

Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia

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Abstract

Purpose

The purpose of this paper is to examine the effect of company brand image on consumer confidence in the online purchase of Muslim fashion products, to assess the influence of company brand image on Muslim fashion online behavior and to assess the influence of the company brand image on the intention to behave online on Muslim fashion products through consumer trust.

Design/methodology/approach

This paper's objective is to study the e-marketing online sales of Muslim fashion products. This paper is descriptive verification in nature. The paper is carried out through data collection in the field. Descriptive survey methods and explanatory survey methods were used in its implementation. The sample of this paper is a group of 97 UIR FISIPOL students who have purchased Muslim fashion products online. Structural equation modeling is used as a natural analysis in this paper.

Findings

Brand image has a significant effect on consumer trust which has been proven by the value of t -count being greater than the value of t -table. Simultaneously, brand image and consumers' trust have a significant effect on intention to behave which has been proven by the value of F -count being greater than the value of F -table. Simultaneously, brand image and consumers' trust have a significant effect on intention to behave which has been proven by the t -count value being greater than the value of F -table. By using mediation test, it has been revealed that consumers' trust cannot mediate the brand image on the intention to behave significantly. The magnitude of the influence of brand image on consumer trust is 0.482, the effect of consumer trust on intention to behave is 0.239, while the effect of brand image on intention to behave through consumer trust is 0.077. Hence, the total influence jointly is 0.797.

Originality/value

This is one of the few papers that investigate the model of behavioral intentional of online purchase of Muslim clothing products. Fashion products are important for teenagers because they like to present themselves through their appearance. Fashion products are fashion clothing, including all accessories such as belts, shoes, hat, bag, socks and underwear. Watches and cell phones can also be products that have their own mode; it is not surprising if some people consider them as fashion products.

Keywords

Behaviour Trust Brand image Islamic fashion and clothing industry Behavioural intention Corporate brand image

Citation

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In celebration of annual Muslim Women's Day, check out these 10 amazing Muslim-owned fashion and beauty brands, which bring new meaning to the act of expressing yourself through beauty and fashion. All products featured on Allure are independently selected by our editors. However, when you buy something through our retail links, we may earn an affiliate commission. Courtesy of brand. Be a role model in Muslim fashion by wrapping yourself in MyBatua's designer dresses. Whether it is one of our Arab clothing or a contemporary attire, you will gorgeous in any outfit you buy from MyBatua.com. Be a style icon by buying designer wears from our online store which is available to you all round the clock. Our online store showcases a wide range of Islamic or Muslim clothing specially designed and handcrafted to match your fashion needs. We offer latest styles Abayas, Kid's Abayas, Burqas, Kaftans, Hijabs, Kurta Pajama, Wedding Dresses and more. You can return the item purchased on MyBatua within 14 days of the delivery date. For more information view our Return & Exchange policy page [click here](#). Wish list and compare. Drawing from research on retailing, online shopping behavior, and theories of cognitive psychology, we develop and test a framework that investigates purchase intentions in online stores of multi-channel retailers. The framework simultaneously examines the The research reported here (1) provides a confirmatory, empirical test of the revised TAM and (2) introduces and objective measure of technology acceptance, actual usage rather than self-report usage. Subjects' beliefs about the usefulness and ease of use of an electronic mail system, their intentions to use the system, and their usage of it 15 weeks later were measured in a longitudinal study. The results confirmed that the TAM is a valuable tool for predicting intentions to use an IS. Islamic fashion in Indonesia is also no longer focused solely on female customers but is also targeting male customers with the launch of koko or taqwa clothing lines. Growing markets and customers. Online marketing coupled with reseller and dropship schemes offer lower operating costs and can reach a wider audience due to the absence of geographical constraints. As such, muslimwear has become a highly sought-after commodity and a rapidly growing industry in Indonesia. The market for Muslim fashion products outside of Indonesia are already enormous with the latest report from Forbes putting Turkey as the largest, followed by the United Arab Emirates and Iran. Indonesia itself is the third largest market. Blibli is an online shopping mall with a diversified offer of products from computers and gadgets, fashion, health and beauty, mother and child, home and decoration, automotive. It also provides visitors and customers with special promotions, tickets, and vouchers. Website: [bilibli.com](#). 4. Lazada Indonesia. Monthly Traffic Estimate: 47,800,000. A leader of e-commerce in Indonesia, also present in Thailand, the Philippines, Singapore, Malaysia and Vietnam, Lazada is an online department store and marketplace for retailers to sell their own products. Yes, some stores or re sellers sell junk stuff but look at the huge numbers, there are a lot of good sellers online in Indonesia. Reply. Tulistoto says