

Brand Awareness, Brand Modesty, Consumer Involvement, and Perceived Quality of Modest Sportswear in Greater Jakarta, Indonesia

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Abstract: Indonesia is the country with the largest Muslim population in the world with 87 percent of its population is Muslim (USCIRF, 2017). With this condition, modest sportswear has a huge market potential. In addition, Indonesian culture, in general, has always valued the norm of modesty. In this study, we investigate the relationship between brand awareness, brand modesty, consumer involvement and perceived quality of modest sportswear in Greater Jakarta, Indonesia. Data analysis was carried out by performing PLS-SEM and SmartPLS software package. The result indicates that brand modesty and consumer involvement have significant positive effects on perceived quality of modest sportswear in Greater Jakarta, Indonesia. Further managerial implications are discussed.

1 INTRODUCTION

The Pew Research Center's Forum on Religion & Public Life predicts that the world's Muslim population will raise up to 2.2 billion people in 2030. The young generation dominates the demographic structure of Muslim population. In 2010, the median age of Muslim was 23 years old. The prediction also expects that by 2030, 29% of the world's young population will be Muslim. Indonesia is the country with the largest Muslim population in the world with 87 percent of its population is Muslim (USCIRF, 2017). With this condition, modest wear has a huge market potential. Aside from the fact that modest apparel is mandatory for Muslim, Indonesian culture, in general, has always valued the norm of modesty. However, the concept of modesty becomes the limit for activities that require agility, such as sports. Sportswear is designed to give flexibility to the wearer, depicted by the usual sportswear that is showing skin and tight to the body. Consequently, this condition contradicts the basic concept of modest attire. Therefore, the main objectives of this study is to identify the relationship between perceived quality, brand awareness, consumer involvement, and

perceived quality regarding the women modest sportswear consumers in Greater Jakarta, Indonesia.

2 LITERATURE REVIEW

2.1 Perceived Quality

Athiyaman (1997) believe that the perceived quality is a degree of the compliance rate between perceived performance and customer expectations. If a product actual outcome goes beyond the consumer expectation, consumers will be satisfied or otherwise, consumers will be displeased (Chaudhuri, 2002). There are two factors affecting perceived qualities; intrinsic and extrinsic factors (Schiffman and Kanuk, 2000). The intrinsic factors are the physical characteristics of the product consisting of color, size, taste, and aroma, while the extrinsic factors are external factors influencing consumer purchase decisions consisting of product image, manufacture image, store image, price, and country of origin product (Schiffman and Kanuk, 2000).

2.2 Brand Awareness

Keller (2011) defines brand awareness as the ability and ease of brand to embed in consumer memory, consisting of brand familiarity and brand recognisability dimensions. The higher the brand awareness is, the higher the chances of consumers purchasing the brand of the product or service (Macdonald and Sharp, 2000; Mohd Yasin et al., 2007; Foroudi et al., 2014). Previous studies have indicated that brand awareness significantly affects consumer involvement (Macdonald and Sharp, 2000, Kim, 2003, Aghdaie and Honari, 2014) and perceived quality (Aghdaie and Honari, 2014, Kim et al., 2018).

2.3 Modesty and Modest Branding

Modest apparel is widely known as a way of dressing which avoids sexual attraction (Oxford Dictionaries). Modest fashion is very closely related to muslim women. They should cover their bodies from head to toe except the face and ankles. With the existence of globalization, the modest fashion has become a trend that is spreading very rapidly in the world. The need for modest fashion today is not only driven by religious beliefs and demands, but also part of style and appearance (Jones, 2010). Muslim women who use modest apparel also want to look fashionable to follow the trend (Aisha, 2017). Even, fashion is also a part that describes their social status. Therefore, we propose this as part of the self-actualization (McLeod, 2007).

2.4 Consumer Involvement

Consumer evaluations of products are affected by physical, social, time, purchase intention and mental situations (Assael, 2004). Laaksonen (1994) suggested three groups of definitions: cognitive based, individual state and response based. This classification embraces the first distinction of involvement proposed by Rothschild (1984) who suggested that involvement has three forms or types: enduring, situational, and response. Therefore, the hypotheses to be tested in this study are as follows:

H1.a: Brand awareness has a positive relationship towards consumer involvement.

H1.b: Brand awareness has a positive relationship towards perceived quality.

H2.a: Brand modesty has a positive relationship towards consumer involvement.

H2.b: Brand modesty has a positive relationship towards perceived quality.

H3: Consumer involvement has a positive relationship towards perceived quality.

3 METHODOLOGY

3.1 Measurement Development

The Brand Awareness assessed by using two dimensions. These two dimensions are developed by Ha and Perks (2005) and Foroudi et al., (2006) consist of brand familiarity and brand recognisability. Brand Modesty (X2) can be measured by self-fulfillment Maslow which is applied by Shutenko (2015). Consumer Involvement (Y) assessed by using five dimensions. The five dimensions are developed by Asael (2004) that consists of physical, social, time, purchase intention and mental situations. Perceived Quality (Z) assessed by using two dimensions. These two dimensions are developed by Schiffman and Knauk (2000) which consists of External (Z1) and Internal (Z2).

3.2 Sampling and Data Collection

In this study, we surveyed Muslim women that wear hijab with an age range from 18 to 30 years old in Greater Jakarta. Our respondents also need to have past experience wearing modest sportswear. To fulfill that requirement, the questionnaire was distributed in a gym and also in sportswear retailer. As a result, the total respondents are 65 persons and all of it is usable. The questionnaire was distributed to the respondents via a google form.

3.3 Data Analysis

Data analysis was performed using Partial Least Square-Structural Equation Modeling (PLS-SEM) through SmartPLS 3.0 software. The choice of processing method is due to the small number of samples and it is not possible to perform the analysis using SEM analysis based on covariance.

4 FINDINGS

4.1 Evaluation of Outer Model

Evaluation of convergent validity has been achieved, which is proven by the indicator of reliability (loading factor) of each indicator used in the model. Table 1 indicates that all loading factor values are >

0.50 and t-statistics are > 2.00. In addition, the Average Variance Extracted values of all constructs are > 0.50. A follow-up examination of the internal consistency construct also indicates the cronbach's alpha and composite reliability values of all constructs are > 0.70.

Table 1: Outer loadings.

Latent variables	Manifest variables	Std. Loadings	t-Statistics	AVE	Composite reliability	Cronbach's Alpha	Rho A
X1	X1	0.902	16.063	0.826	0.905	0.790	0.793
	X2	0.940	13.799				
X2	X3	0.838	19.372	0.707	0.906	0.861	0.863
	X4	0.843	18.860				
	X5	0.795	13.232				
	X6	0.885	29.909				
Y	Y1	0.920	46.529	0.809	0.944	0.921	0.927
	Y2	0.925	50.072				
	Y3	0.921	50.473				
	Y4	0.828	17.766				
Z	Z1	0.948	59.819	0.891	0.943	0.878	0.881
	Z2	0.940	44.862				

Note: X1= Brand awareness; X2= Brand modesty; Y= Consumer involvement; Z= Perceived quality

Further evaluation of discriminant validity indicates good results. This result is obtained by looking at the correlation values between the same constructs as compared to other constructs through Fornell-Larcker criterion. The results in table 2 indicate the correlation between the same constructs is always higher than the other constructs.

Table 2: Fornell-Larcker criterion results.

	X1	X2	Y	Z
X1	0.909			
X2	0.550	0.841		
Y	0.427	0.743	0.899	
Z	0.470	0.711	0.877	0.944

4.2 Evaluation of Inner Model

Evaluation of inner model is performed by testing the significance of each path coefficient whether there is a relationship in accordance with the proposed hypothesis or not. The results in Table 2 indicate that brand modesty significantly affects perceived quality (coeff = 0.729). Consumer involvement has also shown to significantly affect perceived quality (coeff = 0.775). The results

indicate that hypotheses 2a and 3 are proven.

Table 3: Path coefficient results.

	Coeff.	t-statistics	P-value
Brand awareness -> Consumer involvement	0.026	0.284	0.776
Brand awareness -> Perceived quality	0.093	1.162	0.246
Brand modesty -> Consumer involvement	0.729	9.865	0.000***
Brand modesty -> Perceived quality	0.084	0.773	0.440
Consumer involvement -> Perceived quality	0.775	8.159	0.000***

Note: *** p<0.01; **p<0.05; *p<0.10

Further evaluation by looking at the total indirect effects of each path coefficient indicates that brand modesty has a significant indirect effect on the perceived quality through moderating variable consumer involvement (coeff = 0.565) (Table 3). However, this effect is still smaller than the direct effect of brand modesty on perceived quality (coeff = 0.729).

Table 4: Total indirect effect results.

	Coeff.	t-statistics	P-value
Brand awareness -> Consumer involvement	-	-	-
Brand awareness -> Perceived quality	0.020	0.285	0.776
Brand modesty -> Consumer involvement	-	-	-
Brand modesty -> Perceived quality	0.565	5.288	0.000***
Consumer involvement -> Perceived quality	-	-	-

Note: *** p<0.01; **p<0.05; *p<0.10

Brand awareness and brand modesty are able to explain the variability of consumer involvement constructs of 55.3% (R²), and consumer involvement constructs are able to explain the variability of perceived quality constructs of 78.4%. Meanwhile, the rest is explained by other constructs which are not included in the model.

The relationship between each of the constructs is indicated in Figure 1 below.

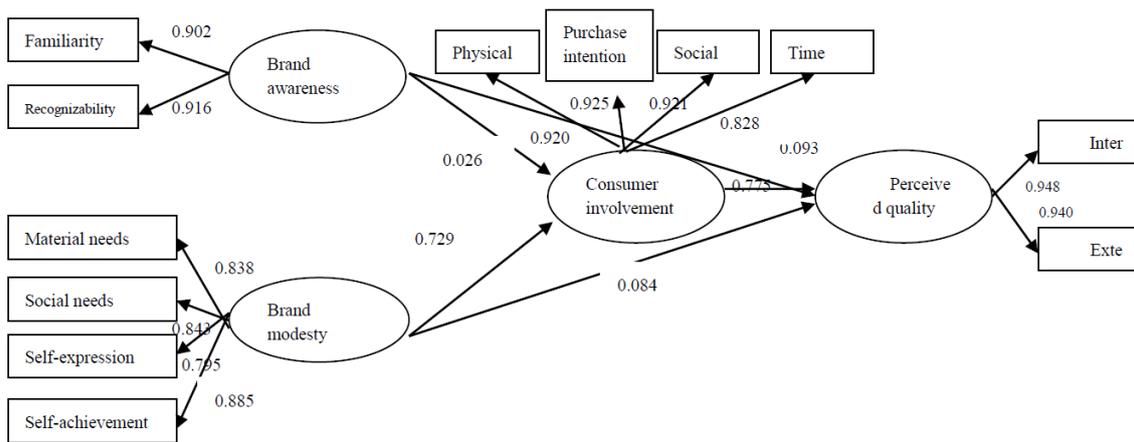


Figure 1: The relationship between constructs in the PLS-SEM model.

5 DISCUSSION

Based on the findings of this study, it is very important for sportswear brands to build their brand awareness, fulfill their brand modesty, and understand their consumer involvement in order to receive a good perceived quality from young Indonesian Muslim consumers. Our study indicates that brand modesty significantly affects the perceived quality of modest sportswear. This is in accordance with Maslow's theory applied by Shutenko (2015). Of the overall indicators used, self-achievement is the motivation that has the highest influence underlying the brand modesty in young muslim women in Greater Jakarta, Indonesia (coeff = 0.885), followed by social needs (coeff = 0.843), material needs (coeff = 0.838), and self-expression (coeff = 0.785). Self-achievement is the motivation of young Muslim women where they feel more energized and more frequent doing sports when using modest sportswear. Then, social and material demand becomes the next and the last reason followed by a desire to express oneself. These results are an interesting input for sportswear manufacturers in Indonesia that the factors that shape the above modesty brand need to be considered when they want to produce and market their products in Indonesia. The next significant factor affecting perceived quality is consumer involvement. The dimensions that have the highest influence of consumer involvement are the dimensions of purchase intention (coeff = 0.925), social (coeff = 0.921), physical (coeff = 0.920), and time (coeff = 0.828). This result is in accordance with Suh et al. (1997), Asael (2004), and Espejel et al., (2009). Purchase intention is a motivation from

within the consumer itself in making purchasing decisions and use of sportswear. Furthermore, the effect of the social environment includes the demand to maintain the norm of politeness from the environment and Islamic religious demands. The physical effects include both product and store designs. Finally, the effect of time involves searching time for information and product usage.

6 CONCLUSION

In conclusion, brand modesty and consumer involvement have significant positive effects on perceived quality of modest sportswear in Greater Jakarta, Indonesia. Some other variables that might affect modest sportswear perceived quality might be considered for future research. Moreover, for specific brand or type of modest sportswear (for example: swimwear), consumer may show different consumer behaviors, which can be studied for the future research.

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