

## Customer Purchase Intentions on Hijab Fashion: The Role of Social Media Marketing Instagram and Product Quality

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### ABSTRACT

The objective of this research is to measure the influence of product quality and social media Instagram on customer purchase intention of hijab fashion. The Theory of Reasoned Action (TRA) was used to explain the relationship of the variables affecting customer purchase intentions. A quantitative method was used in this study and the structural equation modeling (SEM) was employed to test the research hypotheses. The data collection was carried out using a purposive sampling method. A total of 210 respondents were gathered during the data collection period. The results showed that social media marketing Instagram and product quality influence customer purchase intention. This finding implies to fashion store managers to consider not only product quality in selling the hijab but also the social media marketing Instagram in encouraging customer purchase intentions.

### KEYWORDS

Purchase intention  
Product quality  
Social media instagram  
Hijab fashion

## INTRODUCTION

Creative industry is one of the most dynamic sectors in the world economy which provides new opportunities for many countries to accelerate their economic growth. Indonesia's creative industry recorded strong growth in 2017 which contributed IDR 990.4 trillion to the country's GDP. This sector has consistently recorded positive growth equivalent to IDR 70 trillion in the last three years, from IDR 852 trillion in 2015 to IDR 922.58 trillion in 2016, which accounted for 7.44% of Indonesia's GDP (GBG Indonesian, 2018). As one of 16 creative industry groups, the country's fashion industry contributed 3.76% of national GDP in 2017 (Kumparan, 2017). The country's fashion industry exports in fact increased 8.7% compared to the previous year. The growth is coupled with the use of social media platform to market the products. This means that the creative industry especially for fashion industry has the potential to grow continuously in the future. In fact, Indonesia was ranked 3rd in the consumption of fashion for Muslim apparel (Global Islamic Economy Report 2014-2016). However, studies that examine purchase intention for hijab fashion is dearth. To the best of the authors understanding no previous studies examine purchase intention involving product quality

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and social media marketing for hijab fashion. To bridge this research gap this study aims to develop a model of customer purchase intention for hijab products integrating product quality and social media marketing Instagram.

Hijab products are an important fashion product to wear for many Muslim women in Indonesia. The original word of hijab is derived from ha-ja-ba which means head covering that covers hair and extends low to the forehead, is under the chin to cover the neck and falls on the chest and back (Guindi, 1999). Wearing a hijab for women makes others respect them for their inner values, such as intelligence and kindness and to protect women from all types of attraction or harassment (Liu, 2013). The development of hijab fashion is not only happening in countries with a majority of Muslims, but also occurs in Muslim minority countries, in 2004 in London, the Hijab conference was held entitled the right of a woman to vote (Tarlo, 2007). In Indonesia, the hijab is not only a religious attribute, but also a promising business commodity that can contribute to the local economic growth because it has a lot of interest for this type of fashion.

Product quality is strongly considered by customers when buying a product (Das, 2015; Tsiotsou, 2006). Among other factors, customers frequently compared the product with other similar products on the basis of quality before purchasing a product (Wang & Yu, 2017). However, in online sales the issue of product quality is critical as customers cannot touch the product directly; the possibilities of consumers buy wrong products will likely to occur (Sahoo, Dellarocas, & Srinivasan, 2018). But with the increasingly use of online social media network influences retailers to consider the opportunities to market their products through the social media to enable to display the products ease to viewed by consumers. The most frequently accessed online social media network by customers in Indonesia is Youtube, followed by Facebook and Instagram (Statista 2018). In online hijab sales, Instagram provides a major contribution by displaying photos and videos of attractive models wearing the products and its descriptions that can attract customers to purchase.

The aims of this study is to develop a purchase intention model integrating product quality and social media Instagram variables with two main objectives: (1) to measure the effect of product quality on customer purchase intentions of hijab fashion products and (2) to determine the influence of social media marketing Instagram on customer purchase intentions. This study advances the current knowledge about purchase intention on hijab products by involving two important variables: product quality and social media marketing Instagram in customer behavioral purchase intentions. The finding of this study extends the extant literature by providing empirical study in which product quality and social media marketing Instagram are crucial for businesses to successfully compete in the market

## LITERATURE REVIEW

### Purchase intention and the Theory of Reasoned Action (TRA)

Purchase intention is one of the most frequent used outcome variables in marketing research. Purchase intention can be conceptualized as an individual's intention to buy a product or service (Das, 2015). In simplest terms, purchase intention is the likelihood of a customer buying the same product again based on their past purchase (Das, 2015). It is a plan to purchase a particular good or service in the future. Researchers argue that there is a difference between the actual purchase behavior and the purchase intention. Actual purchase is when a customer visits a retail to purchase a product or in today's social media environment a customer do purchase through a social media

platform e.g. Instagram. However, Purchase intention may ultimately lead to actual purchase (Follows & Jobber, 2000). Actual purchase can be influenced by external factors such as budget, social norms, search costs, inaccessibility, unexpected promotions (Suh & Yi, 2006; Sosianika & Amalia, 2020). Therefore, consumers might not end up purchasing the product or service, although they have the purchase intention. However, it has strong relationship between purchase intention and actual purchase in which customers who have intention to purchase will likely to purchase the products.

According to the Theory of Reasoned Action (TRA) (Hill, Fishbein, & Ajzen, 1977), consumers consider the consequences of alternative behaviors before engaging in a behavior (Lien, Wen, Huang, & Wu, 2015). The TRA postulate that behavioral intentions of a person are based on two determinants: attitude toward the behavior and perception of social pressures to perform or not perform the behavior, referred to as the subjective norm. Attitude toward the behavior is a function of beliefs that performing the behavior has certain attributes and the evaluation of those beliefs. The subjective norm is a function of an individual's beliefs that specific individuals or groups think that the individual should or should not perform the behavior and the individual's motivation to comply with those referents (Ajzen, 2002; Belleau, Summers, Xu, & Pinel, 2007; Tsai, Tsai, & Chang, 2010). Marketing-related studies centered on specific purchase and use situations, attitude toward behavior could be understood as attitude toward purchasing and using a particular brand or product (Paul, Modi, & Patel, 2016). They maintained that attitude toward behavior could be interpreted as attitude toward purchasing and using a given brand or product class. Thus, in the context of this study the customer purchase intention of hijab products could be influenced by customers' evaluation of product quality and promotion in social media marketing Instagram that they believe can match with their personal and societal needs.

The behavior belief is referring to a person's belief in certain behavior; here someone will consider the advantages or disadvantages of the behavior (outcome of the behavior) while also considering the importance of the consequences that will occur for the individual when he does the behavior (Belleau et al., 2007). In the context of this study, product quality can be conceptualized as customer belief toward the product that the product will provide more advantages or benefits once he/she purchases the product. In addition, normative belief is reflecting the impact of normative beliefs, here reflects the impact of subjective norms and social norms that refer to one's beliefs on how and what people think is important by individuals (referent persons) and one's motivation to follow the behavior (how important we are accept advice or suggestions from others) (Belleau et al., 2007). With regard to the current research, a person beliefs toward the quality of the product and beliefs on information received from social media promotion will influenced significantly customers' purchase intention.

### **The Link between Social Media Marketing and Purchase Intention**

In recent development, one of the factors influencing purchase intention is social media marketing. Social media marketing is a type of internet marketing model to achieve marketing objectives by participating in various social media networks including blogs, content communities, social networking site and the virtual world use web and mobile-based technology (Kaplan, 2012). Social media platforms expand the scope of influence and reach of marketing (Hanna, Rohm, & Crittenden, 2011). According to Solis (2010) the delivery of marketing communication through social media can be assessed through 4C, namely; context, communication, collaboration and connection. Social

media marketing through Instagram allows users to take photos, take videos, apply digital filters and share them to various social networking services, including Instagram's own. To success in promoting products on social media is by actively engaging in potential customer (Fournier & Avery, 2011), to find out what customers want to see, hear and find what customers find interesting, fun and valuable (Kaplan & Haenlein, 2010) that lead to intention to purchase.

Consumers use social networks to get information to base their purchase decisions (Kozinets, 2002). Online communities, such as Insta story, serve as informational platforms where users can find the information they are seeking. The role of social media and cross platform applications is strongly helpful for promoting product awareness leading to customer purchase intentions (Naeem, 2019), in which these activities influence the purchase decision making process (Flavián, Gurrea, & Orús, 2016; Hutter, Hautz, Dennhardt, & Füller, 2013). Thus, the hypothesis set for the current study is;

H<sub>1</sub>: Social media instagram will positively influence purchase intention

### **Product Quality Influences Purchase Intention**

Another factor that influences purchase intention is product quality. Perceived quality of a product or service influence customer purchase intention (Das, 2014; Tsiotsou, 2006). Consumers base their perception of quality on their purchase experience or on information given by marketers (Dodds, Monroe, & Grewal, 1991). Product Quality is the overall features and characteristics of a product or service that depends on its ability to meet the stated needs (Kotler and Keller 2016). In other words, quality is a characteristic or feature of a product or service that has privileges that meet or exceed customer expectations, and are able to provide satisfaction to its users to meet the needs that are also able to provide special value in the eyes of consumers. Product quality has dimensions that can be used to analyze the characteristics of a product. According to Garvin (1988) product quality has eight dimensions: performance, features, reliability, conformance to specifications, durability, serviceability, esthetics, and perceived quality. Previous studies in different contexts shown that consumer perceived product quality influence his/her intention to buy products (Flanagin, Metzger, Pure, Markov, & Hartsell, 2014; Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015). Therefore, it can be predicted that;

H<sub>2</sub>: Product quality will positively influence purchase intention

The discussion in the Literature review section provides adequate knowledge to build a research model as illustrated in Figure 3. The figure shows that social media marketing Instagram and product quality as the independent variables while purchase intention as a dependent variable.

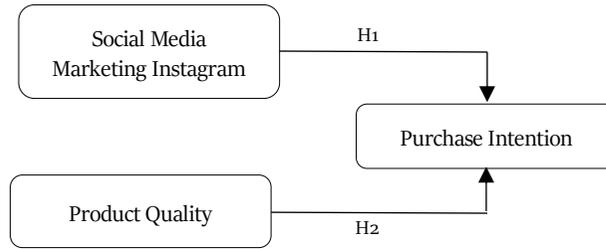


Figure 1. The research model

## RESEARCH METHODS

This research is a descriptive quantitative research which describe, explain and interpret a phenomenon that exists or occurs in an object. This research analyzes the relationship between variables through the examination of hypotheses. There were three stages in this research, namely: 1) Preparation stage, consisting of pre-research observations, literature studies, instrument development, and questionnaires; 2) Data analysis stage, consisting of data screening, analysis of respondent characteristics, descriptive analysis, SEM analysis. The instrument used in this study is a questionnaire developed from the extant literature. Instagram social media marketing instruments were adopted from Solis (2010). Product quality is measured in eight dimensions based on Garvin (1988) and purchase intention are measured based on a study by (Hong & Kim, 2016). A pilot test was carried out to ensure the reliability and validity of the instruments prior to the distribution to the targeted respondents.

A purposive sampling technique was used to distribute the questionnaires. This technique was used with considering several criterias; 1) respondents were Muslim women aged between 17-30 years, 2) domiciled in West Java, 3) have at least once bought a hijab through Instagram. The total number of samples collected in this study were 210 respondents. The data analysis of in this study began with descriptive analysis to see the characteristics of respondents and followed by validity and reliability test and continued with the structural equation models (SEM) evaluation using Partial Least Square (PLS) method. A two-stage of SEM was used in this study as suggested by (Joe F. Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014).

## RESULTS

Table 1 depicts respondent demographic profile of this study consisting of women with majority of having a salary less than Rp 1,000,000 (43.8%), aged between 17-30 years old (99%), and bought the product once a month (92.38%).

Table 1. Demographic characteristics of respondents

Characteristic	Category	N	%
Gender	Male	0	0
	Female	210	100
Age	17-30 years	208	99.0
	31-40 years	2	0.95
	41-50 years	0	0

Table 1. Demographic characteristics of respondents (continued)

Characteristic	Category	N	%
Income (IDR)	<Rp 1.000.000	92	43.8
	Rp 1.000.001 - Rp 2.000.000	80	38.1
	Rp 2.000.001 - Rp 3.000.000	26	12.3
	Rp 3.000.001 - Rp 4.000.000	6	2.86
	> Rp 4.000.001	6	2.86
The frequency of buying hijab via Instagram in 1 month.	1x	194	92.38
	2x	11	5.24
	3x	1	0.47
	4x	4	1.90
	>4x	4	1.90

Table 2. Construct validity and reliability (outers loading)

Constructs	Item	Loading Factor	Cronbach Alpha	CR	AVE
Instagram Social Media			0.903	0.921	0.567
Interest in Instagram news updates		0.821			
The description is clear and easy to understand		0.808			
Attractive promotion		0.753			
Good quality of product photos		0.700			
Consistent of information		0.850			
Interaction between the seller and the consumer		0.732			
The time takes to reply to chat or messages		0.725			
Involvement in providing comment		0.553			
The seller continuously providing information		0.790			
Product Quality			0.968	0.971	0.706
Convenience in buying on Instagram		0.814			
The ease of mix hijab with another outfit		0.818			
The diversity of hijab product offered		0.849			
Has characteristic		0.758			
Offering the latest products		0.754			
The quality offered		0.907			
Overall hijab product quality		0.910			
The compatibility		0.882			
Resistance to hijab products after washing		0.877			
The time takes in shipping goods		0.830			
Response to customers complaints		0.811			
Visual content		0.811			
Hijab motifs, patterns and colors offered		0.813			
-Customers impression on the quality		0.889			
Purchase Intention			0.940	0.957	0.847
I will definitely buy hijabs in the near future		0.914			
I intended to buy hijabs in the near future		0.931			
It likely that I will buy in the near future		0.928			
I expect to buy hijabs in the near future		0.908			

The next step is testing the structural model by evaluating the direct effect between variables; the result is shown in table 3 and figure 2.

Tabel 3. The result of direct and indirect effect

Variable	Path Coefficient	Mean	Std. Deviation	P Value
H1. Social Media -> Purchase Intention	0.162	0.167	0.074	0.043*
H2. Product Quality -> Purchase Intention	0.731	0.728	0.071	0.000**
Social Media + Product Quality -> Purchase Intention (additional result).	0.763	0.763	0.032	0.000**

Significance \*\*0.01; \*0.05

The direct effect of social media on purchase intention based on the results of testing hypothesis 1 is equal to 0.162. Hypothesis 2 testing shows that product quality has a significant effect on purchase intention by 0.731. Additional result of the research is that social media Instagram and product quality simultaneously have a positive effect on purchase intention in Fashion Hijab Products by 0.763.

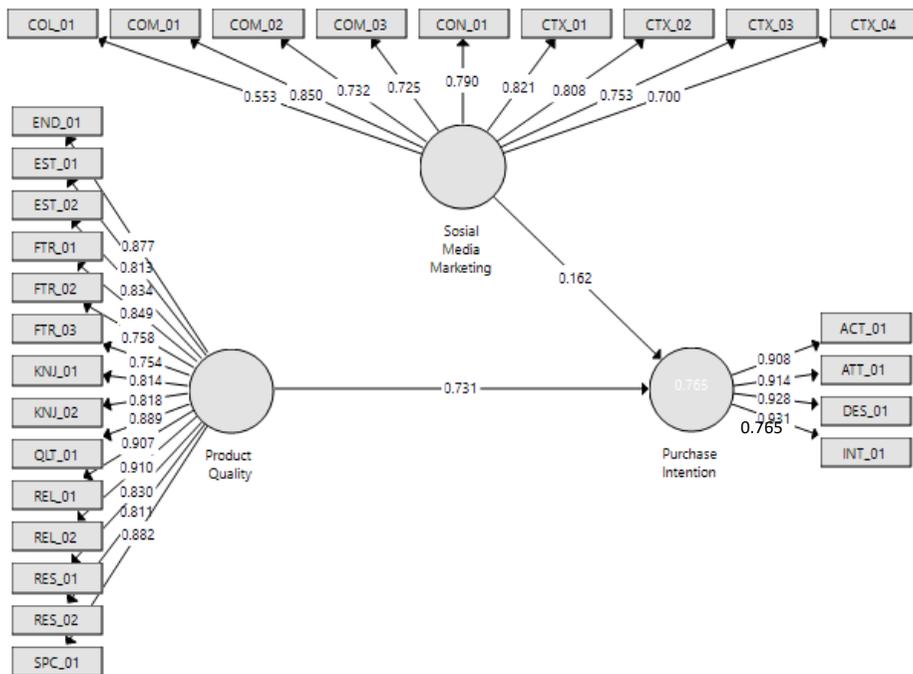


Figure 2. The result from the structural model testing

## DISCUSSION

The results of the analysis show that social media marketing Instagram as expected has a significant and positive influence on customer purchase intention on hijab fashions. This result indicates that in today's digital marketing environment customers purchase decision are influenced by digital

marketing platform such as Instagram. The result implies that social media marketing, in this study is Instagram, can be used by marketers to offer their product closely to potential customers. Additionally, customers are interested in the information provided by the hijab seller, as indicates with the largest factor loading, on Instagram as an important factor that lead to purchase intention that potentially result in to customers actual purchase of the products. This result is in lines with (Amornpashara, Rompho, & Phadoongsitthi, 2015) who investigate the relationship between people's purchase intentions and how they use Instagram in Thailand. They found that the recreational message influence customers' purchase intention. This is followed by Instagram news update and clear description of the information which placed in the second and third largest loading factor. These results indicate that customers give a high attention on the news update of the products as well as well description about the promoted products. In addition, customers take into consideration the continuity of information provided by the sellers, attractive promotions and the interaction between customers and sellers before taking decision to purchase the products. Further, customers also pay attention to the quick response of the seller in answering questions on the products offered. This result in lines with the notion that the success of social media marketing depends on interaction with customers (Virtanen, Björk, & Sjöström, 2017). However, most customers do not interested in the involvement in providing comments via Instagram on the offered products and it is indicated with the lowest factor loading. The dominant factors in social media Instagram variable are information renewal and content consistency. This is in line with previous studies in social media research (Solis, 2010: 263) which states that the delivery of marketing communication through social media is assessed through context, communication, collaboration and connection.

The results of loading factors on product quality show that most customers consider product quality as the first attention in buying the hijab which indicate with the highest factor loading. Product quality includes product compatibility and durability. This finding supports previous study carried out by (Das, 2015) revealing that customers appreciate a store with excellent features of products being offered in Indian stores context. Customers also appreciate about the products variety in relation to hijab motif, colors and patterns. Product timely delivered is also crucial for customers. In addition, the seller response to customers' complaint is also critical in building customer purchase intention. The result on the product quality confirms theoretical perspectives suggested by Garvin (1988) in which he defines product quality has eight dimensions including performance, features, durability, esthetics serviceability, and perceived quality.

This study results indicate that the relationship between social media marketing Instagram and customer purchase intention is significant and also the impact of product quality to purchase intention is also significant. However, the influence of social media marketing Instagram on purchase intention is lower compared to the relationship between product quality and customer purchase intention. This result shows that customers put more important on product quality than solely on social media marketing Instagram in relation to their intention to purchase a hijab product. This finding suggests to the businesses that promote the products via Instagram to put the quality of the products first than the Instagram promotional programs. (Hoe & Mansori, 2018) noted that the quality of the product is critical aspect of the whole features of the products and when the product has best quality in the market it can contribute significantly to win the competition over the competitors. Additionally, they argue that product quality not only helps companies in influencing

customer purchase intention but also it can assist in building a sustainable competitive advantage by satisfying customers leading to loyalty.

## **MANAGERIAL IMPLICATION**

Two practical implications for managers can be harvested to improve the businesses to successfully implement social media marketing Instagram based on the results of this study. First, the result indicates that the product quality has greater influence on the purchase intention of prospective customers compared to social media marketing Instagram. This finding implies that customers are still considering product quality as an important component than merely promotion on social media marketing Instagram in making purchase decision. The consequence of this finding to managers is to ensure the products they promote and sell to the market have better quality compare to competitors. However, companies may target to a certain segment of group customers to sell its products and offer the product with lower price and quality. This strategy will enable companies to serve customers with different preferences in different segment with similar products. Managers may use product quality factor loadings result from this study as a general guideline for developing and strengthening product quality for their own products to increase consumer purchase intention.

Second, managers may use components of social media marketing Instagram that has high factor loadings as from the result of the study reveals that there is an influence of social media marketing on customer purchase intention. The selection of items on social media marketing with high factor loading will give a focus to companies in promoting their products. Attention should be given to information consistency of the product being promoted, information updates, clear description of the product and other important items suitable to the company. Although the influence of social media marketing Instagram on purchase intention is lower compare to product quality variable on purchase intention companies shall not underestimate the role of Instagram to play in promoting the products particularly in today's digital business era. Instagram plays an important role in presenting the products and reaching potential customers with limitless time. In addition, product promotion via Instagram will be far less expensive compared to other promotional media such as television, newspapers and magazines.

## **LIMITATION AND FUTURE RESEARCH**

Although this research has made an important contribution in extending the extant literature by providing empirical study on the importance of product quality and social media marketing Instagram in inducing purchase intention, however this study has limitation. Firstly, this study only covers small number of respondents who at the time of data collection were ready filling the questionnaire. This small number of respondents compared to people who wear hijab may cause a large bias or margin error. Secondly, this study only involve two variables in measuring purchase intention i.e. product quality and social media marketing Instagram whereas there are many other variables can be used to predict purchase intention e.g. service quality, value, word-of-mouth, price, subjective norms, perceived behavioral control, attitude and many others. Thus, future research is expected to include more independence variables in predicting purchase intention involving larger respondent and covering more than one online platform e.g. Facebook, Twitter, YouTube and other online selling platforms.

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