

# THE INFLUENCE OF MUSLIM FASHION AWARENESS AND ITS FACTORS ON MUSLIM FASHION CONSUMPTION IN INDONESIA

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## **Abstract**

This research aims to determine and analyze the influence of knowledge sources, Muslim fashion motivation, clothing style, and the uniqueness of Muslim fashion on Muslim fashion consumption through Muslim fashion awareness. The method used in this research uses the SEM PLS method which analyzes the influence of knowledge sources, Muslim fashion motivation, clothing style, and the uniqueness of Muslim fashion on Muslim fashion consumption through Muslim fashion awareness. The results of this research show that Muslim Fashion Awareness produces a positive and significant influence on Fashion Consumption, Muslim Fashion Knowledge Sources produce a positive and significant influence on Fashion Consumption. Muslim Fashion Motivation produces a positive and significant influence on Fashion Consumption, Dress style produces a positive and significant influence on Fashion Consumption, and the uniqueness of Muslim Fashion produces a positive and significant influence on Fashion Consumption

**Keywords:** source of knowledge, muslim fashion motivation, clothing style, fashion uniqueness, fashion consumption, fashion awareness

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## **INTRODUCTION**

Muslim fashion is clothing that conforms to Islamic teachings related to chastity and modesty and is known as the title Haya, and applies to both men and women. One way to show a Muslim who is obedient to the teachings of his religion is to wear clothing that covers the aurat, which must be made of materials that are Halal, comfortable to use, inconspicuous, and in accordance with Islamic Sharia rules to cover body parts that are inappropriate to show to others.

The movement of Muslim clothing trends goes hand in hand with changes in fashion trends in general, Muslim clothing trends in Indonesia in general are always strange because Muslim clothing trends in Indonesia never follow trends from the west, because Indonesian designers

have changed Muslim fashion to local styles, so Indonesia is like there is its own trend. One example is the use of traditional Indonesian woven fabrics, batik, embroidery, silk, and traditional fabrics of every other region. Most Indonesian designers design Muslim fashion that is identical to their own fashion.

Sources of Muslim fashion knowledge are available from various sources in seeking information, one of which is from Indonesian designers. because it plays an important role in promoting the work of Indonesian Muslim fashion designers. This potential is also driven by Hijra influencers who also promote their Muslim fashion from various fashions, even Indonesian designers to fashion shows abroad such as the Middle East, Europe and other hijra influencers launch their own Muslim fashion collections that suit their respective styles. So it is not surprising that Indonesia has been crowned to be the mecca of world Muslim fashion because Indonesia has become a producer and even introduced fashionable Muslim fashion in the circuit of the transnational fashion industry. Muslim fashion magazines, for example, may see Muslim fashion trends from what is going viral because it greatly influences for example, if designers and influencers wear their own brand of clothes, customers will love buying them.

The motivation of Muslim fashion comes from the desire of individuals to have clothes that not only meet the Islamic religious sharia but also provide confidence in appearance. It is also driven by Indonesian designers and influencers, especially generation Z, who currently have the ability to follow Muslim fashion and gain recognition for their lifestyle expression. Since generation Z's preference is very high towards Muslim fashion, they feel it fits with fashion, quality, and price, Moreover, they closely observe changes in Muslim fashion.

Muslim fashion dress style is an inseparable part of personality, culture, and the origin of a community and nation. Indonesia has many different tribes and cultures, according to its own characteristics. Fashion is now following fashion trends and many people do not realize how important it is to wear clothes that are in accordance with Islamic law. Of course there is an effect of changes that occur in the way Muslims dress. Clothing that covers the aurat can still be used in different ways depending on trends, but still follows the teachings of Islamic Sharia that loose clothing does not form curves, does not resemble the clothes of infidels, and does not show what is behind it. In addition, men's clothing should not resemble women's clothing or vice versa.

The uniqueness of Indonesian Muslim fashion that incorporates elements of batik fabrics and weaving from various regions that make it unique from other Muslim fashion designs. and many Gen Z and millennial influencers and content creators are blending more traditional clothing like caftans and abayas, and experimenting with fashion and layering in ways to give modest fashion a contemporary style. because Indonesia has a significant increase, offering a diversity of local content that does not exist in other countries.

## **LITERATURE REVIEW AND HYPOTHESIS**

### **Muslim Fashion Consumption**

According to (Suryaningsih, 2018), consumption limits in Islam are not only limited to halal and haram but there are things that need to be considered as well as good or not, suitable, clean, not disgusting, prohibition of israf and prohibition of boasting.

### **Muslim Fashion Awareness**

Fashion awareness can be defined as the degree of one's involvement with one's style of clothing or fashion and implies an interest in one's style of dress and appearance (Köksal, 2019).

### **Muslim Fashion Knowledge Resources**

Information search is an important phase in the decision-making process (Hsu, 2009). Even in terms of fashion, before buying a product, consumers will collect information about the clothing so that consumers can choose clothes that suit their wishes.

### **Muslim Fashion Motivation**

According to (Farida, 2021), motive is the driving force from within to carry out activities to achieve goals. In clothing, a person will have a factor that makes him motivated to choose the clothes he will wear.

### **Dress Style**

(Trisnawati, 2016), explained that fashion is as a self-expression and communication of the wearer and provides implications for the use of fashion in relation to how people communicate the values, status, personality, identity, and feelings of others.

### **The Uniqueness of Muslim Fashion**

According to (Hassan & Harun, 2016), the uniqueness of *fashion* is considered as the result of the desire for uniqueness, In consumer behavior, uniqueness means the potential for customers to prefer and get unique products (Ullah et al., 2020).

### **Hypothesis Development**

#### **Sources of Knowledge on Muslim Fashion Awareness**

(Ariati & Pratama, 2020), found that fashion awareness has a positive and significant influence on consumer attitudes towards fake products. Fashion awareness as one's behavior plays an important role in shaping one's attitude towards counterfeit goods, so the level of one's attitude towards counterfeit products is proportional to one's level of awareness on the importance of appearance. (Talaat, 2020) states that the more aware Egyptian students are of fashion and the more clothes that represent them, the greater their involvement in fashion clothing and will ultimately affect the level of fashion consumption by Egyptian students (Talaat, 2020). In (Hassan & Harun, 2016) research, it also shows that clothing style, fashion knowledge source, fashion motivation, and fashion uniqueness are positively related to fashion awareness which then ultimately affects hijab fashion consumption in Malaysia. Women who have awareness of hijab fashion consume more hijab fashion because, they tend to choose to distinguish themselves from others through hijab fashion consumption (Abdolmanafi & Soleimani, 2020). Thus, the study hypothesizes the following:

#### **H1. Sources of Knowledge positively influence Muslim Fashion Awareness.**

#### **Muslim Fashion Motivations for Muslim Fashion Awareness**

(Aristawati & Prasetyo, 2021), stated that various sources of information media can attract consumers before these consumers intend to make purchases on hijab fashion products. Generally, a consumer will search and get information before intending to buy a product. Seock

and Bailey (2009), explain that the source of personal information has a significant influence on the buying and purchasing decisions of hispanic consumers' clothing. Fashion awareness will increase with the increasing availability and utilization of fashion information sources because hijabistas want to ensure the fulfillment of their fashion needs (Ullah et al., 2020). Catalogs, social gatherings, store displays and friends are important sources of information for new fashion trends among older female consumers (Nam et al., 2007). Agreeing with this statement, (Hassan & Harun, 2016) found that the existence of various sources of fashion knowledge can increase the fashion awareness of Muslim women, as they proactively seek ideas from available sources of information to ensure that their fashion needs are met. Thus, the study hypothesizes the following:

**H2. Muslim Fashion Motivation has a positive influence on Muslim Fashion Awareness.**

**Dress Style towards Muslim Fashion Awareness**

Research by (Mariano et al., 2021) shows that intrinsic motivation and extrinsic motivation have a positive influence on job satisfaction. Motivational factors play a key role in employees' job satisfaction and that this is heavily influenced by their perception of the leadership style and reward system designed by the company. (Abdolmanafi & Soleimani, 2020) found that fashion motivation had no effect on fashion awareness. Meanwhile, in (Edastami & Mahfudz, 2019), it was found that fashion motivation has a very strong influence on fashion awareness. Research by (Hassan & Harun, 2016), explains that fashion motivation positively affects fashion awareness. Muslim women choose hijab fashion as a form of expressing themselves to others. Muslim women are motivated and prefer hijab fashion because of comfort, conformity with personality, peer acceptance, personal satisfaction and suitability to special occasions. There are various motivations for students to wear Muslim clothing, such as carrying out Allah's sharia to cover the aurat, protect the skin from the dangers of ultraviolet rays and feel more comfortable, elegant, beautiful and confident (Nazmah et al., 2015). Thus, the study hypothesizes the following:

**H3. Dress style has a positive influence on Muslim Fashion Awareness.**

**The Uniqueness of Muslim Fashion to Muslim Fashion Awareness**

(Ariany, 2019), states that clothing that serves as a symbol and provides consensus in meaning to others, influences their reaction to the wearer. Employees who wear clothes they like have higher self-perception, improve their job performance, improve attitudes about their jobs, and ensure higher levels of job satisfaction, and can increase their work motivation. In the research of (Wan et al., 2001), the overall fashion awareness factor that has the strongest correlation is the sub-factors of dressing style and physical appearance. In social activities, people who are very fashion-conscious love social gatherings and strengthen their personal bonds with friends and family. The style of dress encourages Muslim women to be creative and allows them to express their individuality in a beautiful and artful way (Hassan & Harun, 2016). (Edastami & Mahfudz, 2019), also found that consumers with decisions that consider the style of dress to be used, tend to pay great attention to the type of hijab clothing to be consumed. Thus, the study hypothesizes the following:

**H4. The uniqueness of Muslim Fashion has a positive influence on Muslim Fashion Awareness.**

**Muslim Fashion Awareness of Muslim Fashion Consumption**

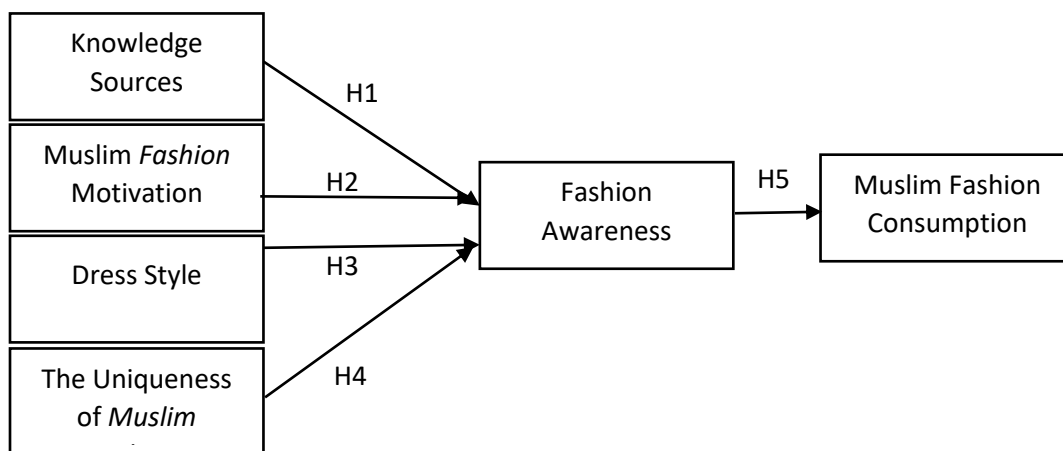
Research by (Dlodlo, 2014), states that consumer needs for uniqueness, namely creative choice, counter conformity, and avoidance of similarity are positively related to consumer fashion innovation. The need for uniqueness is slowly gaining popularity as a topic within the marketing

discipline. Consumer consumption patterns with varying degrees of uniqueness have been widely studied and applied to a number of consumer goods to the exclusion of local designer labels with African styles. Research by (Edastami & Mahfudz, 2019), shows that the uniqueness of fashion is not a consideration for some hijab fashion consumers in Indonesia. Consumers who have a high level of preference for uniqueness tend not to engage in consumption activities, to satisfy their perception of uniqueness (Burns & Warren, 2013). While (Lang & Armstrong, 2018), say that consumers who have a higher level of need for uniqueness are more likely to engage in clothing exchanges. Consumers with a higher level of need for uniqueness are perceived as more open to new ideas, in an attempt to differentiate from others. In agreement with this statement, (Hassan & Harun, 2016), found that Muslim women who are aware of fashion want uniqueness in their hijab fashion consumption. They prefer a hijab fashion style that is different from others to show their individuality. Thus, the study hypothesizes the following:

**H5. Muslim Fashion Awareness has a positive effect on Muslim Fashion Consumption**

**METHODS**

This study uses six research constructs, namely Knowledge Sources, Muslim Fashion Motivation, Clothing Style, Uniqueness of Muslim Fashion, Muslim Fashion Awareness, and Muslim Fashion Consumption. The following is the framework of the research concept used in this study:



**Figure 1. Research Model**

**RESULTS AND DISCUSSION**

The following is explained about the descriptive data of respondents obtained from the distribution of questionnaires seen in Table 1:

**Table 1 Descriptive analysis of respondents**

| <b>Gender</b>    | <b>Sum</b> | <b>Percentage</b> |
|------------------|------------|-------------------|
| Man              | 110        | 57%               |
| Woman            | 80         | 43%               |
| <b>Sum</b>       | 190        | 100%              |
| <b>Age Range</b> |            |                   |

| <b>Gender</b>                          | <b>Sum</b> | <b>Percentage</b> |
|--|------------|-------------------|
| <b>17 – 25 Years</b>                   | 160        | 84%               |
| <b>25 – 30 Years</b>                   | 30         | 16%               |
| <b>30 Years Over</b>                   | 0          | 0                 |
| <b>Sum</b>                             | 190        | 100%              |
| <b>Types of Jobs</b>                   |            |                   |
| <b>Junior High School / Equivalent</b> | 20         | 10,5%             |
| <b>High School/Equivalent</b>          | 95         | 50%               |
| <b>Diploma</b>                         | 38         | 20%               |
| <b>Other</b>                           | 37         | 19,5%             |
| <b>Sum</b>                             | 190        | 100%              |

## SEM ANALYSIS

### Confirmatory Analysis

**Table 2 Test Validity and Reliability**

| <b>Variable</b>        | <b>Indicators</b> | <b>Sig.</b> | <b>r table</b> | <b>r calculate</b> | <b>Information</b> |
|------------------------|-------------------|-------------|----------------|--------------------|--------------------|
| Muslim                 | Y1.1              | 0,000       | 0.142          | 0,733              | Valid              |
| Fashion                | Y1.2              | 0,000       | 0.142          | 0,710              | Valid              |
| <i>Consumption</i> (Y) | Y1.3              | 0,000       | 0.142          | 0,850              | Valid              |
|                        | Y1.4              | 0,000       | 0.142          | 0,491              | Valid              |
| Fashion                | Z1.1              | 0,000       | 0.142          | 0,767              | Valid              |
| Awareness (Z)          | Z1.2              | 0,000       | 0.142          | 0,780              | Valid              |
|                        | Z1.3              | 0,000       | 0.142          | 0,831              | Valid              |
|                        | Z1.4              | 0,000       | 0.142          | 0,720              | Valid              |
| Knowledge Source (X1)  | X1.1              | 0,000       | 0.142          | 0,727              | Valid              |
|                        | X1.2              | 0,000       | 0.142          | 0,755              | Valid              |
|                        | X1.3              | 0,000       | 0.142          | 0,775              | Valid              |
|                        | X1.4              | 0,000       | 0.142          | 0,808              | Valid              |
|                        | X1.5              | 0,000       | 0.142          | 0,756              | Valid              |
|                        | X1.6              | 0,000       | 0.142          | 0,847              | Valid              |
|                        | X1.7              | 0,000       | 0.142          | 0,795              | Valid              |
|                        | X1.8              | 0,000       | 0.142          | 0,727              | Valid              |
|                        | X1.9              | 0,000       | 0.142          | 0,806              | Valid              |
|                        | X1.10             | 0,000       | 0.142          | 0,765              | Valid              |
| Fashion                | X2.1              | 0,000       | 0.142          | 0,694              | Valid              |
| Motivation (X2)        | X2.2              | 0,000       | 0.142          | 0,779              | Valid              |
|                        | X2.3              | 0,000       | 0.142          | 0,866              | Valid              |
|                        | X2.4              | 0,000       | 0.142          | 0,616              | Valid              |
|                        | X2.5              | 0,000       | 0.142          | 0,635              | Valid              |
|                        | X2.6              | 0,000       | 0.142          | 0,845              | Valid              |
|                        | X2.7              | 0,000       | 0.142          | 0,674              | Valid              |
| Dress Style (X3)       | X3.1              | 0,000       | 0.142          | 0,698              | Valid              |
|                        | X3.2              | 0,000       | 0.142          | 0,762              | Valid              |

| Variable        | Indicators | Sig.  | r table | r calculate | Information |
|-----------------|------------|-------|---------|-------------|-------------|
|                 | X3.3       | 0,000 | 0.142   | 0,650       | Valid       |
|                 | X3.4       | 0,000 | 0.142   | 0,802       | Valid       |
| Fashion         | X4.1       | 0,000 | 0.142   | 0,635       | Valid       |
| Uniqueness (X4) | X4.2       | 0,000 | 0.142   | 0,584       | Valid       |
|                 | X4.3       | 0,000 | 0.142   | 0,670       | Valid       |
|                 | X4.4       | 0,000 | 0.142   | 0,694       | Valid       |
|                 | X4.5       | 0,000 | 0.142   | 0,779       | Valid       |
|                 | X4.6       | 0,000 | 0.142   | 0,566       | Valid       |
|                 | X4.7       | 0,000 | 0.142   | 0,616       | Valid       |

Based on the results of the validity test conducted in the SPSS 25 application with a sample of 180 respondents' results distributed can be seen in table 4.8 above. In conclusion, the variables Muslim Fashion Consumption (Y), Muslim Fashion Awareness (Z), Muslim Fashion Knowledge Source (X1), Muslim Fashion Motivation (X2), Muslim Fashion Dress Style (X3), Muslim Fashion Uniqueness (X4), were declared valid with the results of r calculated on the r table and had a specification of 0.000 on all indicators tested.

| Variable                              | Crobanch's Alpha | Limits of Reliability | Information |
|---------------------------------------|------------------|-----------------------|-------------|
| Muslim Fashion Consumption(Y)         | 0,638            | 0,60                  | Realistic   |
| Muslim Fashion Awareness (Z)          | 0,774            | 0,60                  | Realistic   |
| Muslim Fashion Knowledge Sources (X1) | 0,921            | 0,60                  | Realistic   |
| Muslim Fashion Motivation (X2)        | 0,710            | 0,60                  | Realistic   |
| Muslim Fashion Dress Style(X3)        | 0,695            | 0,60                  | Realistic   |
| The Uniqueness of Muslim Fashion (X4) | 0.715N           | 0,60                  | Realistic   |

From the test results above, it can be drawn to the conclusions of all variables, both starting from the Fashion Consumption Variable (Y), Muslim Fashion Awareness (Z), until all independent variables are declared reliable. For the reason that all Crobanch.s Alpha values have a value of >0.60.

**R-Square Test Results (R2)**

The following are the results of the R-Square test in this study, namely:

**Table 3 R-Square test results**

| Type | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|------|-------|----------|-------------------|----------------------------|
| 1    | .686a | .471     | .463              | 1.615                      |

In review from table 3 above, which is the result of the R-square test, four variables X to variable Z show 0.463 which means the variables Fashion Knowledge Source (X1), Fashion Season's Motivation (X2), Muslim Fashion Dress Style (X3), Muslim Fashion Uniqueness (X4), influence 46.3% on the variable Muslim Fashion Awareness (Z).

**Test Results of Hypothesis Z to Y**

**Table 4 Test Results of Hypothesis Z to Y**

| Type |            | Sum of Squares | Df  | Mean Square | F       | Sig.  |
|------|------------|----------------|-----|-------------|---------|-------|
| 1    | Regression | 506.637        | 1   | 506.637     | 250.583 | .000b |
|      | Residuals  | 380.105        | 188 | 2.022       |         |       |
|      | Total      | 886.742        | 189 |             |         |       |

Table 4 above is the result of the f test in SPSS 25 application. From table 4.13 above, it can be seen that the significance value of the f test is 0.000. With a ratio of 5% in the f test, it will get a result of  $0.000 < 0.05$ . Which can be interpreted as an accepted research hypothesis, where there is an influence or relationship between variable Z and variable Y that is significant.

**Test Results of Hypothesis X to Z**

**Table 5 Test Results of Hypothesis X to Z**

| Type |            | Sum of Squares | Df  | Mean Square | F      | Sig.  |
|------|------------|----------------|-----|-------------|--------|-------|
| 1    | Regression | 432.234        | 4   | 144.078     | 55.246 | .000b |
|      | Residuals  | 485.077        | 186 | 2.608       |        | .000b |
|      | Total      | 917.311        | 189 |             |        |       |

From table 5 above, it can be seen that the significance value of the f test is 0.000. With a ratio of 5% in the f test, it will get a result of  $0.000 < 0.05$ . Which can be interpreted as an accepted research hypothesis, where there is an influence or relationship between variable X to variable Z that is significant.

**The Influence of Muslim Fashion Awareness on Muslim Fashion Consumption**

Based on the hypothesis test and R square test as a reference that does the variable of Muslim Fashion Awareness of Fashion Consumption have a positive effect? Then the answer is yes. Referring to the results of the significance in the Hypothesis Test carried out, namely with the t test and f test states that variable Z has a significant and positive effect on variable Y. this can support the hypothesis tested by researchers in this study.

With these results, this study can support previous research, namely research by Ariati and Pratama (2020), found that fashion awareness has a positive and significant influence on consumer attitudes towards fake products. As well as research by In the research of Hassan and Harun (2016), it also shows that clothing style, source of fashion knowledge, fashion motivation, and uniqueness of fashion are positively related to fashion awareness which then ultimately affects hijab fashion consumption in Malaysia. So with this H0 is rejected and H1 is acceptable..

**The Influence of Muslim Fashion Knowledge Sources on Muslim Fashion Awareness**

The Knowledge Source Variable (X1) is stated to have a significant and positive effect on the Muslim Fashion Awareness Variable (Z). referring to the results of data processing carried out through several tests shows that Variable X1 has a positive and significant effect. It can be



concluded that this means that the research that researchers do can support previous research that has been done. As in (Aristawati & Prasetyo, 2021) research, which states that "various sources of information media can attract consumers before these consumers intend to make purchases on hijab fashion products". And in research, (Hassan & Harun, 2016) found that the existence of various sources of fashion knowledge can increase the fashion awareness of Muslim women. So with this H0 is rejected and H1 can be accepted..

#### **The Influence of Muslim Fashion Motivation on Muslim Fashion Awareness**

The Muslim Fashion Motivation variable (X2) also has a positive and significant effect on the Muslim Fashion Awareness (Z) variable. can be reported in the table in Chapter 4 which states and displays data processed questionnaires distributed and researched by researchers. So with this, the results of this study can certainly support previous research which also states that variable X2 has a positive and significant effect on variable Z. this study can support previous research conducted by Research by (Leitão et al., 2022) shows that intrinsic motivation and extrinsic motivation have a positive influence on job satisfaction. And research by Hassan and Harun (2016), explains that fashion motivation positively affects fashion awareness. It can be concluded and conclude that H0 is rejected and H1 is accepted.

#### **The Influence of Dress Style on Muslim Fashion Awareness**

The Dress Style Variable (X3) is also stated to have a significant and positive effect on the Fashion Awareness Variable (Z). This can be concluded through several tests that researchers conducted from questionnaire results data that researchers distributed for the smooth running of this study. Thus, these results can support previous research that also produced the same hypothesis, namely that Dress Style has a positive and significant effect on Muslim Fashion Awareness. Like research conducted by (Ariany, 2019), states that clothing that functions as a symbol and provides consensus in meaning to others. And research conducted by (Wan et al., 2001), which states that the overall fashion awareness factor that has the strongest correlation is the sub-factors of dressing style and physical appearance. In social activities, people who are very fashion-conscious love social gatherings and strengthen their personal bonds with friends and family. With the conclusion H0 is rejected and H1 is acceptable.

#### **The Influence of the Uniqueness of Muslim Fashion on Muslim Fashion Awareness**

The last variable in this study is the variable Uniqueness of Muslim Fashion (X4) which tested its effect on Muslim Fashion Awareness (Z) can be stated to have a positive and significant effect. Which is referred directly from some test results carried out by researchers. In this case, like other variables that researchers test, this study can also fully support the results of previous studies that also have the same conclusions as the results in this study. As in research conducted by Research by Dlodlo (2014), states that consumer needs for uniqueness, namely creative choice counter conformity and avoidance of similarity are positively related to consumer fashion innovation. As well as research conducted by (Lang & Armstrong, 2018), say that consumers who have a higher level of need for uniqueness are more likely to engage in clothing exchanges. And the results of this study are H0 rejected and H1 can be accepted.

## **CONCLUSION**

The research conducted by the researchers was conducted in order to analyze the factors that influence Muslim Fashion Awareness and whether Muslim Fashion Awareness has an effect on Fashion Consumption. From the results of this study, it can be concluded that Muslim Fashion Awareness produces a positive and significant influence on Fashion Consumption. Muslim Fashion Knowledge Sources generate a positive and significant influence on Fashion Consumption. Muslim Fashion Motivation produces a positive and significant influence on Fashion Consumption. Dress Style produces a positive and significant influence on Fashion Consumption. The uniqueness of Muslim Fashion produces a positive and significant influence on Fashion Consumption.

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