



FACTORS INFLUENCING CONSUMERS' INTENTION
TO BUY MUSLIMAH FASHION PRODUCTS IN CHINA

BY

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ABSTRACT

The global Muslimah fashion industry is gaining a lot of attention from multiple stakeholders. There is a vast potential market for Muslimah fashion in China due to the influence of the global economy. This has led to increased interest among researchers regarding the factors influencing consumers' intention to buy Muslimah fashion products in China. This study examines the factors that influence consumers' intention to buy Muslimah fashion products in China. Primary data was collected using purposive sampling by distributing a self-administrated questionnaire in China of which 385 were valid for analysis. SPSS was used to analyze the collected data and determine the constructs' reliability, Exploratory factor analysis (EFA) and multiple regression analysis were also performed and concluded that attitude, subjective norm, and religiosity significantly and positively influence consumers' intention to buy Muslimah fashion products in China while perceived behavioural control and price do not have a significant influence.

خلاصة البحث

صار لموضة صناعة الأزياء الإسلامية الخاصة بالمرأة في الآونة الأخيرة اهتمامًا كبيرًا وبعدها عالميًا، ويُحتمل وجود سوق كبيرة لها في الصين بسبب تأثير الاقتصاد العالمي والجانب الثقافي، ولقد نالت العوامل المؤثرة على نية المستهلكين لشراء موضة الأزياء الإسلامية الخاصة بالمرأة في الصين دراسات مركزة ومعقدة، والغرض من هذه الدراسة هو معرفة العوامل المؤثرة على نية المستهلكين لشراء الأزياء الإسلامية الخاصة بالمرأة في الصين. بداية تم جمع البيانات الأولية باستخدام طريقة أخذ العينات الهادفة، وذلك بتوزيع استبيان الإجابة الذاتي في الصين، وتم جمع 385 استبيان وتم تحليل بياناتها باستخدام برنامج SPSS، بدايةً بالتحليل الوصفي للبيانات الذي يتضمن الصورة الديموغرافية للإحصاءات الوصفية للمستجيبين والبيانات المقدمة، وعلاوة على ذلك تم تنفيذ موثوقية البناء التحليل العاملي الاستكشافي (EFA) وتحليل الانحدار المتعدد، وأخيرًا التحقق من الفرضيات من خلال تحليل الانحدار المتعدد، وكشفت النتائج المتوصل إليها أن المواقف والمعايير الشخصية والتدين تؤثر بشكل كبير وإيجابي على نية المستهلكين لشراء الأزياء الإسلامية الخاصة بالمرأة في الصين، بينما لم يكن للتحكم السلوكي المدرك والسعر تأثير كبير.

APPROVAL PAGE

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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LIST OF ABBREVIATIONS

OIC	Organisation of Islamic Cooperation
CAGR	Compound Annual Growth Rate
GIEI	Global Islamic Economy Indicator
OBOR	One Belt, One Road
SPSS	Statistical Package for Social Science
GDP	Gross Domestic Product
TPB	Theory of Planned Behavioural
MDIIFC	Modesty Defined Islamic Fashion Council of America
TRA	The Theory of Reasoned Action
PBC	Perceived Behavioural Control
IMF	Intention to Buy Muslimah Fashion Products
AMF	Attitude to Buy Muslimah Fashion Products
SNMF	Subjective Norms to Buy Muslimah Fashion Products
PBCMF	Perceived Behavioural Control to Buy Muslimah Fashion Products
KMO	The Kaiser-Mayer-Olkin
MRA	Multiple Regression Analysis
EFA	Exploratory Factor Analysis

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The development of the economy and society has facilitated the healthy growth of the global fashion industry, especially in the Chinese market. According to statistics from Fashion Intelligence, around 75 percent of the world's fashion market is focused on Europe, the USA, China and Japan (Hill, 2016).

Meanwhile, Muslimah fashion has also become a global issue due to the development of the global economy. In China, the Muslimah fashion industry has experienced significant growth in recent years. On the one hand, China is a significant exporter of the Muslimah fashion industry. The Thomson Reuters-Dinar standard State of the Global Islamic Economy Report mentioned that China produces quantities of modest fashion products exported to OIC countries recently (Thomson Reuters, 2016). On the other hand, there is huge potential market in China. There are 56 ethnic groups in China of whom 12 are Muslim. In light of the new study by the US-based Pew Forum on Religion and Public Life, China's Muslim population is set to rise from 23.3 million in 2010 to 29.9 million in 2030, up from 1.8 percent of the Chinese population to 2.1 percent in 2030 (Guardian, 2011). Thus, Chinese Muslims are, and will form, a significant segment of the total Chinese consumers. As such it is of great value to research the Chinese Muslim consumers' intention towards Muslimah fashion products.

Most studies of consumers' intention towards the fashion industry have focused on the relationship between consumers' purchase intention and fashion brand, fashion trend, and luxury fashion, while few studies explored consumers' intention towards

Muslimah fashion in China. Muslimah fashion is the combination of Islamic practices and specific fashion items (Tarlo, 2007), The three general Muslimah fashion items are the hijab, Abaya, Halal cosmetics.

Nowadays, Muslims are an important minority group in China and usually wear Muslimah clothing to distinguish their Islamic beliefs and ethnic identities. Therefore, it is highly demanded by the Chinese Muslim women consumers owing to religious reasons and social perceptions (Shujing, 2010). Accordingly, this paper explores the factors that influence the consumers' intention to buy Muslimah fashion products in China.

1.2 BACKGROUND OF THE STUDY

The global fashion market is a leading industry driving the global economy in modern society. According to statistics from Fashion Intelligence, the global clothing-related market is valued at over 3 trillion dollars and accounted for 2 percent of the world's GDP in 2016 (Fashion United, 2018), Notably, with the process of designing a dress in one country, manufacturing it in another, and selling worldwide, the fashion industry is a highly globalised industry. It is also conducive to the development of the economy based on trade, employment, investment and revenue. At the same time, the fashion industry has short product life cycles and wide product differentiation. Since fashion trends change from season to season, clothing needs to be produced quickly to meet the demands of consumers. This emphasises the importance of consumers' intention towards the fashion industry to help marketers meet consumer' demands.

<p>General data</p> <p>Population:7,260.7 mio</p> <p>Labour force:3,384.4 mio</p> <p>Unemployment rate: 5.8%</p> <p>GDP per capita (PPP): US \$16,300</p> <p>Value of the global fashion industry: 3,000 billion dollars (3 trillion dollars), 2 percent of the world's Gross Domestic Product (GDP).</p> <ul style="list-style-type: none"> •Retail value of luxury goods market: 339.4 billion dollars •Value of the menswear industry: 402 billion dollars •Value of the womenswear industry: 621 billion dollars •Bridal Wear market: 57 billion dollars •Children swear market:186 billion dollars •Sports footwear market:90.4 billion dollars

Figure 1.1 The Global Fashion Industry Statistics

The fashion industry plays a significant role in the Chinese economy and the international textile market. China has the largest textile production and export industry in the world. The fourth instalment of FashionUnited's series takes a closer look at the fashion industry in China. With 336 billion US dollars in exports, China is the undisputed textile and garment export leader of the world. The statistics show that China' apparel market is expected to grow from 150 billion U.S. dollars in 2015 to 615 billion U.S. dollars in 2025, with a compound annual growth rate (CAGR) of 10 percent (Fashion United, 2016).

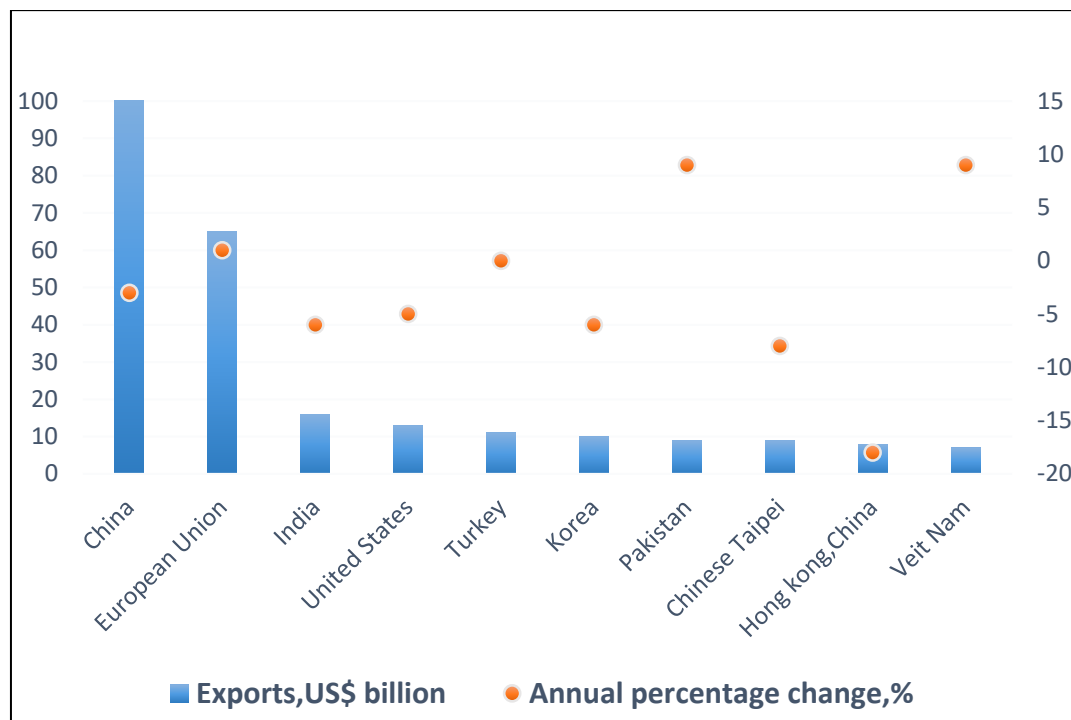


Figure 1.2 The Top Ten Exporters of Textiles in 2016

Table 1.1 Global apparel market size projections from 2012 to 2025

Region	2012	2015	2025	CAGR*
China	150	237	615	10
Eu-28	350	350	390	1
United States	225	315	385	2
India	45	59	180	12
Japan	110	93	150	2
Russia	40	40	105	8
Brazil	55	56	100	5
Canada	30	25	50	4
Australia	25	45	-	5
Others	-	510	-	-
Total	-	1,685	-	-

At the same time, Muslimah fashion is a significantly developing niche that is still relatively empty in a global market. There is a huge potential market of Muslimah fashion in China due to the influence of the global economy and culture. Firstly, as a result of the increasing Muslim population globally, the demand for Muslimah fashion products is increasing rapidly, which also has a significant influence on the Chinese Muslimah fashion market. Pursuant to the State of the Global Islamic Economy 2014-2015 report commissioned by Thomson Reuters and Dinar Standard. Muslim consumers around the world spent \$266 billion on clothing in 2013, and they are anticipated to spend around \$484 billion by 2019. Meanwhile, China produced a large percentage of modest fashion products exported to OIC countries. Also, on its Global Islamic Economy Indicator (GIEI), the report called the United Arab Emirates as the country with the best-developed ecosystem for modest fashion, followed by Turkey and China (Thomson Reuters, 2016).



Figure 1.3 Thompson Reuters Report

Secondly, Muslimah fashion has a long history in China because the Chinese Muslim ethnic groups can be traced the Tang Dynasty. This means that Muslims can be found everywhere in China. Chinese Muslims consist of a variety of ethnic minorities, such as Hui, Uygur, Dongxiang, Sala, Kazak minorities, and the population of Chinese Muslims was estimated at 24.724 million in 2018. It accounts for

around 1.8 percent of China’s population (Population of the world, 2018), The Hui and Uygur ethnic minorities are the main groups among all the Chinese Muslims, and Muslims are one of the most important Chinese minorities. As a result, there is a huge potential market for Muslimah fashion in China which marketers are eager to capitalise on by understanding consumers' intention to buy Muslimah fashion products, including the hijab, abaya, halal cosmetics.

Table 1.2 Population of China (2018)

Region Name	Percents	Number
Buddhist	18.2%	249,984,513 people
Christian	5.1%	70,050,605 people
Muslim	1.8%	24,723,743 people
folk religion	21.9%	300,805,540 people
Hindu	1%	13,735,413 people
Jewish	1%	13,735,413 people
other (includes Daoist (Taoist))	0.7%	9,614,789 people
unaffiliated	52.2%	716,988,547 people

Furthermore, since Chinese premier Xi Jinping declared a set of new development and economic policies for China, the “Silk Road Economic Belt” and the “Twenty-First-Century Maritime Silk Road”, generally known as One Belt, One Road (OBOR), it would provide more opportunities and various corporations for investment and distribution. During the Tang Dynasty (618-907), China developed the trade with the West, which motivated Muslim countries to take control of the trading routes in Central and West Asia. At the same time, the United Kingdom, Spain, and finally the United States became dominant maritime powers, protecting and expanding their trade interests in East Asia. With global connectivity, research of consumers' intention towards Muslimah fashion products in China is significant (Wong, 2017).

Finally, there is limited research on consumers' intention to buy Muslimah fashion products. Thus, this research extends our knowledge of consumers' intention towards Muslimah fashion products in China to help marketers design the best marketing strategies to target Chinese Muslim consumers, to position them in the market as well as devising the strategies to differentiate Muslimah fashion products from competitors. This makes it worthwhile to study the factors influencing the consumers' intention to buy Muslimah fashion products in China.

1.3 STATEMENT OF THE PROBLEM

The Muslimah fashion industry has a huge potential market in China because of the development of the global fashion industry. Moreover, the Muslims population in China is growing rapidly; according to Pew Research Centre, there are around 21.6 million Muslims in China. Muslims accounts for 1.6 percent of the total population (Sabah, 2015). Thus, the demand on Muslimah fashion products is high and expected to increase.

Studies showed that the demand on Muslimah fashion products is not only driven by quality and price, but also by Shariah requirements as well as other factors (Lada, 2009). Moreover, it is evident that Muslim consumers in different locations and cultures tend to differ in their adherence to the Shariah, which may affect their intention to purchase halal products. Therefore, it is likely that Muslim consumers in China have their own factors that drive their intention to purchase Muslimah fashion products.

The above argument highlights the importance of determining the factors influencing the consumers' intention to buy Muslimah fashion. However, there has been no research identify these factors. Without comprehensive understanding of the factors that drive the market of Muslimah fashion, marketers would not be able to have

effective marketing tools to flourish this industry. The absence of such understanding would leave negative consequences on this industry as well as the overall economy in the long term.

1.4 RESEARCH OBJECTIVE

The objectives of the current study are divided into general and specific objectives as follows:

1.4.1 General Objectives

The primary purpose of this study is to identify the factors that influence the consumers' intention to buy Muslimah fashion products in China.

1.4.2 Specific Objectives

Specifically, the core objectives of the study are:

1. To study the impact of attitude on consumers' intention to buy Muslimah fashion products in China.
2. To study the impact of subjective norm on consumers' intention to buy Muslimah fashion products in China.
3. To study the impact of perceived behavioural control on consumers' intention to buy Muslimah fashion products in China.
4. To study the impact of religiosity on consumers' intention to buy Muslimah fashion products in China.
5. To study the impact of price on consumers' intention to buy Muslimah fashion products in China.
6. To determine the most influential factor on consumers' intention to buy

Muslimah fashion products in China.

1.5 RESEARCH QUESTIONS

According to the research objectives, several questions are formulated as follows:

1. What are the factors that influence consumers' intention to buy Muslimah fashion products in China?
2. What is the impact of attitude on the consumers' intention to buy Muslimah fashion products in China?
3. What is the impact of subjective norm on the consumers' intention to buy Muslimah fashion products in China?
4. What is the impact of perceived behavioural control on the consumers' intention to buy Muslimah fashion products in China?
5. What is the effect of religiosity on consumers' intention to buy Muslimah fashion products in China?
6. What is the effect of price on consumers' intention to buy Muslimah fashion products in China?
7. Which factor has the most influence on the consumers' intention to buy Muslimah fashion products in China?

1.6 SIGNIFICANCE OF THE STUDY

As mentioned earlier, research in the field of Muslimah fashion in the Chinese market is limited. Therefore, the current study is imperative as it produces supportive results about the factors influencing market products by using the theory of the planned behaviour to examine the independent variables towards the intention to buy Muslimah fashion products.

Theoretically, this study examines the applicability of the theory of the planned behaviour for the Chinese market; specifically, for the Muslimah fashion industry.

Furthermore, the findings of this study are essential to provide in-depth information that help marketers to better understand their consumers' needs, and thus, to satisfy these needs and flourish the industry (Kotler, 2006). In other words, marketers may use the results of this study in designing marketing strategies aiming for increasing the efficiency and effectiveness of the Muslimah fashion industry.

1.7 SCOPE OF THE STUDY

This study is aimed at finding out the factors that influence consumers' intention to buy Muslimah fashion products in China, such as the hijab, abaya, and halal cosmetics, the research targets Muslim females living in Ningxia, Qinghai, Gansu, Xingjiang, and Yunnan as the major respondents from China.

1.8 DEFINITION OF KEY TERMS

Several important key terms are used in this study and are defined to ensure an accurate understanding of the topic.

1.8.1 Fashion

Fashion refers to demanded styles, particularly in clothes, shoes, accessories, cosmetics, hair style and body. Meanwhile, it has a unique and normally continuous trend in what a person wears and how they wear it (Wwd, 2012). One definition of fashion “the style of clothing and accessories that groups of people wear at any given time” (Ciarniene and Vienazindiene, 2014). This definition emphasises fashion as a brilliant of today's civilisation.