

Conference Paper

Analysis of the consumer preferences of attributes of Rajini Modest Fashion Products

Irfianti Nur Jannah¹ and David Sukardi Kodrat²¹Magister Management Program, Universitas Ciputra, Surabaya, Indonesia²Department of Management and Business, Ciputra University, Surabaya, Indonesia**ORCID:**David Sukardi Kodrat: <http://orcid.org/0000-0003-2974-9528>**Abstract**

The market growth of modest fashion products is increasing. Rajini uses this opportunity by developing modest fashion products. The purpose of this study was to discover and analyze which attributes most affect the purchase of modest fashion products by consumers. The results were used by Rajini to be more effective in developing modest fashion products. The study was conducted with 100 respondents using purposive sampling. Data collected were analyzed using conjoint analysis with the SPSS 25 programs. The preferred attributes in choosing modest fashion products included “neutral color”, “classic style”, “lightweight fabric” and “normal fit”. The most important decision criterion when purchasing modest fashion products was the aesthetic attribute “style”, followed by “color”, and then the functional attribute “fit”. The “fabric” attribute was perceived as least important. In order to better compete, Rajini needs to adjust consumer preferences in Surabaya according to the results of this study.

Keywords: modest fashion, consumer preferences, conjoint analysis, color, style, fabric, fit

Corresponding Author:

David Sukardi Kodrat

david.kodrat@ciputra.ac.id

Published: 22 March 2021

Publishing services provided by
Knowledge E

© Irfianti Nur Jannah and David

Sukardi Kodrat. This article is

distributed under the terms of

the [Creative Commons](#)[Attribution License](#), which

permits unrestricted use and

redistribution provided that the

original author and source are

credited.

Selection and Peer-review under

the responsibility of the ICOEN

Conference Committee.

1. Introduction

The potential market for modest fashion worldwide in 2023 will increase 5% CAGR to reach USD 361 billion with a total spending value of USD 270 billion for modest fashion worldwide and in Indonesia is USD 20 billion (GIE, 2018: 64-65). The positive value in this sector can be seen from the growth of the clothing industry in Indonesia for the past two years. The graph of the Ministry of Trade showed that growth increased by 6.8% in 2017 and 8.5% in 2018. It is evident that the market for this industry is increasing rapidly.

Modest fashion follows the principles of Islamic Sharia, namely: the clothes must be loose enough or do not reflect the body shape; and the material used must be thick enough to cover the body shape and skin. (Zainudin, 2019). There are several

OPEN ACCESS

forms of modest fashion namely the hijab which covers most of a woman's upper body, including her chest, ears, neck and head. Another form is loose clothing, such as long skirts, trousers, tunics with long sleeves (Sari, 2019).

Rajini is a modest fashion brand that was founded in March 2019. Rajini sells products through online and offline media. Rajini products are intended for adult Muslim women who have a lot of activities, stylish, elegant, neat, and attractive while maintaining religious sharia. Rajini targets the middle class market. This is supported by Masud (2014:38) that the largest potential market for the modest fashion industry in Indonesia is the Muslim middle class. Rajini wants to continue to develop products and business potential. However, with limitations in terms of costs for producing variations of modest fashion products, it is necessary to know the attributes of consumer preferences for modest fashion products so that the development process will be more efficient.

Changes in consumer preferences are more important than ever because they evolve from people's cultures (Solomon, 2018: 30). Preference allows consumers to rank or sort products according to their wishes (Frank, 2015: 63). As stated by Besakon (2014: 77), consumer preferences are an indication of how consumers will rank or compare their preferences on each offer. Consumer preferences are also part of the way to achieve high sales and profits Kotler and Keller (2016: 38). Consumer preferences are also present in the purchasing decision stage in Besakon's Consumer Preference Theory (2014: 77-78). Preferences are also present in the Hierarchy of Effects Model by Kotler and Keller (2016: 586).

Literature review related to the previous research has been conducted on the attributes of consumer preferences in fashion products. After that, a pre-survey was conducted by distributing questionnaires to 25 respondents consisting of 7 respondents of Rajini consumers and 18 respondents of prospective Rajini consumers. The selection of respondents was adjusted to the target consumers of Rajini. The pre-survey results showed that 4 attributes were most widely chosen, namely style, color, fit, and fabric.

The style attribute plays an important role in creating an identity or social marker for the consumer. The style also serves to build one's overall self-esteem (Aprilia, 2015: 7). Style is a way of looking to project yourself in accordance with our mood (Brooks, 2009: 9). Zhou (2019) suggests that style is a basic element in fashion design. According to Oladele (2017:19) style is classified into two main parts, namely classic and trendsetter. Classic looks that are stylish or trendy for a long time can be suitable for many occasions and can be accepted by many groups of consumers. Trendsetter is extremely important for enthusiastic consumers and followers of current trends (Makkar, 2017: 142-143).

According to Rahman (2017), fabric is an important evaluative criterion for overall attractiveness, quality of touch, and aesthetic appearance. The fabric also has an important role in creating fashion styles (Aprilia, 2019: 101). Fashionary (2018: 221) classifies fabrics into two groups based on their thickness, namely lightweight and medium weight. According to him, lightweight fabrics will be able to keep body temperature cool so it is very suitable for consumers who live in scorching hot environments. Furthermore, according to him, the medium weight fabric is for consumers who live in a cooler and breezy environment so that this fabric can keep body temperature warm.

Zhou (2019) states that color dominates aesthetics in fashion design. Knowledge of consumer preferences for color attributes allows companies to identify and offer the right color of a product (Oladele, 2017: 19). Color is also called “silent salesperson” (Eiseman, 2000: 7) because it has many benefits such as conveying messages and moods, building identity, determining target consumers, attracting consumer attention, and eventually influencing purchasing decisions. Swasty (2017: 125) explains that color has an aspect of conformity to the character of the consumer. Upper-class consumers are more attracted to premium colors that tend to be dark, tend to be neutral, or even colors that give a clean impression (light).

The research result of Oladele (2017: 19), fit is the highest preference because physical utilities are considered more important to get physical comfort in clothing. Likewise, the research results of Rahman (2017) also states that fit plays a relatively more significant evaluative role of clothing because it can provide comfort and camouflage for the consumer. Zainudin (2019) describes the principles of Islamic Sharia in making modest fashion products, namely that clothes must be loose enough or do not show body shape which in this study is referred to as loose fit. On the other hand, market conditions use international standard sizes or it is called a normal fit.

Looking at the facts above, namely the growth of the modest fashion market, the intention of companies to develop modest fashion products and also research on fashion is related to various results. This research was conducted with aims of discovering and analyzing the preference combination of attributes and which attributes that most affect the purchase of modest fashion products by consumers, especially in Surabaya. Then the result of this study was applied by Rajini to be more effective in developing modest fashion products.

2. Methods and Equipment

This study used a descriptive quantitative research method. The research location was in Surabaya. This study was conducted for 4 months from September to December 2019. The population in this study were Surabaya people who shop in the Mall. The type of population in this study is an infinite population in which the number is unknown. According to Siregar (2011: 149), the calculation of a sample from an unknown population can use the Isac Michel approach, as follows:

$$n \geq \frac{(Z\alpha/2)^2 p \times q}{e^2}$$

Where, n is minimum number of samples, Z is normal distribution value, α is level of confidence or significance, p is proportion of success rate, q is proportion of failure rate, e is fault tolerance level. The number set to be included in the formula according to Zikmud (2013: 436), $Z = 1.96$; $e = 5\%$; q (accepted) and p (rejected) respectively = 0.25, thus:

$$n \geq \frac{(1.96)^2 0.25 \times 0.25}{0.05^2}$$

$$n \geq 96.04$$

The result of the above calculation of 96.04 is the minimum number for respondents. To strengthen the accuracy of results and ease of analysis, the number is rounded up to 100 respondents. This study used a purposive sampling method, namely selecting samples with certain considerations or criteria (Sugiyono, 2018: 85). The criteria for respondents are a 20-50 years-old, Muslim woman, and willing to fill out a questionnaire.

The data sources used are primary data and secondary data. Primary data from the results of questionnaires distributed to respondents. Secondary data from previous research, books, and journals related to this research.

The data analysis method is conjoint analysis. Basically, the purpose of conjoint analysis is to find out one's perception of an object which consists of one or many parts. The main result of this analysis is a form (design) of certain goods, services, or objects desired by most of the respondents (Santoso, 2018: 299).

The formation of stimuli used the full profile procedure method with SPSS Generates Orthogonal Design. The possibility of stimuli being formed is $3 \times 2 \times 2 \times 2 = 24$. Theoretically, respondents should rate 24 combinations. This tends to be impractical and makes it difficult for respondents as well as the risk of improper answers. Therefore, orthogonal procedures are used to help create a more concise combination of stimuli. According

to Hair (2014: 361) reduction of stimuli can be done with the provision of minimal stimuli, as follows:

$$\text{Minimum Stimuli} = \text{Number of Levels} - \text{Number of Factors} + 1$$

$$9 - 4 + 1 = 6$$

From the calculations above, it is enough for the respondent to fill in 6 stimuli. To make it easier for respondents, validation samples with holdout were added. The holdout is a stimulus made by SPSS to test the results obtained later or as validation (Santoso, 2018: 306). This addition is highly recommended to measure the accuracy of the model not only on the original stimuli. The addition of stimuli can contain between four and six (Hair, 2014: 379). Thus, this study adds 5 holdouts by including minimum stimuli of 6 and a holdout of 5, the total result of the combination of stimuli attributes that appear in the output is 13 stimuli.

3. Results

The questionnaires were distributed to 125 respondents. However, the questionnaires returned that match according to the expectations were 100 questionnaires. The majority of respondents were young adults aged 25-34 years, with a total of 65 respondents (65%). Meanwhile, 35 respondents (35%) were older than 35-44 years old. Most of the respondents' education was Associate's Degree (D4)/Bachelor's Degree (S1) with a total of 78 respondents (78%), high school of 9 respondents (9%), Associate's Degree (D1-D3) of 6 respondents (6%), and Master's Degree (S2) of 7 respondents (7%). The most frequently-appeared occupation of respondents was private-sector workers of 37 respondents (37%). The second most frequently-appeared occupation was self-employed of 21 respondents (21%). The third most frequently-appeared occupation was housewives of 16 respondents (16%), State Civil Apparatus (ASN) of 12 respondents (12%), female students of 8 respondents, and BUMN officers of 6 respondents (6%).

Based on Table 1. Overall Utilities, the color value obtained indicates that neutral is the most preferred with the highest positive result of 0.517. In the style attribute, classic is the most preferred by respondents with a positive result of 0.175. In the fabric attribute, the most preferred is lightweight with a positive result of 0.383. The most preferred fit attribute is normal with a positive result of 0.080.

Based on Table 2. Overall Importance Values, the order of the most important attributes is style with the highest result of 41,876, second is color with 27,190, the

TABLE 1: Overall Utilities

Utilities			
		Utility Estimate	Std. Error
Color	Neutral	0.517	0.042
	Light	-0.516	0.049
	Dark	-0.001	0.049
Style	Classic	0.175	0.031
	Trendsetter	-0.175	0.031
Fabric	Light Weight	0.383	0.031
	Medium Weight	-0.383	0.031
Fit	Normal	0.080	0.031
	Loose	-0.080	0.031
(Constant)		4.371	0.033

TABLE 2: Overall Importance Values

Importance Values	
Color	27.190
Style	41.876
Fabric	14.511
Fit	16.423
Averaged Importance Score	

third is fit with 16,423, and the fourth is the fabric with 14,511 which gets the lowest result meaning that the fabric is the least important attribute.

TABLE 3: Overall Correlations

Correlations		
	Value	Sig.
Pearson's R	0.997	0.000
Kendall's tau	0.929	0.001
Kendall's tau for Hould outs	1.000	0.007
a. Correlations between observed and estimated preferences		

The measurement of correlation is measured based on the value produced by the Person's R and Kendall's tau. Based on Table 3. Overall Correlations, there is a strong correlation between estimates and actual respondents because it has a significant value of more than 0.05, namely 0.997 and 0.929. The results of a significant number are less than 0.1, namely 0.000 and 0.0001, which means that the accuracy of predictions for all respondents is accepted and accurate.

TABLE 4: Combinations and Overall Utilities

No	Combinations				Utility Value				Total
1	Dark	Classic	Medium Weight	Normal	-0.001	0.175	-0.383	0.080	-0.129
2	Light	Trendsetter	Medium Weight	Normal	-0.516	-0.175	-0.383	0.080	-0.994
3	Neutral	Classic	Light Weight	Normal	0.517	0.175	0.383	0.080	1.155
4	Neutral	Classic	Medium Weight	Loose	0.517	0.175	-0.383	-0.080	0.229
5	Dark	Trendsetter	Light Weight	Loose	-0.001	-0.175	0.383	-0.080	0.127
6	Neutral	Trendsetter	Medium Weight	Loose	0.517	-0.175	-0.383	-0.080	-0.121
7	Neutral	Trendsetter	Light Weight	Normal	0.517	-0.175	0.383	0.080	0.805
8	Light	Classic	Light Weight	Loose	-0.516	0.175	0.383	-0.080	-0.038
9	Dark	Trendsetter	Medium Weight	Normal	-0.001	-0.175	-0.383	0.080	-0.479
10	Dark	Trendsetter	Medium Weight	Loose	-0.001	-0.175	-0.383	-0.080	-0.639
11	Light	Classic	Light Weight	Normal	-0.516	0.175	0.383	0.080	0.122
12	Light	Classic	Medium Weight	Normal	-0.516	0.175	-0.383	0.080	-0.644
13	Dark	Classic	Light Weight	Loose	-0.001	0.175	0.383	-0.080	0.477

Table 4. Combinations and Overall Utilities, shows the combinations of stimuli that the respondents prefer in buying modest fashion products. A positive value indicates the most preferred combination. On the other hand, a negative value indicates an unpreferred combination. According to the total utility value, it is known that 3 combinations get the most results, among others are:

1. Neutral color, classic style, lightweight fabric, and normal fit with total 1.155
2. Neutral color, trendsetter style, lightweight fabric, and normal fit with total 0.805
3. Dark color, classic style, lightweight fabric, and loose fit with total 0.477.

4. Discussion

Most respondents choose the neutral color as their preference for modest fashion products. Neutral color was chosen by 70 respondents. On the other hand, the two other colors are chosen the least. Dark color with 19 respondents and light color with 11 respondents. In previous studies, there is nothing similar to the results of this study where neutral is the most preferred color when choosing modest fashion products for respondents in Surabaya. The most reasonable statement is to see the characteristics of the respondents, who are mostly employees and considered neutral colors can be combined with various other colors, and also according to Sherin (2018:95) neutral colors are very flexible as well as can look masculine or feminine.

Style is an attribute with the highest importance value from the results of the conjoint analysis. The level that is the choice of most respondents is classic with 63 respondents. The trendsetter got the lowest result with 36 respondents. In other words, respondents in this study made style as the most important attribute in choosing modest fashion

products with classic style as the preferred level. The tendency of the characteristics of respondents who live in Surabaya and the majority are workers make the classic style as the main choice.

Lightweight is a consumer preference in choosing fabric for modest fashion products. Lightweight was chosen by 83 respondents. The lowest level was the medium weight which was only chosen by 17 respondents. This is consistent with the needs of respondents in the city of Surabaya who have a tendency of scorching hot weather with an average temperature of 24°C and an average maximum temperature of 34°C, which made this fabric is indeed more suitable for consumers who live in Surabaya.

Normal fit is chosen by 63 respondents. Meanwhile, loose was the lowest choice with 37 respondents. This result is similar to the research results of Bachleda (2014: 222) that religiosity has a small impact on a Muslim woman in choosing modest fashion products. Religiosity is a personal matter. From a practical marketing perspective, this study shows that factors other than religiosity, such as age, occupation, education, can offer greater value as analytical tools for modest fashion products. Therefore, Muslim women's clothing choices are not only driven by piety. The implication is that companies need to develop different marketing strategies for Muslim women that reflect their age, education, and occupation rather than just religion.

Through this study, it can be seen that the most important attribute of modest fashion products for respondents is style. The explanation of this finding is because most of the respondents are workers (76%), and a small proportion of them are female students and housewives (24%). This characteristic greatly affects the choice of style attributes and respondents focus on the classic level because it is more functional and easy to match with other clothes. Respondents are more concerned with appearance and functional advantages that can give a professional, neat, clean, and refined impression.

These results are the same as Zhou (2019) who examined the fashion preferences of women's dresses in China where the highest preference was style. However, the results differ from Oladele (2017) who examined fashion product preferences among female students in Southwest Nigeria, Lee (2017) who examined fashion product preferences in Vietnam, and Rahman (2017) who examined fashion attributes in Canada and China. The highest preference is fit. This shifts the psychological notion of aesthetic value because it is more concerned with comfort. Consumers are looking for suitability and comfort in clothing.

After getting answers to the formulation of this research problem, the research results can directly become business implications to determine Rajini's strategy in the future. The business implications that can be carried out are designing products with classic

styles, then choosing neutral and dark colors, using light and sweat-absorbing materials, using normal sizes according to international standards, producing tops, and branding that is more suitable to consumer preferences.

5. Conclusion

This research can conclude and answer the formulation of the problem regarding the preferred combination of attributes and preference attributes that are most important for consumers in choosing modest fashion products, the combination of attributes that become consumers' preferences in buying modest fashion products are a neutral color, classic style, using lightweight fabric, and normal fit. The most important attribute of modest fashion products for consumers to modest fashion products is a style with a classic level.

It is suggested for future researchers to explore more about the fabric attributes with levels based on motifs, style, or design attributes based on parts of clothing, fit attributes based on body shape characteristics, and choosing respondents from several cities in Indonesia because the wider the area, the more comparative data are obtained on the characteristic of these different regions. In practical terms, the results of this study can be used to target consumers in Surabaya alone, so further research is needed in other cities and districts. This study has limitations, namely, the level of attributes in this study should be developed again according to the current trend, such as printing fabric by discussing the level in the form of a motif. Further, this study concludes consumer preferences for modest fashion products, most of whom are young adults 20 - 35 years of age.

References

- [1] Aprilia, A. (2015). *Hijab Beauty Book: What's Your Fashion Character?*. Jakarta: PT. Gramedia Pustaka Utama.
- [2] Aprilia, A. (2019). *Style Secret*. Jakarta: PT. Gramedia Pustaka Utama.
- [3] Bachleda, C., Hamelin, N. and Benachour, O. (2014). Does Religiosity Impact Moroccan Muslim Women;s Clothing Choice? *Journal of Islamic Marketing*, vol. 5, issue 2, pp. 210-226.
- [4] Bachleda, C., Hamelin, N. and Benachour, O. (2014). Does Religiosity Impact Moroccan Muslim Women;s Clothing Choice? *Journal of Islamic Marketing*, vol. 5, issue 2, pp. 210-226.

- [5] Besakon, D. A. and Braeutigam, R. R. (2014). *Microeconomics* (5th ed.). New Jersey: John Wiley & Sons, Inc.
- [6] Brooks, A. (2009). *I Love Your Style: How to Define and Refine Your Personal Style*. New York: HarperCollins Publishers.
- [7] Eiseman, L. (2000). *Pantone Guide to Communicating with Color*. Mauritius: Grafixx Press, Ltd.
- [8] Fashionary. (2018). *Fashionpedia: The Visual Dictionary of Fashion Design*. Hong Kong: Fashionary International Ltd.
- [9] Frank, R. H. (2015). *Microeconomics and Behavior* (9th ed.). New York: McGraw-Hill Education.
- [10] Hair, J. F., et al. (2014). *Multivariate Data Analysis* (7th ed.). London: Pearson Education Limited.
- [11] Kotler, P. and Armstrong, G. (2018). *Principles of Marketing* (7th ed.). Harlow: Pearson Education Limited.
- [12] Kotler, P. and Keller, K. L. (2016). *Marketing Management* (15th ed.). Harlow: Pearson Education Limited.
- [13] Lee, J. and Nguyen, M. J. (2017). Product Attribute and Preference for Foreign Brands Among Vietnamese Consumers. *Journal of Retailing and Consumer Services*. Vol 35, pp. 76-83.
- [14] Makkar, M. and Yap, S. F. (2017). The Anatomy of The Inconspicuous Luxury Fashion Experience. *Journal of Fashion Marketing and Management*, vol. 22, issue 1, pp. 129-156.
- [15] Oladele, P. O. and Ogundipe, C. F. (2017). Attributes of Fashion Clothing among Female Undergraduate Students in Tertiary Institutions in South-West Nigeria. *Issue in Business Management and Economics*, vol. 4, issue 2, pp. 18-23.
- [16] Rahman, O., et al. (2017). A Cross-National Study of Apparel Consumers Preferences and The Role of Product Evaluative Cues. *Asia Pacific Journal of Marketing and Logistics*. Vol 29, issue 4, pp. 796-812.
- [17] Santoso, S. (2018). *Mahir Statistik Multivariat dengan SPSS*. Jakarta: PT Elex Media Komputindo.
- [18] Sari, R. P. and Asad, N. (2019). New Product Development Processes in The Fashion Industry: Evidence from Indonesia Islamic Fashion Companies. *Journal of Islamic Marketing*. Vol 10, issue 3, pp. 689-708
- [19] Sherin, A. (2018). *Introduction to Graphic Design: A Guide to Thinking, Process & Style*. New York: Bloomsbury Visual Arts.

- [20] Siregar, S. (2010). *Statistika Deskriptif untuk Penelitian*. Jakarta: PT Raja Grafindo Persada.
- [21] Sugiyono, S. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- [22] Sugiyono, S. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- [23] Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (17th ed.). Harlow: Pearson Education Limited.
- [24] Swasty, W. (2017). *Serba Serbi Warna*. Bandung: PT Remaja Rosdakarya.
- [25] Zhou, X. and Xu, Y. (2019). Conjoint Analysis of Consumer Preferences for Dress Design. *International Journal of Clothing Science and Technology*. Vol 32, issue 1, pp. 73-84.
- [26] Zainudin, M. I., Hasan, F. H. and Othman, A. K. (2019). Halal Brand Personality and Brand Loyalty Among Millennial Modest Fashion Consumers in Malaysia. *Journal of Islamic Marketing*. Vol 8, issue 11, pp. 985-994.