributed. Normality can be seen from the data can be seen with a histogram image. If the probability value is more than 0.05 (5%) then the data is normally distributed.

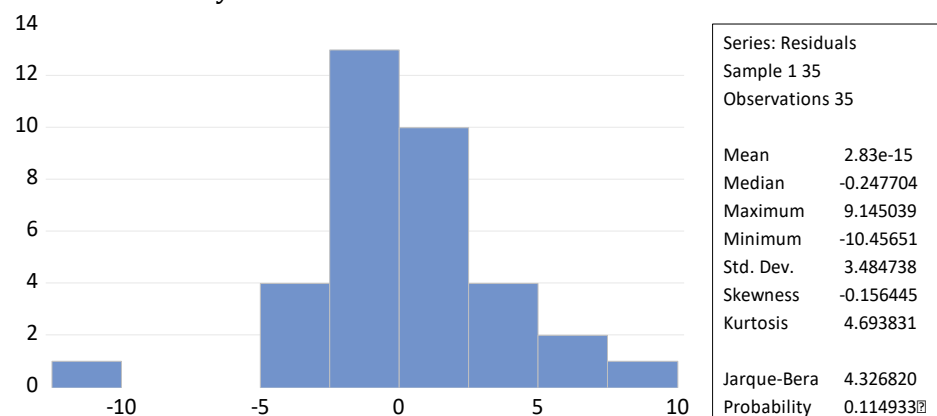


Figure 1. Normality Test Results

Based on Figure 1 shows that the Jarque-Bera value is 4,3268 with a probability of 0,1149 > 0,05 (95% confidence level) which means residual normally distributed.

Multicollinearity Test

For Multicollinearity assumption, it states that for independent or free variables, it is required to be free from symptoms of Multicollinearity. The Multicollinearity Test explains that the relationship between the independent variables and the relationship that occurs is quite large, this causes the coefficients to be unable to be estimated and the standard error value of each regression coefficient to be unbalanced.

Table 1. Multicollinearity Test Results

Variable	VIF Value
Fashion Trend (X_1)	1,1995
Consumers' Behaviour (X_2)	1,1995

In Table 1, the variable has a VIF value < 10, namely 1.995, which indicated that the data does not have multicollinearity and the results of this test were good and can be used in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residual of one observation to another. A good regression model is a regression model that does not experience heteroscedasticity. The regression model test can be said to pass heteroscedasticity if it has a significance value above 0.05. The heteroscedasticity test in this study was carried out using the white test.

Table 2. Heteroscedasticity Test Result

<i>Heteroskedasticity Test : Breusch-Pagan-Godfrey</i>			
F-statistic	0,578691	Prob. F	0,7159
Obs*R-Squared	3,175287	Prob. Chi-Square	0,6730

Based on the heteroscedasticity test using the white test presented in Table 1, it can be seen that the Obs*R-Squared value is 3.175 with a probability value of 0.673 > 0.05, so it can be concluded that the regression model was not experienced heteroscedasticity.

Statistic Test

Multiple linear regression test was used to test the influence of fashion trends and consumer behavior on purchasing decisions using coefficient of determination (R^2), T test and F test analysis at a 95% confidence level ($\alpha = 5\%$).

Table 3. Multiple Linear Regression Analysis Results

Variable	Coefficient	Prob.
C	22,321	0,053
Fashion Trends (X_1)	0,592*	0,041
Consumers' Behaviour (X_2)	0,342*	0,024

R-squared	0,347
Adjusted R-squared	0,307
F-Statistics	8,529
Prob (F-Statistics)	0,001

Description : * = Significance Level 95%

In Table 3, it can be seen that the magnitude of R-Squared was 0.347, which means that 34.7% of the variation in Muslim fashion purchasing decisions can be explained by the variation of the two independent variables, namely fashion trends and consumer behaviour. While the remaining 65.3% explained by variables outside the model.

The results of the F test showed that the independent variables of fashion trends and consumer behavior jointly influence the decision to purchase Muslim clothing with an F-count value of 8.529, a probability value $\alpha = 1\%$ (99%) of 0.001.

The t-test used to determine the effect of each independent variable on the dependent variable. Mathematically, the regression model between the Purchase Decision variable and the influencing factors can be written in the following equation.

$$Y = 22,321 + 0,592 X_1 + 0,342 X_2$$

Fashion Trend (X₁)

The results of the statistical t-test in Table 3 show that fashion trends have a significant effect on Muslim fashion purchasing decisions with a p-value of 0.041 which is smaller than α , which is 0.05. The regression coefficient value of the fashion trend is 0.592, indicated that every 1 percent increase in fashion trends will increase Muslim fashion purchasing decisions by 0.592 percent, assuming that other factors remain constant. This is in line with research conducted (Sari, 2018) which stated that fashion trends are currently an important factor in doing business in the fashion world, specifically influencing consumer purchasing decisions. Furthermore, research (Arsita & Sanjaya, 2021) stated that fashion trends have a significant positive effect on online purchasing decisions for fashion products on Instagram social media.

Fashion Trend means a new way of dressing, up to date and following the times. Every new era, appearance in the form of clothing or fashion is a supporter related to status, class and gender (Tirsyah et al., 2023). Fashion Trend is measured by several indicators, namely accepted style, majority group, Time Cycle, and Opinion Leader.

There are many reasons for consumers to follow trends such as preventing themselves from being left behind, for self-actualization, fulfilling inner needs, to increase self-confidence and gain recognition from others. (Arsita & Sanjaya, 2021).

Consumers' Behaviour (X₂)

Table 3 showed that consumer behaviour has a significant effect on the decision to purchase Muslim clothing with a p-value of 0.024 which is smaller than α which is 0.05. The value of the consumer behaviour regression coefficient is 0.342, indicated that every 1 percent increase in fashion trends will increase the decision to purchase Muslim clothing by 0.342 percent assuming that other factors remain constant. This is in line with research (Tirsyah et al., 2023) which stated that consumer behaviour has a positive and significant effect on the decision to purchase Muslim clothing. This means that the higher a consumer's behaviour towards something, the higher the consumer's action to decide to purchase something.

Purchasing decisions made by consumers will certainly not be done by themselves, every decision taken will definitely go through several stages first. Consumer purchasing decisions are influenced by consumer behaviour. Companies must recognize consumer

behaviour to find out what consumers need so that the company is expected to be able to meet consumer needs which will have an impact on loyalty. (Adnan, 2018).

Conclusion

The decision to purchase Muslim clothing in Makassar City is significantly influenced by the increase in Fashion Trends and consumer behavior at a 95% confidence level ($\alpha = 0.05$). The regression coefficient value of Fashion Trends has the greatest influence on purchasing decisions, which is 0.592, indicated that every 1 percent increase in fashion trends will increase the decision to purchase Muslim clothing by 0.592 percent, assumed that other factors remain constant.

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