The Role of Religiosity on Hijab Buying Intention on Premium Hijab of Muslim Consumers in Indonesia

Moh Farid Najib, Tia Fauziah, Tjetjep Djatnika, Dedy Saefulloh

Department of Business Administration, Bandung State Polytechnic, Bandung, Indonesia

Abstract.
Hijab is defined as a veil or a cover, which usually has cultural connotations in a country where the population is predominantly Muslim. Hijab serves to cover Muslim women’s hair with modest clothing. Hijab products are varied, not only used as a cover but also can increase the confidence of Muslim women because hijab fashion does not have to be left behind by non-hijab fashion. Therefore, the purpose of this study was to determine the role of religiosity on the purchase intention of Muslim consumers in Indonesia. The research method used is qualitative research with semi-structured in-depth interviews. The results showed that the interaction of religiosity in using hijab without being influenced by the premium hijab trend; buying hijab because of its functionality, quality, durability, and costs that reflect its utilitarian value using this premium hijab to experience the latest style experiences and ideas that describe its hedonic values; this premium hijab trend is positive, such as it creates more enthusiasm about wearing the hijab; and indeed liking premium hijab products that reflect their attitude.

Keywords: religiosity, utilitarian value, hedonic value, attitude, hijab premium

1. Introduction

One of the Muslim fashion products that experience changes and developments from time to time is the hijab. Hijab is defined as a veil, cover, or screen which usually has cultural connotations in a country where the population is predominantly Muslim. Hijab serves to cover the hair of Muslim women with modest clothing [1]. So the hijab becomes a trend that continues to grow and is a concern among designers who are interested in creating brands with hijab products, both local and international brands [2].

Currently, many local hijab brands offer various types of hijab, one of which is premium hijab which has high-quality materials and of course is sold at high prices, ranging from tens of thousands to hundreds of thousands, such as Zytadelia, Wearing Klamby, Heaven Lights, Buttonscarves, My Lady, Vanilla Hijab, Lozy Hijab, Daissy.id, and others.
the privileges of premium hijab is the limited edition information for several models that have been produced [3] which of course invites female consumers to get these hijab products and are even willing to queue and wait for the latest supplies. This is one of the psychological approaches in marketing techniques according to Robert Cialdini, namely the scarcity effect which states that people tend to want goods that are limited edition and are willing to scramble to get them [4].

Purchases of premium hijabs can be identified through the value of consumer spending because, in a pandemic situation like this, consumers prioritize the consumption of shopping for food and medical devices [5]. However, in fulfilling their spiritual needs, the consumption of the hijab has become a necessity for Muslim female consumers. In addition, there are several groups of women who feel that wearing the hijab only follows changing trends and regulations imposed in an institution so that it is not worn in other daily activities [6]. Utilitarian values have a positive influence on consumers’ purchase intentions because of the tendency towards attributes such as durability, premium quality, and their value for money when making purchasing decisions [7,8], and hedonic values have a positive influence on purchase intentions as fashion trends themselves have increasingly developed into various sectors so that consumers want to fulfill their desire to be more up-to-date in maintaining their status, both in social life and social media or as a medium for their entertainment [8-10].

The purpose of this paper is to determine the role of religiosity on the purchase intention of Muslim consumers in premium hijab in Indonesia. In addition, aspects of utilitarian value, hedonic value, and attitude were elaborated through in-depth interviews to find out the interest in buying premium hijabs for Muslim consumers in Indonesia in addition to religiosity.

2. Literature Review

2.1. Purchases intention

Purchase intention is an activity that arises because of the thought of a desired service or item [11]. Purchase intention is a form of consumer behavior wanting to buy or choose a product or service based on experience, use, and desire for a product [12]. Spears and Singh [13], purchase intention can be interpreted as a person's conscious mind to buy a certain item. In addition, purchase intention is also a combination of thoughts and consumer interest in a product so that they have the opportunity to purchase the
product [14]. Thus, if the intention to buy a product increases, it will affect the consumer’s desire to buy the product [11].

Several local and international brands have fulfilled the needs of Muslim women in the hijab industry, but it cannot be ignored that the products created by international brands are mostly made up of Muslim consumer market segments [15] and the fact is that international brands are always more popular in developing countries [16]. On the other hand, hijab providers only want to focus on the physical aspects of the hijab, such as material, color, and design, to attract the attention of Muslim women [17]. Previous research has revealed that several possibilities such as religiosity and consumer spending value affect product purchase intentions [7,8,17–20]. In addition, attitudes can influence purchase intentions that were previously based on consumer religiosity and the value of spending [18,21–23].

2.2. Religiosity

Religion is always associated with one’s belief in absolute truth and certainty in the teachings and scriptures of a religion [24] and colors responses, thoughts, observations, attitudes, and feelings towards obedience which is called religiosity [25]. Religiosity is an individual’s belief in divinity [26] and is conceptualized as an individual’s adherence to his religious beliefs and practices [27]. In other words, religiosity refers to the level of individual commitment to religion [25] which is reflected through their attitudes and behavior [28].

Based on the above understanding, it can be concluded that religiosity is a person’s response and commitment to the religion he believes in which is reflected through attitudes and behavior. In general, researchers use indicators of general and cognitive commitment as well as actions or behavior (e.g., belief in religious teachings) and behavior (e.g., frequent congregational prayers). A person with religious values believes in the religious values themselves to be applied in everyday life [29].

2.3. Utilitarian value

The value of utilitarian shopping relates to the condition of certain products to meet consumer needs that reflect the orientation between goals, cognitive and non-emotional [30]. Buyers will buy goods or services according to their needs based on logical reasons [31]. Utilitarian value reflects the costs and benefits received by consumers, both tangible and intangible. Utilitarian value is generated from the ratio between the
number of benefits obtained by the consumer and the number of costs provided by the customer [32]. Products that have utilitarian values are products that are seen in terms of functionality, price, durability, and the performance of the product itself [33].

Based on the above understanding, it can be concluded that utilitarian value is a condition or product attribute that has benefits to meeting consumer needs, in terms of usability, price, durability, and product performance so that it can encourage consumers to buy the products needed rationally.

2.4. Hedonic value

Hedonic value is a condition when consumers encourage themselves to buy something without considering the function and usefulness of the product to be purchased, urging themselves to buy something without considering the usefulness or value of the product itself. Not surprisingly, consumers who have high emotions will shop hedonic [34]. Hedonic value is defined by the fulfillment of pleasure or the beauty aspect of a product [35]. This hedonic value is also a form of overall consumer evaluation in fulfilling their happiness through the quality of a comfortable shopping place (enjoyment), attractive visualization (visual appeal), and satisfaction (escapism) [36].

Hedonic values also have different meanings such as shopping enjoyment, recreational shopping, and fun shopping [37]. The hedonic value is a value obtained through consumer shopping experiences that reflect emotional and psychological values in the form of joy, entertainment, escape from daily activities [38], full of adventure, can fulfill their senses [38]. In addition, according to Arnold and Reynolds [39], things that encourage consumers to do hedonic shopping are gratification (indulgence), shopping ideas (an emerging trend), roles/positions, discounts, and social/prestige (how to get along with other people). Whereas conventionally, hedonic value is connoted as a state that connects emotional aspects, such as pleasure, instant gratification, consumption, and joy.

From the above understanding, it can be concluded that hedonic value is a condition when consumers encourage themselves to buy a product to fulfill their pleasure both emotionally and psychologically in the form of joy, entertainment, escape, adventure, stimulation, and fulfillment of curiosity-driven by trends. shopping, discounts, prestige, gratuities, and shopping ideas without considering the functions and uses of the products they buy.
2.5. Attitude

Attitude is a person’s positive or negative feelings towards a certain object [40]. Attitude is an expression of feelings that describe someone’s interest or disinterest in an object [11]. Attitude describes a person’s feelings, judgments, and tendencies that are relatively consistent with an object or idea so that it places a person in a frame of mind to like or dislike or move or leave an object [41]. Meanwhile, according to Notoatmodjo [42], attitude is a person’s reaction to a stimulus or object that is still closed and invisible. This is a fourth level heading. You can replicate it where suitable.

3. Methodology

This research is contextual as part of qualitative research that works by exploring and describing the understanding and perceptions of participants about certain phenomena they experience. Participant in meaning making than a conduit from which information is retrieved [43]. Primary data collection was conducted with semi-structured interviews in March 2022. This study aims to understand the role of religiosity on the purchase intention of Muslim consumers’ premium hijabs in Indonesia. In addition, aspects of utilitarian value, hedonic value, and attitude were elaborated through in-depth interviews to find out the interest in buying premium hijabs for Muslim consumers in Indonesia in addition to religiosity.

In this study, a qualitative method was used to understand how women currently perceive the intention to purchase premium hijabs. Qualitative research allows researchers to delve deeper into behaviors, perspectives, and life experiences [44]. The majority of qualitative research deals with human behavior and cultural elements that influence human behavior and beliefs [45].

The semi-structured interview was conducted in about 30 minutes - 1 hour by adhering to the interview code of ethics. The interview process was carried out from several sources until a saturation point was reached where no new information was found. Interview results were transcribed and analyzed using the coding method – otherwise known as the content analysis stage [46]. Coding aims to categorize data based on the similarity of meaning into several clusters that are identified as related to each other [47]. The code from this coding stage is translated with the results of content analysis from secondary data to get more comprehensive results.
4. Result and Discussion

Qualitative data was built through in-depth interviews with four informants with the criteria that Muslim women had bought and used premium hijabs. In data reduction, the coding of the interview results was obtained from in-depth interviews with Muslim women. This analysis yields some information related to religiosity, utilitarian values, hedonistic values, and consumer attitudes of Muslim women towards the purchase intention of premium hijabs. The results obtained are as follows:

4.1. Religiosity

Religiosity is a person's response and commitment to the religion he believes in which is reflected through attitudes and behavior. The results of interviews with all participating informants showed the interaction of religiosity with the use and intention to buy premium hijabs, such as beliefs to use hijab, factors that encourage the use of hijab, and obedience to obligations as a Muslim woman.

Informant 1

"Not really, because it is possible to fulfill the obligations of a Muslim without using premium hijab products."

Informant 3

"Wearing the hijab is certainly not only an impulse from the heart but there is a big influence from the environment as well."

Informant 4

"I will still cover my “aurat” because it is an obligation that cannot be contested."

From the results of the interview above, it can be concluded that the informants are sure to use the hijab without having to be influenced by the trend of premium hijab which is now increasingly widespread because using the hijab is their obligation as a Muslim. Even though someone stated that it is not only encouragement that is needed for someone to use the hijab, sometimes environmental factors can influence the use of the hijab, because religiosity is a behavior, as in previous research [24,25,27,28,48].

4.2. Utilitarian value

Utilitarian value is a condition or product attribute that has benefits to meeting consumer needs, in terms of usability, price, durability, and product performance so that it can encourage consumers to buy the products they need rationally. In the results of this
in-depth interview, it can be seen that the informants are quite sure to buy the hijab, due to its functionality, quality, durability, and costs.

Informant 1
"If I look at the material and design, as many people already know that premium material has a cool characteristic that absorbs sweat."

Informant 2
"The premium makes the wearer more comfortable and more confident."

Informant 3
"... The material is ironless so it doesn’t wrinkle easily, there’s no need to iron it"

Informant 4
"It’s different, you know, using a hijab, which has a standard price, compared to using a premium hijab. So when there is an opportunity to get more comfort even if you have to spend extra money, it is worth it."

From the results of the interview above, it can be concluded that the characteristics of the hijab are easy to absorb, provide more comfort and more confidence, and are easier to use because they are ironless so that the costs incurred are not in vain to better meet the needs of the informants to buy and use premium hijab. These results are in line with previous research which states that utilitarian values reflect the benefits obtained by consumers [31,33,41,49].

4.3. Hedonic value

Hedonic value is a condition when consumers encourage themselves to buy a product to fulfill their pleasure both emotionally and psychologically in the form of joy, entertainment, escape, adventure, stimulation, and fulfillment of curiosity-driven by shopping trends, discounts, prestige, gratuities, and shopping ideas without considering the function and usability of the products they buy. The results of the interviews in this study found that the informants used this premium hijab to experience the latest style ideas and experiences.

Informant 2
"To be able to carry out the obligation to seek rewards and stay trendy following the progress of the times."

Informant 3
"Buying a premium hijab for me is more satisfying in terms of the brand and the quality of the material."
Informant 4

"First of all, it must be exciting to fight haha .."

“Definitely. Sure, yes, using branded goods always boosts our social. It’s just that sometimes it’s okay, just wear it, the important thing is to wear it beautifully”.

From the above expression, it can be concluded that there are emotional and psychological impulses that make the informants decide to buy and use premium hijabs, such as wanting to keep dressing closed but still following the trend that is being used. Then it becomes a satisfaction for an informant 3 when buying premium hijabs, and a pleasant feeling when hunting for premium hijabs with unlimited stock so that when using them you can increase a higher sense of prestige. This is in line with research on prestige as someone’s buying interest [39]. In addition, the satisfaction that is built through hedonic values is an attractive aesthetic and visual aspect [36].

4.4. Attitude

Attitude is an invisible response that comes from a stimulus to a person’s stimulus to an object or social situation, whether it is a positive or negative response. In the interview results below, several informants responded positively to this premium hijab trend, such as being enthusiastic, more enthusiastic about using hijab and indeed liking premium hijab products. The following are the expressions of the informants.

Informant 1

“In my opinion, the current hijab trend is enough to make various groups of people enthusiastic to buy. Because there are many kinds of designs, materials, prices, so every seller is competing to promote it.”

Informant 2

“From my point of view as a woman who also wears a hijab, the trend of premium hijab that is currently very widespread is by sharing good and good brands for hijabs. Because with so many kinds, brands and products, we can more freely choose and wear hijab.”

Informant 3

“In my opinion, premium hijab is more about quality if it follows trends, actually ordinary hijab is also very following. But because I like some hijab influence so I know premium hijab from there. The growth of the premium hijab is also a positive thing
because we as hijabi want to wear the best and comfortable hijab, so having a premium hijab is very helpful.”

Informant 4

“I think this is a good thing to support the spirit of Indonesian women in wearing the hijab because it is not only in terms of brand competition but also provides comfort when wearing the hijab. It’s different, you know, wearing a hijab, which has a standard price, compared to using a premium hijab.”

From the above expression, it can be concluded that the informants responded positively to this premium hijab trend, such as a sense of enthusiasm because they are more enthusiastic to use hijab with a variety of motifs, designs, and materials. After all, there is a different feeling when using a premium hijab with a hijab with quality usual. This condition illustrates the interest in shopping for premium hijab trends, making the enthusiasm to use the hijab, enthusiasm is a picture of feelings towards an object [11,40].

5. Conclusion

Interest in shopping for premium hijabs is not always based on the aspect of one’s religiosity, but the utilitarian value aspect which is the benefit of product conditions or attributes also encourages someone to shop, the same is true for hedonic values that describe conditions such as prestige and beauty and the last is an attitude that describes feelings towards an object. the emergence of a variety of the latest hijab models makes Muslim female consumers want to feel a new feeling when buying premium hijabs as shopping ideas. Then to fulfil satisfaction for self-esteem, Muslim female consumers choose to buy premium hijab, not because of compulsion, but because they want it. The involvement of Muslim women consumers in purchasing premium hijabs depends on whether they like the product or not so that it provides comfort when wearing it.

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References


