T.C.

ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

EXAMINING THE FACTORS AFFECTING FASHION PURCHASE INTENTION IN TERMS OF FASHION CONSCIOUSNESS IN TURKEY

THESIS

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Department of Business

Business Administration Program

November, 2019

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Advisor:

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November, 2019

DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original of this thesis.

Halah Shawqi Haidar

To My Father's soul, my beloved mother, supervisor, and friends

FOREWORD

I would like to express my special thanks to Allah for his generosity and give me the strength to complete my thesis after facing obstacles. Secondly, I am extremely thankful and happy from my parent who always encouraged me and supported me to complete my MBA and complete my thesis. Although my father cannot share my happiness of graduation in real life, I believe that his soul will share my happiness in my heart. Thirdly I would like to express my greatest gratitude and thanks to my thesis supervisor Dr. Öğr. Üyesi MÜGE ÖRS for her time, encouragement, helps during writing this dissertation.

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November, 2019   **Hala Haider**

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ABBREVIATIONS

ITKIB	: Istanbul Apparel and Textile Exporters' Associations Bureau
SMI	: Social Media Influencer
WOM	: Word of Mouth
CFA	: Confirmatory Factor Analysis
EFA	: Explanatory Factor Analysis
AMOS	: Analysis of a Moment Structures
RMSEA	: Root Mean Square Error of Approximation
SEM	: Structural Equation Modeling
SMC	: Squared Multiple Correlations
SPSS	: Statistical Package for the Social Sciences
NFU	: Need of Uniqueness

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MODA ÜRÜNLERİ SATINALMA NİYETİNE ETKİ EDEN FAKTÖRLERİN MODA BİLİNCİ ARACILIĞINDA DEĞERLENDİRİLMESİ

ÖZET

Bu çalışma Türk tüketicilerin moda ürün satınalma niyetine etki eden faktörleri moda bilinci bağlamında değerlendirmektedir. Çalışma karşılaştırmalı bir şekilde türbanlı ve türbanlı olmayan kadınlar üzerinde gerçekleştirilmiştir. Türkiye'de ve dünyada moda ve moda kavramında yaşanan gelişmeler özelikle eğitimli, çalışan ve kendi ekonomik özgürlüğüne sahip olan kadınların geleneksel yaşam biçiminden, modern yaşam biçimine geçişiyle birlikte daha da ivmelenmiştir. Bu durumun baş örtülü- türbanlı kadınlar için de geçerli olduğu görülmektedir. İslami sitilde giyinen ve örtünen kadınlarda da mode bilinci benzer şekilde baş göstermektedir. Bu tez, sosyal medya etkileyicilerinin (fenomenlerin), aile ve arkadaş tavsiyelerinin ve farklı olma değişkenlerinin (uniqueness) moda bilinci değişkeni bağlamında moda ürün satınalma niyetini ne yönde etkilediğinin ortaya koymaktadır. Müslüman nüfusu yoğunlukta olan bir ülke olması nedeniyle Türkiye'nin seçildiği çalışmada, başörtülü ve örtüsüz iki farklı kadın grubu üzerinde araştırma gerçekleştirilmiş ve sonuçlar karşılaştırılmıştır.Araştırma kantitatif bir araştırma olup, 150 başörtülü, 150 baş örtüsüz kadın üzerinde gerçekleştirilmiştir. Likert tipi tutum ölçeklerinin kullanıldığı çalışmada SPSS ve AMOS programları yardımıyla Açıklayıcı Faktör Analizi (EFA), Doğrulayıcı Faktör Analizi (CFA) ve Yol analizi gerçekleştirilerek model doğrulanmaya çalışılmıştır.Araştırma sonuçlarına göre, başörtülü kadınların satınalma niyetlerinde moda bilinci etkili olmazken, başörtüsüz kadınlarda etkilidir. Bunula birlikte başörtüsüz kadınların satınalma niyetine sosyal medya fenomenlerinin ve WOM etkisi yaratan aile ve arkadaş tavsiyesinin moda bilinci aracılığında etki ettiği de gözlemlenmiştir.

Anahtar Kelimeler: *Satınalma Niyeti, Başörtülü kadınlar, Başörtüsüz kadınlar, moda bilinci, WOM, Sosyal Medya Fenomenleri*

EXAMINING THE FACTORS AFFECTING FASHION PURCHASE INTENTION TERMS OF FASHION CONSCIOUSNESS

ABSTRACT

This study focused on the factors which are affecting fashion purchase intention in term of fashion consciousness of individuals in Turkey. Through this study, we will look at the difference in the effects of these factors on fashion purchase intention of Hijabistas or non-hijabi women in Turkey in term of their fashion consciousness. Where the recent advancements in the fashion have taken on a considerable position in Turkey and women became more educated, work and financially independent and recently they evolve from living a traditional to a modern lifestyle. There is a transform in the way they dress and hijab and strongly influenced by fashion while they are still reserving the Islamic style. This thesis explores how social media influencers, family and friend's advice and recommendations, and looking forward to fashion uniqueness and how can effect on customer consciousness in fashion. We focus in Turkey because it is a Muslim country and cares in fashion and there are different design serves all taste and beliefs. It is therefore easy to choose two models of Muslim women in Turkey veiled and non-veiled and study their interest in fashion to discover if there is any affecting of hijab on women. Within the framework of this study, quantitative research methods were applied through collecting 300 respondents (150 hijabistas and 150 non- hijabi), Likert type online survey. Data were analyzed with exploratory factor analysis (EFA) in SPSS and research model constructs were evaluated and analyzed with confirmatory factor analysis (CFA) and structural equational model (SEM) processed in statistical software. The findings of the study indicated that the purchase intention of hijabistas does not correlate to factors that effect on fashion consciousness. Although non-hijabi women is fashion-conscious women who uses social media and family and friends as a source for her consciousness where these two factors correlate to purchase intention in terms of their consciousness. Additionally, the results of this study should be used by the marketing manager to improve their marketing and increasing consumer awareness in their fashion products. The research will provide a basis for research and the future.

Keywords: *Purchase intention, Hijabistas, consumer conscious, non-hijabi, WOM, Social Media Influencer*

1. INTRODUCTION

1.1. Background of Study

The internet spread the fashion consciousness recently and new reality of fashion aroused among women. In this thesis, we will focus on Muslim women and identify the factors affecting fashion purchase intention in terms of fashion consciousness. Such as social media influencers, family and friends advice and recommendations, and looking forward to fashion uniqueness and how can be effective a means to increase customer consciousness in fashion. By analyzing the concepts of purchase intention and fashion consciousness as well as examining factor effects among hijabistas and compare with the non-hijabi female, the aim is to describe and suggest how the social media influencers, family and friends advice and recommendations, and looking forward to fashion uniqueness can increase fashion consciousness and increase purchase intention and if the existence of hijab effects on purchase intention.

This thesis explores how Muslim women are appropriating fashion as a means of redefining themselves as the modern woman that has a role in society with keeping in a modern lifestyle. Fashion has become one of the creative industries and many Muslim women are following through social media. They want to combine their faith with the cutting-edge fashion trend. In this research, we will determine factors like social media influencers, family and friends advice and recommendations, and looking forward to fashion uniqueness and how can be effective a means to increase customer consciousness in fashion and how this consciousness in fashion effects on purchase intention . The study will Target 300 women 150 hijab-wearing female and 150 non-hijabi female in Turkey.

By analyzing the concepts of purchase intention and fashion consciousness as well as examining factor effects among hijabistas and compare with the non-hijabi female, the aim is to describe and suggest how the social media influencers, family and friends advice and recommendations, and looking forward to fashion uniqueness can increase fashion consciousness and increase purchase intention and examining if hijab is an obstacle to become in stream to fashion.

The study intends to develop a method to understand the predictors (designers, retailers, and marketers) of fashion purchase intention among Muslim woman. Therefore, the study explores the factors which let women know about latest fashion and try to the newest things in the market. This study is an attempt to explore the impact of social media influencers, family and friends recommendations, and uniqueness on women decisions. The study findings will provide measures that can be used by companies to improve their marketing and determine their targeting accurately. The research will provide literature that will be a basis by academic researchers on the topic: the academic researchers will base on these to conduct further research in the future.

1.2. Research Questions

In accordance with the purpose of the study following research questions were formulated:

R1: What is the impact of the fashion consciousness on purchase intention?

R2: What is the impact of the social media influencer on purchase intention?

R3: What is the impact of the WOM on purchase intention?

R4: What is the impact of uniqueness on purchase intention?

1.3. Research Hypothesis

The study supposes four hypothesis

H1: Fashion consciousness has an effect on purchase intention.

H2: Social media influencer has an effect on purchase intention in terms of fashion consciousness.

H3: WOM has an effect on purchase intention in terms of fashion consciousness.

H4: Uniqueness has an effect on purchase intention in terms of fashion consciousness.

1.4. Thesis Outline

This thesis consists of 6 main chapters:

Chapter 1- Introduction: as Introduction part of the study, includes the investigation problematic and motivation and formulated research questions.

Chapter 2- Literature Review: reviews available literature dedicated to the background of fashion in general and fashion history in Turkey in specific. Additionally, a literature review has been conducted on the background of social media influencer, word of mouth (WOM), uniqueness need, fashion consciousness and purchase intention and all previous studies made in this regard.

Chapter 3- Methodology: describes the methodology of the research with research design, sample size, implemented survey tools and techniques subtopics.

Chapter 4- Findings and Discussion: is dedicated to the results, data analysis and discussion of the results.

Chapter 5- Conclusion and Recommendations:

 Conclusion and recommendations are provided according to the issues and problems related to the study. Additionally, it provides limitations of the research that can be used for future scopes of the research.

2. THEORETICAL BACKGROUND

2.1. Fashion

Fashion is a general term for a popular or the latest style of clothing, hair, decoration, or generalized behavior also named as a trend. The consumer has its own style or practice especially in clothing to define its identity. According to (Cardoso, 2010:640), fashion is a social identity code and a form of self-expression. In the beginning, fashion was a limited phenomenon some people can able to the participant in society but economic well-being in modern societies has made it accessible for all. Wealth is a factor but there are many factors made fashion is possible for the vast majority such as psychological factors, communication, and influencing that makes fashion more important today (Arvanitidou, 2011:9).

But some conservative or the religious tend not to take fashion that seriously because of they think it's spending money and their objection on the basis of people should "knowing their place" or "being responsible" (Edwards, 2001). However fashion still a contradictory phenomenon, therefore a concern with one's appearance is mostly seen as showing off and of but course it reflects who we are. This is not only a communicative function, rather a set of feelings and it is the thing that makes us belong to our society. Fashion is expressed as a language which is used by people to present themselves obviously.

Fashion is meaning different things in different situations and to different people so it is a controversial concept between two groups of fashion consumers in today's market. Especially hijabistas fashion consumers. The Muslim fashion market has become noticeable recently and estimated to be $96 billion for 800 million Muslim women around the world ready to demand and consume especially young women care to wear fashionable outfits according to Bloomberg magazine's analysis. According to (Wilson, 2014:43) this market should be in concerned.

Turkey is one of the countries that seek opportunities for empowerment and improving the position of women in society. Turkey success in the fashion industry through their own independent clothing lines which reflect urbanization with incorporating Islam's teachings

of good morals plays an important role in promoting the emerging trend in fashion. Also, the media has a role to appear Turkish women as powerful and trendy.

2.2. Fashion Theories

In medieval Europe, it was the beginning of interesting in fashion and intensified the study of fashion started at 30 years ago and focus on this field that has led to an enormous and different literature on the subject. (Barnard, 2014:36). In the fifteenth century, tailors made garments for wealthy people, with women wearing fitted clothing, with lower necklines over corsets which gave an exaggerated shape to the hips and bust. Men wore tunics over leggings and trousers.

Velvet, brocade and linen clothing became popular with the wealthy classes at the time of the Renaissance, and during Elizabethan times (1558–1603) then the baroque period (1604–1682).But in fact, fashion began when humans have begun wearing clothes in the approximately 200,000–30,000 then The emergence of civilizations such as Pharaonic, Persian and Babylonian civilization and the emergence of gold and silver, perfume and cosmetics. (Mair, 2018:72). Many researchers have approached fashion on their research (e.g. Simmel, 1904; Veblen, 1899; Sombart 1913; Werner Sombart; Walter Benjamin). But there is no single view, rather, there are various views on the definition of fashion and incompatibility of views should be important to explain, analyze and understand it.

 Some researchers like Sproles and Schultesis supposed the concept of fashion is related to a social context in which consumers try to establish their status, either by demonstrating conformity with a specific social group or by differentiating themselves from the crowd. Georg Simmel's 1904 essay on fashion defines it, is governed by motives of imitation and distinction, which are transmitted vertically to the community by a particular social circle, which is mean latest fashion affect only the upper class. Just as soon as the lower class begin to copy their styling. (Simmel, 1904:151).

Thorstein Veblen said in his theory of the Leisure Class (1899) fashion is spending on clothing as part of conspicuous consumption by the upper middle classes. Sombart (1913) agree with Thorstein Veblen about spending but he supposed that is spending (especially

by women) on luxuries, of which clothing, has been a key feature of capitalism ever since its original accumulation phase. Walter Benjamin (1892-1940) suggested Fashion is the "sex appeal of the inorganic" which represents the triumph of the commodity form. In fashion, the (female) body displays the charm of a devitalized, estranged nature, and remains as an envelope, an adornment, and cadaveric support for clothing. Ferdinand de Saussure

(1857-1913) his view based on fashion is fashion is not a completely arbitrary system, unlike language, since the obsession with clothing that fashion implies can only move so far beyond the conditions dictated by the human body. Nikolaj Trubeckoj (1890-1938) disagree with Ferdinand because he saw there is a relationship between the system of language and the system of clothing which is a homologous relationship between phonology and study of costumes.

 Edward Sapir (1884-1939) wrote the differences between fashion- taste, and fashion- costume in that the former is subject to constant change, whereas the latter is a relatively stable type of social behavior. (Braithwaite, 2014:60). Having seen what researchers have approached fashion on their research, we found there are many drivers affect the meanings of fashion but psychology has the main role in the context of fashion.

2.3. Turkish Fashion History

In sultan Abdul Hamid II's reign, Women have adopted western fashion and the related issues around women's dress had a place in the newspapers and magazines. During the circumcision feast of Sultan AbdulMecid's son, palace women were wearing corsets that were unfamiliar in Ottoman society that's led to discussion occupied in the newspapers and magazines for days. They criticized corsets. (Yorulmaz, 2014:8).

As the nineteenth century passed on, women adapted to western fashion especially the urban elite but extended throughout the whole society. Women left wearing baggy pants and they started to wear loose skirts. Urban elite has ordered clothes directly from Paris; although, it was not impossible to find them the local shops that denoted a high social status at the time (Inal, 2011:256).

Since the seventeenth, Ottoman women wore ferace that was three pieces, flowing skirt, a loose cape, and a face veil which lost its value when women looked for much looser garb that would allow them to wear western dresses of Art Nouveau fashion, with puffy sleeves (Kavas, 2015:525).

In the early 19th century, different styles of çarşaf, a long skirt with a veil have emerged that taken instead of using ferace. Then, çarşaf went through changes according to the recent fashion. Over time, converted easily to the suits that European women wore (Quataert, 1997:423). Soon, the face veil has become more transparent, the flowing skirt has become shorter and a new style of the dress quite similar to European women's style which represents elegance and stylishness (Ibid, 1995:25)

In 1898, Naile (sultan's daughter) had marriage. Before this wedding, there is change happened in Ottoman wedding dresses were made of rich fabrics and were ornamented in the style of the time with different colors such as red, green, blue or pink any color other than white, because of death was symbolized by white. In 1898, Naile (sultan's daughter) had a marriage.

Before this wedding, there is change happened in Ottoman wedding dresses were made of rich fabrics and were ornamented in the style of the time with different colors such as red, green, blue or pink any color other than white, because of death was symbolized by white. Gradually using the white wedding dress became familiar and spread from the palace into Turkish society at general and has become the predominant pattern to date (Tuğlacı, 1985:96).

During the Turkish war of independence in 1918, western fashion became adopted. Because of immigrant European women in turkey brought western attire among Ottoman women (Barbarosoğlu, 2009). However, many people criticized western dress in Ottoman society that revolves around clothing standards were based on Islamic morals, verses, and hadith (Kassis, 1985:570).

This variety of views on modesty could be seen obviously in the spatial distribution of Istanbul. Whereas people who dressed in the western style lived in different neighborhoods than those who dressed in Islamic styles (Mardin, 2006:140).

In 1923, Mustafa Kemal was late Ottoman reformer and he was highly committed to modernization in many ways, he changed dress style to be more modern. He depends on introducing a Western type of social, cultural and economic value systems that would encourage individuals to develop themselves (O. Okyar, 1984:51). The magazine used a means to introduce a Western type which shows the latest European fashion pictures, advice, and cultural practices. Such as magazine, Kadın Yolu, an article titled 'Nasıl Giyinmeliyiz?'

In addition to the newspapers and magazines, Girls' Institutes that founded in the late nineteenth century were the second main factor to spread western clothing styles to society by the students in schools who wore new trends on themselves and acted as role models to disseminate the latest trends in European clothes.

In 1927, the first school was founded in Ankara that taught such subjects as sewing, embroidery, cooking and home economics to ensure modern lifestyle for Turkish women (Toktas.s, 2006:740). Moreover, the state provided opportunities for students to study western lifestyles in Europe for adapting them to the Turkish context and establishing European fashion. In fact, that has happened (Lamprou, 2015:622).

In the early Republican period, hijab woman has a different trajectory in the costume campaign that Turkey had in that time. The veil was not banned during this period but there was an overall approach that was persuading women to leave the veil behind by giving the veil a sign of backwardness and ignorance and it was not inherent to the Turkish culture (Yegenoglu, 1998:32).

In that time, reformist perspective about the veil was an obstacle for progress and incompatible with modernity and considered a symbol of the Ottoman Islamic state that was against a secular thus was required corrective action. In addition, hijabi women were associated with rural migrants in the urban settings in Turkey who would delay state formation (Gokarıksel, 2005:158).

Thus, it gave this perception of the Republican elite negative conception of the veil for many years and hijabi women have met repressive measures and restrictions such as warnings to prevent school or losing job that was particularly in the late 1980s and continued for several decades until early 2000s.

However, hijabi women have been appeared in society at large as to a challenge that resulted to bring the issue of the veil at large. This issue of the veil led to a critical response from the secular forces of Turkey who considered this destroying of the secular establishment of the Republic (VojdikVK, 2010:661).

In 1982, the veil was banned in public such as universities, workplaces, etc... That gave played a key role as a site of confrontation between secularism and Islamic groups and many students of universities have protested in the street against the decision of banning but The Turkish Constitutional Court supported the restrictions on wearing the headscarf and considered as unacceptable in terms of modernity. But fashion has risen especially fashion for veiling at the beginning of the 1990s that is and is stimulated by global and local trends of the market economy after Turkey's economic structure has been reformed in the late 1980s that was in parallel with the integration process into the global market which led to affecting on individuals and their ways of self-definition within everyday life (Kılıçbay, 2002:503).

Indeed, the Islamist movement has developed specialized businesses for 'Islamic goods' and formed a market network for Islamist elite and Islamist movement is risen in popularity and power that what Navaro-Yashin observed (Navaro-Yashin, 2002:222).

The growth of the Islamic capital and markets during the 1980s and 1990s by international capital, coming mainly from other Muslim countries as well as from Turkish workers living in Europe supporting local entrepreneurs of the religious cities to develop their businesses with resulted in the fast progress of Islamic businesses to participate in the economy and created competition and adopting capitalism.

Indeed, many religious businesses grew from businesses smaller into bigger companies that occupied places in the cities and founded not only an alternative market for conservative but also a consumer segment that effects on markets by their money. Different products are emerged as Islamic products by this consumption that covered every domain of life (Sandıkcı, 2007:197).

Multinational companies have been attracted by the market growth in turkey such as Misvak-flavored toothpaste which was introduced by Colgate Palmolive in July 2005 related to the tradition of the Middle East according to the prophet and Sunna that advice to use Misvak (a stick of wood). However, The Istanbul Dentists' Association refuses this claim because there is no scientific evidence indicating that. But they think it is just product that appeals to the religious segment" (Ersoy, 2005).

In 1992, the first-ever tesettür fashion show in Turkey organized by Tekbir Giyim. Then Tesettür marketers repeatedly adopting the changes in their collections, advertising styles that led to the veiling-fashion industry in Turkey has continued over the past three decades.

Today, there are 11000 apparel firms producing for export with 14 billion dollars in apparel exports in 2007 and 14.2 billion dollars Turkey's apparel exports in 2018 that mentioned by the Istanbul Apparel and Textile Exporters' Associations Bureau (ITKIB) reports. Turkey is considered the fourth largest apparel exporter in the world with approximately 50 000 apparel firms. In 2008, the top destinations of Turkish apparel exports were Germany, the UK, France, and the Netherlands. In addition, the unique fashion of veiling-fashion is one of the Turkish apparel firms have taken a leading role in design and branding (Weidner, 2009:405).

2.4. Social Media (Modern Marketing)

A variety of activities are shared through online channels provided by social media, an important way for marketers to connect with the largest audience (Murdough, 2009:96). Social media has turned into the most important trend in the fashion industry. Branding on social networking sites is growing in popularity and speed, such that the latest market research has proved fashion merchants on the social media have increased obviously compared to any other segment of the fashion retail. (Ahmad, 2015:7).

Social media and marketing are interconnected. Social media is based on revenue from marketing advertising, while marketing advertising to attract new customers on social media through the creation of creative content that draws attention as the main goal to have huge popularity and the most important content provided are influencers. Thus marketers should set a budget for famous people with large numbers of followers to reach the target audience as a human brand that makes marketing communications. Social media is an outlet for information that delivers or stores information through implicit messages that affect the target audience for the desired benefit, which serves fashion by its channels which contents three elements communities, technologies, and content which assist to share information easily and virtually and five features (Thomson, 2006:110).

Creating awareness of product before buying has become a given through social media that publishes a lot of information and issues that have helped consumers looking for others' opinions. They are more reliable than the traditional marketing methods that companies have relied on previously. This awareness makes the customer ready to buy and reduces the marketing costs of companies. It has become easier for individuals to access valuable information through social media through communication through less effort to increase awareness, the individual uses the views of others and their experiences for reference (Mangold, 2009:359).

The information comes from internal search includes what consumers keep inside about product in his memory or external search comprise consumer actions such as recommendation, visit, trial (Kardes, et al, 2011:143). Communication between individuals like family and relatives is an informal communication to share information about a product or service that relies on Word-of-mouth and it can influence on decision. (Solomon, et al, 2010:89).

It has transformed traditional one-way communication into multi-directional communication, through a range of websites, which have emerged with the second generation of the web that allows communication between individuals in virtual community, bringing together members around a common interest through messages, and access to profiles, knowing their news and information that they offer for viewing, an effective means of communication whether they are friends we actually know, or friends that I have known through the virtual world, social media is distinct from other web sites in enabling users to produce, publish, control, critique, categorize, and interact with content via the Internet. The interaction of individuals through social media sites has created new behavior that has influenced buying intentions consumers as a new and useful platform in providing information (Tutan, 2008:504).

The spread of the Internet has been accompanied by the creation of many social networks among people, in what is known in a virtual community environment, they are grouped according to interest groups or end networks (university, school, company, etc.). Messages, access to others' profiles and see their news and information for viewing (Martines, 2010:99).

Online advertising has now become a more effective means of promoting sales, including social media advertising, which has led researchers to be interested in studies on the role of advertising in consumer attitudes towards brands. In one study, a large proportion of retail stores are using Facebook, Myspace and Twitter to promote their brands (Boyd, 2007:72).

SM networking are a free advisory body for small business owners, enabling them to see the negative or positive views of followers, which contributes to raise the level of performance and plans for the development of the project, as well as creating greater opportunities for expansion by adding new partners. SM networking are a free advertising for the small business, which helps them reach government officials or businessmen and large companies; thus increasing the chances of turning it into a larger entity.

Researchers and academics have not agreed on a specific definition of social networks, perhaps due to the novelty of the term as well as its continued development. However, there are many web sites that carry the characteristics of social networks such as the ability of members to post and comment or the possibility of opening accounts in them, but the concept of social networks on a large scale Refers to those sites that allow users to forge a network of contacts with a group of individuals want to share your profile, your news, the latest updates. They are defined as a group of members or social actors who are associated with one or several types of relationships (Borko, 2010:145).

2.5. Influencer Marketing through Social Media

Initially, the concept of e-marketing was a one-sided concept. Influencer place online advertising to reach the customer. However, this concept, which is considered to be short in terms of its intended benefit, has now become a concept based on the principle of interaction and communication. Social networks have created a new concept of communication between individuals. Today, there are billions of conversations through which people talk about new news, sharing their images, opinions and information. Of course, this huge number of conversations and exchanges of information and opinions create huge marketing opportunities for influencers by joining these talks to raise awareness of their brand or create conversations aimed at activating and enabling the role of customers in strengthening the brand image

It is a concept to build close relationships between a brand and an audience to gain customer trust and expand its loyalists. Social media influencers have played an important role in presenting themselves as a very effective tool to attract customers and gain loyalty that achieve brand success by increasing their awareness. Influencer marketing is a type of investment that helps develop the company's performance, which has proven effective and considered the type of intangible assets that companies should pay attention to as financial assets (Locke, 2017:42).

The forces of motivation in social media that dominate the dissemination of information through social networks. Because many people use these platforms, few have the power to control opinions through their activities that are used in business as a viral marketing tool. They mining their marketing opinion and get many customers. These forces assist prospective customers to have a decision for purchasing by impress through opinions (Kemp.D, 2003:144).

everyone makes recommendations, reviews by writing a post or blog to urges people to the product and has dominant influence are called influencer, maximize the diffusion of information to huge numbers of people is an aim that they aspire to realize it by motivation.

Influencer marketing is a great advance in marketing, particularly in the social segment that focuses on relationships. The problem lies in the selection of suitable targets in a social network such as Influence maximization that is useful to obtain good diffusion strategies for marketing (Goyal, 2011:45).

Lazarsfeld had developed the two-step flow of communication which based on filtering messages by mediator, where a mediator clarifies the message passed on social channels to assure understanding well in the community, thus influencer is a mediator that passes the information on his peoples after filtering what is needed for passing on.

Lazarsfeld communication is based on two steps, the first one passing information to dominant persons from media. Then from the dominant persons with more explanations to followers that follow less the messages sent by media. This influencer should be credible, active and clearly present in social media but Cialdini stated six principles that are reciprocation, coherence, social evidence, dominion, scarcity and liking. Currently, most brands use social media influencers as a quick tool to increase awareness of fashion and branding among customers and influence their buying behavior (Ziv, 2010:56).

Social media has achieved an important success in fashion, it has become the most modern means of connecting the contributors to fashion and their customers and helped drive them to buy through verbal communication with influencers and create a conscious consumer

Many international fashion companies have acknowledged that many bloggers have helped influence the fashion industry and market their brands by sensitizing their followers and organizing networking forums to stimulate the purchase of their products through Twitter and Facebook and get a lot of interactive. Lady Gaga was an example of influencing marketing where one tweet supported a fashion show by designer Alexander McQueen in 2009 (Lee, 2009:21).

Clothing companies have become relying on dominant members of social networking sites as a promotional medium for fashion and sales information which is helpful for a marketing budget (Noricks, 2019:14). Social media provides us with a compelling platform for us as human beings to provide us with different perspectives through tweets, clothing collections and personal celebrations of the celebrities and influencers they share with us (Phillips, 2008:81). It provides outlets globally to all fashion contributors, whatever their job is a marketer or designer for a fast growth opportunity and effective communication with potential customers (Bourne, 2010:10)

2.5.1. Basic theory

Social learning theory is the theory upon which many marketing studies applied to understand and predict consumer behavior through different socializing agents like celebrities, family, or peers. This theory warrants motivation is derived by an individual to show acting as positively from socializing agents either directly or indirectly influencing marketing based on this theory which explains celebrity effects on consumers' behaviors. It proposed SMIs are a new kind of third-party indorser which is beholden as independent that intention of purchase for any person is strongly affected by the influencers' attitude and social efficiency. Where can form attitudes of hosts and their decisions by using SMNs (Makgosa, 2010:310).

Influencing marketing achieves greater success When the impact is credible to reflect a positive impact on consumers and their expectations, credibility to present information depends on trustworthiness and experience which make consumer doesn't care of message of the advertisement because of he accepts the message which delivered from SM influencers who are more persuasive. A highly experienced and trustworthy influencer gets an influential role on his followers where he can influence their behavior according to his beliefs and influence their buying attitude (Till, B. D., and Busler, M, 2000:11).

But physically attractive endorser and influencer increase to accept advertisements. The more attractive endorser is, the more effective it to have in influencing a positive consumer attitude toward buying. The external appearance of the influencer in social media has a role of attracting followers and get more attention (Wang, 2017:14).

A successful marketing strategy is to create a proper fit between the influencer and a product to accomplish amazing results that are a relation matching them up together. Thus influencers should show a suitable match with the characteristics of the product to get a positive attitude to achieve purchase intention (Shimp, 2000:218).

Main step in the endorsement process is a meaning transfer of product which is conveyed from influencers' personality to a specific product to make consumer builds self-image. consequently, consumers' tendency to product consumption relies on their idols' endorsement and this is a prevailing belief among marketers, for this reason, products integrate with the endorser that lead to getting a perception for a product which affects positively on purchasing intention (McCracken, 1986:79).

SMIs can change consumer priority and inspire a feeling of willingness to buy where the credibility enhances the attitude of a consumer which increases purchase intentions for a particular product and this kind of attitude necessary for developing the marketing process (Chan, 2013:170).

2.5.2. Why we need influencer

When the third party recommends a product or brand that is more credible than the company itself for consumer, where an influencer can make friendly contact to consumers and create loyalty from his followers, they can easily direct them to a particular brand which increases the sale of product through their posts or reviews about the product (Matthews, 2013:66).

Earned media are required by many companies which are kind of word of mouth and free without pay, it avoids blocking content and attains the target audience. Content written by the influencer is impossible being blocked. Thus it aims to obtain the trust of readers (Belden, 2013:3).

Studies have proven through a global questionnaire that many people consider influencers a reliable source as they rely on their opinions and experiences as feedback, therefore marketers seek to find the best connection with the consumer by dominant feedback makers, where referral from a known person gets trust from people with 93% and more than 58% of marketing managers looking forward to increasing their budget to support influencing marketing (Nielsen, 2012:58).

2.5.3. How finding the proper influencer

To identify proper influencer, the company should answer a few questions before planning, which community that's looking for, who the influencer has effects on this community and interest in the product and expert in it with followers belong to the target audience. Which content does him produce and his experience in marketing? What kind of skill he has? Like cooperation and communication skills (Pinghelsinki., 2016:78).

The second way to identify influencer is Fisherman's model that is the first step of marketers' plan which depends on saying throw a large net to catch as many fish as a strategy in marketing to take advantage of those with the most follow-up and social communities are accessible with ease for them to realize good consciousness lead to buy
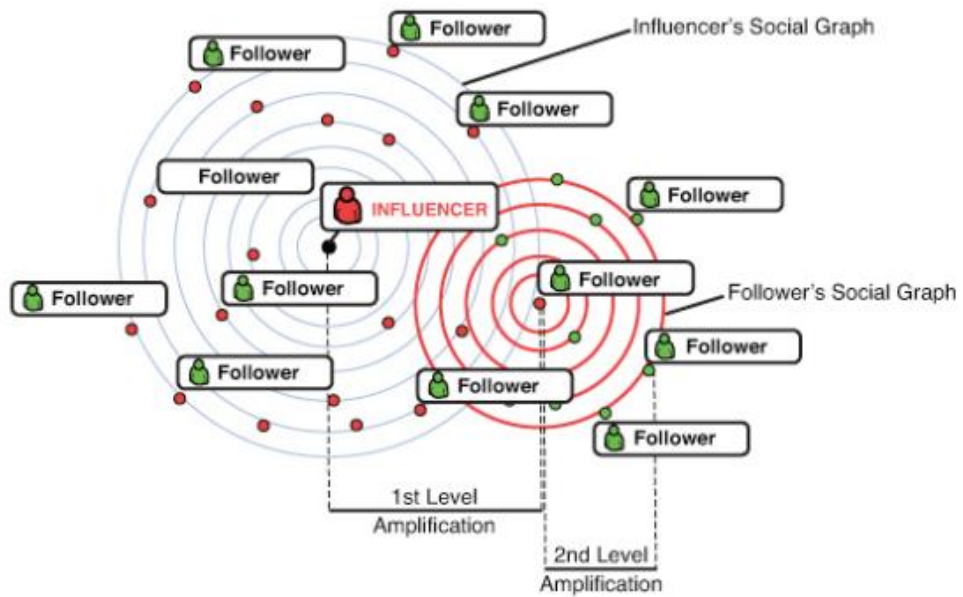
Figure 2.1: FIM Model

(Brown, 2013:451)

In this model, influencer at the center of the marketing world as shown above. According to the other theory CCIM which based on the customer in the center, which focus on customer needs and interest because he is priority. Identification of persons with perceived power and ability to reach widely to turn them into macro-influencers such as advocates by educating and motivating them to propagate and share motivated messages through their channels in SM and their followers share those messages too (Brown, 2013:451).
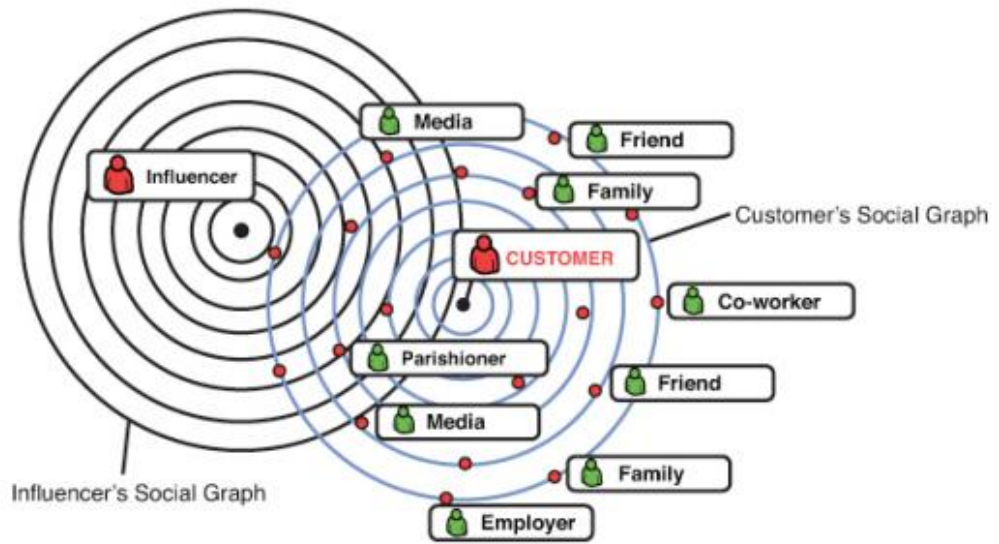
Figure 2.2: CCIM Model

(Brown, 2013:456)

The person influencing Muhammad's point of view is the extent to which the content of the influencers is consistent with your messages, and how readers engage with his content, and the quality of the audience reached, how often posts? How much traffic? How many visitors? Sometimes one exposure is not enough to obtain visitors to go over a company's' website, thus it is necessary multiple exposures happen. Updating in publish with good content attracts many visitors and gain loyalty and authentic content without a sponsor just personal experience that gains trust from the follower (Biaudet, 2017:6).

2.6. Influencer Marketing Stages
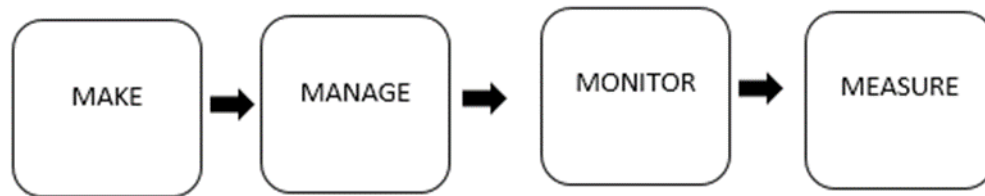
Figure 2.3: STAGES OF IM

It includes four stages, First stage is called "Make", and this stage includes influencer identification that discussed above. Second stage is responsible for the management of campaign through concern of relationship with an influencer to convert him into an advocate by seven steps shown below:

Product – The product promotion and provide all tools which are required by influencer

Knowledge – assuring conscious influencer for a product with a good experience by providing information or training for them.

Calendar – determining the time schedule for the campaign that helps to follow-up easily and find a backup plan, if there are errors founded during the campaign

Message – finding advocate has activities and his principle similar to brand message.

Platform –determining which platform will be the main social channel and which will be supportive.

Alternatives –the alternative plan should be exist, if there are unexpected reactions from the market to boost the campaign.

Feedback – Listening well to the advocate's opinions of working and his different ideas to help in the future according to his analysis.

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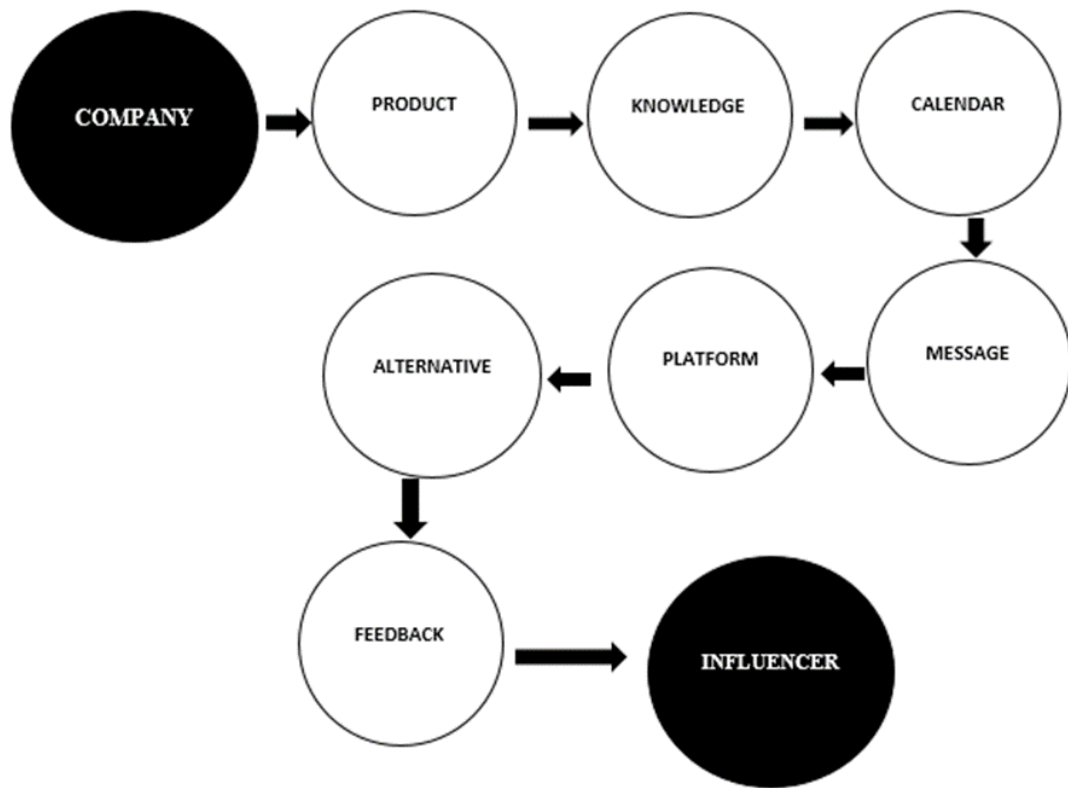
Figure 2.4: IM MANAGEMENT CYCLE

(Brown D. &., 2013:451)

The third stage is to monitor that campaign results to provides a more structured framework for achieving goals by analytic tools then finally the fourth stage which concern in measuring results of the campaign (Brown, 2013:451)

2.7. Social Media Influencers

Influence and persuasion skills are one of the most effective ways of solving problems, gaining the trust of others and establishing acceptance without the need for physical or moral incitement or exerting unwanted pressures to achieve a specific goal. Persuasion

aims to receive people communicative and social to affect the level of acceptance of a particular idea or thing and adopt and satisfaction Influence with others addresses the issue of clashes resulting from differences of opinion and thinking by localizing words, opinions and attitudes in others and convincing them of the mechanism, idea and style without resorting to power. Influence and persuade them easily and lovingly away from carrots, intimidation, and power, social media influencer should have these abilities. Where social media influencers represent third-party endorsers who shape followers attitudes through social media such as blogs, tweets (Freberg, 2011:92). Influencers play an important role in promoting brands through social media and many people especially minors spend a large part of their time watching, viewing, liking, forwarding, and commenting on influencers' content that assists to realize their goals of obtaining a following and brand recognition, thus become a source of credibility for that specific brand (Liu, 2012:363).

Influencer marketing is considered as a mean that open channel between brand and consumers and create a good connecting among them directly to their everyday lives, thus increase their credibility among audiences (Evans, 2017:141). "Social media influencers are a party tries to influence another to take specific actions that can change the content of their relationship" (Ledbetter, 2017:15).

Influencers have a basic social media channel, but they often distribute their content to additional channels. The effect is not equal in every platform. Some platforms help specific content formats. In general, influencers can be identified through the social channel which serves Influencer's content. Influencers use their candidness and openness with consumers to serve a specific brand and create a connection among them because they have high social clout and credibility (Buyer, 2016:PR).

Indeed, Influencers became a successful phenomenon and their opinions very influential as a third party to promote a brand by unique ability to target unreachable audiences that have until now (Emory S. Daniel Jr., 2018).

2.7.1. Impact of influencer on the brand

Brands depend on targeting their consumers' requirements and social media influencers encourage consumer by building a direct relationship between them which serves the brand image and realize gains and consumer loyalty. However, a brand is considered does not have total control over its online conversation, the influencer is considered the direct voice that consumers trust it by establishing the two-way conversation for the product via social media outlets and instilling it in the brand (Booth, 2011:16).

According to Gillin, social media tools are currently the main tools of a communication strategy in consumer life, the reason is factors which increase the popularity of influencer marketing such as quality of content that is considered a highly measurable factor and it gains views for page and a high position in search engine. The second factor is participation level, frequency of activity, and prominence in the community which means there is an influence on the consumer.

In terms of marketing, when social media influencers enhance relationships with followers and establishing a role in the endorsement which achieves a good reputation and business goals and increases consumer awareness on their online activities and getting consumers' comments and feedback (Glucksman, 2017:80).

According Lee, social media influencer has become one of the most popular tools that connect the brand and the consumer. This connection gives a boost to purchasing intent in the fashion industry by his or her established network of followers by priceless and valuable tools which helps the fashion industry (Lee, 2009:21). But Noricks concluded social media influencers are becoming the new professionals of fashion industry. But Noricks concluded social media influencers are becoming the new professionals of the fashion industry.

social media influencer is considered a significant marketing strategy which depends on influencing a large group of individuals to gain interest toward a product, a marketing

manager should understand what consumers looking for and choose the right influencer such as famous characters and this approach has been founded in 1940 which considered as a second channel to get reviews about the product and a guarantee for consumers by testing products' efficacy in front of individuals (Danlos, 2016:52).

2.8. Word of Mouth

In the 1940s, researcher initiated to study topics which are related to WOM but actually was in 1960s and there are various opinions of WOM's meaning. Where some supposed it is a face-to-face consumers' communication about a product occurs in the post-purchase context which clarifies the characteristics of products. Therefore, it is considered as interpersonal communication depends on experience and emotional response of consumer towards a particular product.

Word of mouth is talking about products and services to persuade others to use them which can be mutual conversations or unilateral advice and suggestions for sharing ideas, believes and experiences (Aslam, 2011:2). Word of mouth is considered a way of consumer-to-consumer interaction which became a highly credible form of marketing information recently (Huang M, 2011:1280).

 Indeed, WOM has an influence on the developing markets, especially on consumer's purchase decision, thus any business takes WOM seriously as it can affect its activities both positively and negatively (Shi W, 2016:400).Whereas, Hennigs' define was WOM is a statement made by consumer experience positively or negatively which describes a product or brand to a mass of people (Hennig-, 2010:320). But Taylor sees WOM as a method of communication between two non-commercial people and without benefit (Taylor, 2012:23).

In general, we tend to hear friends, relatives, and colleagues in our daily lives, we always need advice about a specific product or brand more than a commercial advertisement from media. Del Rio suggested the greater congruity between the brand's image and the consumer's self-image, the higher the consumer's awareness of the brand and eventually, the higher his/her willingness to make an action forward to brand such as brand love,

brand commitment, and purchase or reverse action brand hate, harsh opinion about brand (Maisam.S, 2016:35). However, Word-of-mouth has an effect on consumer choice, service switching, purchase decision and perception about the product/services directly or indirectly depends on the kind of relationship between consumer to consumer. Especially, people who are having no self-interest in pushing a product. There are two types of WOMs' effect.

First, positive WOM which significantly influences the behavioral attitude and intention. Second, negative WOM which only slightly impacts the behavioral intention (Kundu and Sundara Rajan, 2017:31).

WOM is free advertising resulting from consumer experience using a product in a new way and tells everyone they know about it. According to the report which is issued by Nielsen during his study, he found 84% of respondents trusted recommendations from friends and family (Nielesn, 2013:76). That represents a rise of 18% from 2007. Consumers are more bonded to a product when they get more information about the product from the experts.

Word-of-mouth (WOM) based on a critical element that is the expertise of others which likely to influence consumers' choices to evaluate a product before purchase when the consumer is confusing. Therefore, word of mouth is considered as a reliable non-commercial source of information to the consumers (Senecal, 2004:159), the reason was trusting in advertising decreased recently, the tendency to a credible source of information such as family and friends when making purchase decisions made the word of mouth has a significant competitive advantage (Richins, 1983:74).

Word of mouth is a part of behavior which human behave automatically, it has positive or negative effects in communication among individuals. Word of mouth acts as a means of information about a product which helps consumers to make a purchase decision and create physiologically satisfaction during this decision (Hutter, K., & Hautz, J, 2013:344).

Specialized studies have confirmed this exciting role of WOM which is satisfied customer will be informed on an average of three more individuals to persuade them to buy the

product automatically due to his satisfaction from friends and family to buy the product. Indeed, there has been an amazing sales spree.

2.9. Uniqueness

According to Tian, consumers' trait of pursuing of differentness relative to others through the acquisition of consumer goods is defined as a need for uniqueness (Tian, 2001:61). Moreover, the need for uniqueness drives innovative individuals in fashion when making their apparel choices (Bian, 2012:65).

Uniqueness (NFU) when people are motivated to keep up a sense of distinction as they identify themselves to the various relevant dimensions relevant to others. According to uniqueness theory, an individual will seek to maintain a moderate level of similarity relative to other people and emotional and behavioral reactions of individual relate to similarity, where a positive emotional reaction occurs when similarity either exceeds a moderate level and negative a negative emotional reaction occurs when similarity drops below a moderate level for individuals with a high need for uniqueness. Thus, individuals seek to distinguish through the possession of rare items, there are three consequences of the need for uniqueness suggested by Snyder and Fromkin that are the lack of concern regarding others' reactions, the desire to break away from following the rules; and the willingness to publicly defend one's beliefs (Roehrich, 2004:675).

A social comparison created a need for uniqueness, whereas individuals compare themselves with others. Thus, access to more distinctive products is what these individuals demand. Individuals avoid similarity and depend on dressing in a different way that leads to the increased rate of purchase of apparel products with short usage (Ritch, 2012:206).

Need for uniqueness via apparel consumption led to the existence of barriers to sustainable consumption (Workman, 2006:82). So some individuals may have concerns about renting the same designer, so as to ensure there is no similarity and varies through different situations and different persons which possessing unique products is considered as a way to differentiate from others (Armstrong, 2015:97).

Consumers can reinforce or express feelings of self-uniqueness by getting products whose rarity, modernity, or relative unpopularity means that few will own. The advantage of any useful or fairly beautiful element is greatly enhanced by its rarity that what Smith claimed which was supported by the research of Modern consumer. Therefore, Scarcity enhances fashion by customizing products are commonly owned (Lynn, M., & Harris, J., 1997:1870).

Thus, the need for creativity can also be satisfied with clothing and fashion, where the crucial communication form in symbolic interaction depends on clothes and appearance which recognized as a uniqueness attribute that gives a special value which proved the theory of uniqueness is related to fashion, the anxiety from similarity in clothing at a certain social event has existed and this is confirmed there is a relationship between clothing and the uniqueness self-perception. Since people might not wear the same things (Niinimäki, 2010:157).

2.10. Fashion Consciousness

Fashion consciousness is defined as a level of knowledge and awareness of specific product, service or brand. As a result of changes in this level of knowledge and awareness, a new approach has focused on a new type of consumer which is a strategic consumer (Cachon, 2011:780).

A strategic consumer is a consumer who early fashion adopter, has fashion consciousness with more interest in fashion and fashion-related information, whereas Jinhee Nam cited from Summer in 1970 "fashion consciousness is denoted by a degree of involvement of any person with the styles or fashion". It is not necessary anybody be either an opinion leader or an innovator in fashion, to be considered a fashion-conscious person. Therefore, he suggested the definition of fashion consciousness is the degree of individual involvement in fashion. (Nam.J, 2007:108).

O'Cass agreed with Nam fashion consciousness of individual relates to high involvement in fashion (O'Cass, 2013:449) . But Milewski's opinion fashion consciousness is getting awareness which is reflected by the ability to imitate and fast responses to fashion

(Milewski, 2005:45). However, many studies have proved fashion-conscious consumers should not be necessarily fashion experts or fashion pioneers but make effort to be in the fashion stream.

There is fashion consciousness is related to a desire for up-to-date styles, frequent changes in one's wardrobe and pleasurable shopping experiences that what Walsh noticed among German consumers (Walsh, 2001:88). So fashion consciousness is a desirable attribute for apparel marketers to be found in the target consumer to increase receptivity to apparel (Richards, 1977:90), where consumers have fashion consciousness, they interested in paying additional attention to current fashion trends, and they are every time updating their clothes and enjoy shopping.

More active mature consumers, heavier spenders on clothing that Lumpkin said in 1985, therefore fashion-conscious existence always among older consumer and makes women feeling younger that Barak and Stern noted in 1985. Although Chowdhary proved there is no relationship between age and fashion consciousness. fashion is a phenomenon which relates to the culture of individuals are enabled by fashion to have their identity through direct visual communication by using fashion items such as clothing, accessories etc. Therefore, they will tend to purchase fashion items.

Mature consumers depend on information in the market there is a relationship between the fashion consciousness of mature consumers and the fashion information sources. Whereas, older people use television for getting fashion-related information and teens use the internet especially social media for getting fashion-related information. Although female consumers are considered to be more conscious-oriented towards fashion for years, there is a fashion consciousness among males recently (Bakewell, 2006:2).

The social media has a discourse that influences individuals, social structures and political policies, and also reflect social, political and intellectual views and attitudes and there are representatives that act as an influencer and they are considered kind of information source increase fashion consciousness, social media currently has a media mass role in the last that mentioned by (Macnamara, 2006:1209).

Uniqueness need is another factor that affects fashion consciousness, it is concerned with the desire for differentiation and identifies self-identity. The differentiation desire motivates individual to distinguish him/herself from others by tending to make use of products, such as fashion items, to define their identity and gain prestige (Lam, 2014:67).

2.11. Purchase Intention

Purchase intention is a behavioral intention in which an individual to do action will determine the actual individual behavior and any behavioral intention. In another word, buying intention is the preference of consumer to buy the product or service. Either degree or direction that's meaning the subjective possibility of a behavior occurring is degree, while an individual's behavior that is directed towards doing or not doing something is a direction. Buying intention can vary from none to the high probability that a behavior will actually be carried out by an individual.

The stronger a person's intention to perform an act, the higher the chances of the act being performed, thus stimulators influencing individuals' behavior is being reflective by an individual's intention. Measured intention can be used to predict actual behavior quite accurately, however, intention and behavior have not correlated in real life (Hawkins, 2010).

In recent years, marketers tend to study consumer intention to understand the actual behavior (Ghalandari, 2014:1170). Kim and Pysarchik explained "buying intention serves as an alternative for measuring consumers' buying behavior. Therefore, consumers' intention toward a particular behavior is the factor that motivates consumers". In addition how hard consumers are willing to try, as well as the amount of effort they intend to exert for performing a respective behavior reveals the probability of behavior performing will be done which relies on the strength of consumer intentions. Stronger intentions of performing a certain behavior, higher likelihoods of behavior will be performed (Kim, 2000:283).

Marketing managers use buying intentions measures as a leading indicator of what consumers will do in the marketplace. Buying intentions are correlated with behavior.

However, they are imperfect predictors of future consumer behavior that what (Morwitz.V, 2014:213) cited from Namias in 1959. Buying intention of consumers often have a given time interval, for example, a person may plan to replace their current furniture with new furniture within the next four months, but some circumstances prevent to fulfill their intentions.

Circumstances are may be personal such as lost a job or economical such as interest rates increasing, quality rating decreasing (Sheeran, 2002:30). The information about the brand from any source social media or group members increase consciousness in which affect the decision to purchase or skip the specific brand. Many factors intended to buying intention which is a consumer consciousness, perception of consumers, product packaging or design and influencer endorsement, etc. (Shafiq, 2011:1577).

When a person makes a promise to buy the product implied that is an intention to buy, whenever one makes the next trip to the market that is called a purchase intention. Therefore, companies need to have this implied promise from consumer to increase the selling of their product and getting profit and customer retention (Husic, 2009:234).

During this study, we will reveal aspects that are necessary to capture the purchase intention of the consumers and the purchase behavior that how to attract to purchase of fashion products and that is through categorizing these factors have a significant effect on the purchase intention of consumers. It will help the marketing managers are interested in consumer purchase intentions to focus on the features of the product that are positively correlated with consumer purchase intentions in order to forecast the selling performance in the market. Where Word-of-mouth help to exchange direct and indirect experiences with products and services and increase consumer conscious that to led to purchasing decisions (PRASERTSITH, 2015:30). Additionally, many online buyers depend on influencers' opinions and experiences through social media when planning to be in the fashion stream or need of distinguishment increases buying intention.

Buying is defined as the pattern followed by the consumer in the conduct of research, purchase, use or evaluation of goods, services, and ideas, which are expected to satisfy

his needs and desires. Buying intent is a set of actions that involve the purchase and use of goods and services. It also includes decisions that precede such actions, and identify the behavior and actions of the consumer when making a purchase decision.

The intention of the consumer purchase that comes from the vacuum but is stemming from the variables and internal factors in the individual and the external surrounding that lead the decision to buy, the marketer can determine the needs and desires of the consumer and respond to them effectively according to demographic factors, and this in turn drives the consumer to be more loyal and sincere to the marketing organization and its products (Nabil, 2010).

This loyalty is reinforced when a promotional program is properly planned and directed towards consumer motivations and needs, based on persuasion and influence of purchase intent, and the adoption of appropriate promotional means that aim at the objectives of the organization.

The purchase decision occurs after multiple stages occur in the consumer and the impact of several factors (personal characteristics, the environment ..), even if they differ in their content and nature, but the basic stages remain the same, which makes individuals differ in their purchasing decisions, which is difficult for marketing manager to define and understand. In the general form the decision-making process is defined as the steps or stages experienced by the buyer in the case of making choices about any of the products preferred to buy, and through the institutions that examine these stages can achieve their objectives and help the customer in making the proper purchase decision through motivate his intention of purchase.

3. RESEARCH METHODOLOGY

3.1. Introduction

Fashion has become a subject to be studied as many people have desired it. Everyone wants to be in the stream. Investigators tend to search for factors which affect consumer purchase intention and does desire to push the consumer to purchase? In this study addressed the impact of three factors on purchase intention in terms of fashion consciousness. In this chapter, the methodology of research design, sampling of the population, data sources and collection tool, testing sampling size, data quality controlling and analysis are addressed by this chapter.

3.2. Research Design

This study aims to determine the effects of social media influencer, word of mouth from family and friends and need of uniqueness on purchase intention in term of a consumer conscious.

We implemented quantitative research methods in this research to realize the research objective which is important because focusing on the collection of numerical, statistical analysis, and the results of the data. To obtain primary data, online questionnaires that were self-administered.

The advantage of data collected from respondents by using an online questionnaire is that eliminates the survey- related-cost, time efficiency, feeling anonymous let respondent feel less social pressure and we developed our questionnaire in English and translated into Turkish to maximize translation equivalence as Mullen's' recommendation (Mullen, 1995:580) to translate the questionnaire items into a foreign language, then translate back again which will reveal any disparity in meaning on syntax. All of the scales were measured on a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

We selected 300 Turkish women who are above 16 years old classified into two groups according to veil status. This research was developed using structural equation, a multivariate analysis approach that's a suitable method to examine and estimate the relationships within respected variables and conducts quantitative tests for a research

model (Williams, 2009:557). During formulating research questions, we depended on the reviewed literature. Then testing research questions and hypotheses by collecting data that were measured and analyzed by the SPSS, AMOS 24 which adopt two steps analysis procedure (measurement and structural model) and maximum likelihood (Anderson, 1988:411).
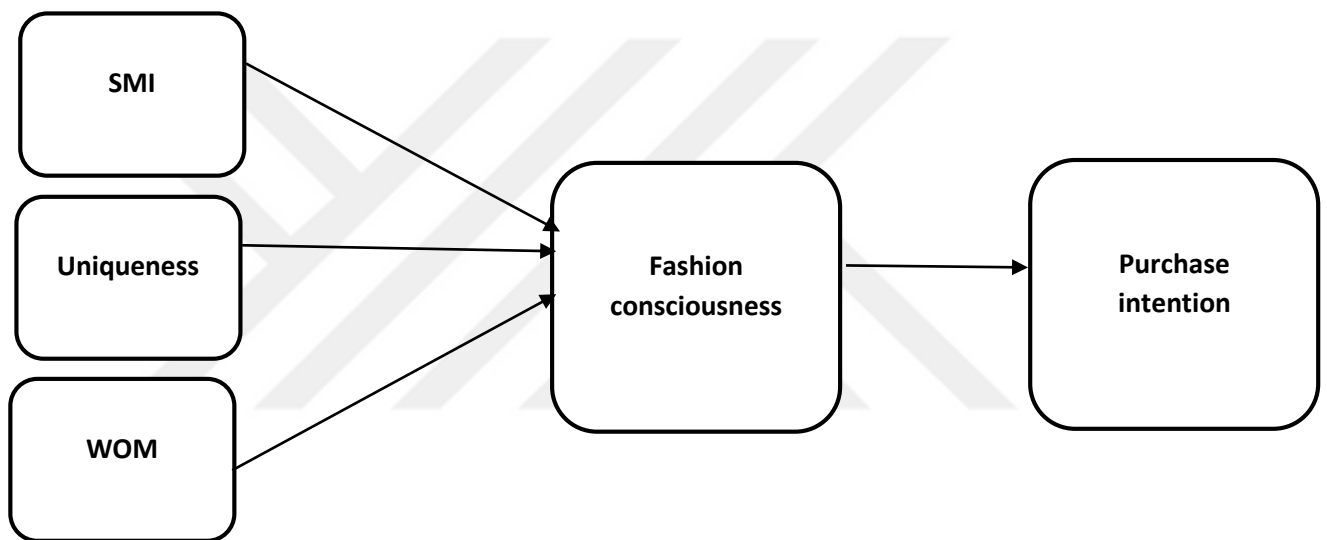
Figure 3.1: Research Model: The factors affecting fashion purchase intention in terms of fashion consciousness

3.3. Procedures

The online survey consisted of two main section demographics information that respondent should fill in and move to another section content formulated questions from the reviewed literature to meet our hypothesis.

3.4. Study Sample

Obtaining a sample either with random sampling or non-random sampling which is the difference between probability and non-probability sampling techniques. Where a non-zero probability of being included for every element in the target population in probability sampling technique which needs a very precisely defined population which is a scientific tool reduces the chance of systematic errors to construct generalizable inferences to the

population, while the merits of probability samples are almost impossible in certain areas due to unavoidable issues such as frame under coverage and non-response Therefore, non-probability sampling is an impression that there is no random selection that is equally scattering of features in the element which may not represent a very precisely defined population. (Elliott, 2017:260).

The convenience sampling technique is a set of methods in which lacks any clear sampling strategy. It selects sample units when they can be obtainable, and convenient selection for respondents but outcomes rarely are characteristic of the populace. During survey design, Google forms are used to empower online survey, this distributed to all Turkish women in social media groups such as Facebook, What's up, Instagram.

 A sample selected according to convenience sampling method which falls in the domain of a nonprobability sampling technique (Lin, 2013:301). The survey has reasonable responses of 150 hijabistas and 150 non-hijabi women in Turkey.

According to (Zikmund, 2002), this research determined the sample size involving the estimation of population percentages (proportions) with formula P (100-P). Where P= 50 % of the respondents who wear the Hijab and (100-P) is the percentage (50%) who are non-hijabi.

This agrees with Bartlett suggested "50% should be used as an estimate of P by the researcher, as to result in maximizing of variance and producing the maximum sample size".

 From Fowler's perspective formula hasn't substantially effect on how the population will be likely described well by the sample. But Considering the population portion as an important consideration during determining sample size, something is most unusual for the population (Fowler, 2002:102).

According to Bartlett, Kotalik, & Higgins's sample sizes in 2010 with confidence level=95% (Bartlett, 2001), Therefore:

$$n = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where research Confidence Level is 95%

p=.50

Z = 1.96 for 95%

d = Confidence Interval is .04 = ±4 which is considered to be 8 % in this research.

Therefore, number of respondents according to formula above:

$n = ((1.96)(1 - 0.5)/0.08)^2$

n = 150

Each group has selected 150 respondents to participate in the study

3.5. Research Instruments and Measurements

In order to develop the instrument of this study,, it was necessary to modify items from previous literature on fashion studies, namely, constructs for social media influencer from Gentina et al., 2014; Park, 2013; Thakur et al., 2016 which refers to how much Turkish women affected by SMI, WOM from Ivana Kursan, et. al. (2017)which refers to how much Turkish women affected by family and friends' advice and recommendation , fashion uniqueness from Siti Hasnah Hassan, et. al. (2016) which refers to how much Turkish women need to be unique, fashion consciousness from Yuki W.K. Lam, et. al. (2014) and purchase intention from Hung, et. al. (2011) which refers to the intentions of consumers to purchase fashion-related products (dependent factor).

Table 3.1: Measurements

Factors	Measurement Item	Item on questionnaire	Adopted from
SOCIAL MEDIA INFLUNCERS	The Likert scale consists of five points 1 (strongly disagree) 5 (strongly agree)	-Social media influencer serves as a model for others. -Social media influencer is one step ahead of others. -Social media influencer offers interesting pictures that suggest new ideas about fashion. -Social media influencer persuades people to dress as the pictures suggest. -Social media influencer influences people's opinions about fashion. -I followed this social media influencer as a source of information.	Adapted from Gentina et al., 2014; Park, 2013; Thakur et al., 2016

WOM	The Likert scale consists of five points 1 (strongly disagree) 5 (strongly agree)	-I like when others (family, friends…) inform me about different products. -I often ask others (family, friends…) about products, stores or sales. -I frequently seek the information/advice from others (family, friends…) about new products or brands	Ivana Kursan, et. al. (2017)
UNIQUENESS	The Likert scale consists of five points 1 (strongly disagree) 5 (strongly agree)	-I am very attracted to unique fashion -I tend to be a fashion leader rather than a fashion follower - I am more likely to buy a product if it is unique - I enjoy having products that others do not have - I like to try new products and services before others do	Siti Hasnah Hassan, et. al. (2016)
FASHION CONSCIOUSNESS	The Likert scale consists of five points 1 (strongly disagree) 5 (strongly agree)	-I usually have one or more outfits that are of the latest style. -When I must choose between the two, I dress for fashion, not for comfort. -Dressing smartly is an important part of my life. -It is important to me that my clothes are of the latest style. -One should try to dress in style.	Yuki W.K. Lam, et. al.(2014)

PURCHASE INTENTION	The Likert scale consists of five points 1 (strongly disagree) 5 (strongly agree)	-I have a strong possibility to purchase fashion product. -I'm likely to purchase a fashion product -I have a high intention to purchase a fashion product	Hung, et. al. (2011)

4. ANALYSIS AND INTERPRETATION OF FINDINGS

4.1 Introduction

This section, it will discuss and explain the outcomes of data that has been previously acquired from respondents to test reliability and ensure hypothesis validity. A survey form was divided into two sections. First, the demographic profile and the second section and variables-related information of the participants.

4.2 Respondent Profile

In the current research, the sample of 300 complete responses. 50% of the respondents were hijabistas and 50% of the respondents were non-hijabi. The age of respondents has ranged between 18 and above 45 years, whereas the age between 25 and 34 are a more effective category. (35.3%) of the participants are students and (35.7%) of the participants are Private sector employees. The majority of the participants income (41.3%) is 1603 TL and below but (29.0%) between 1604-3000 TL that close range between 3001-5000TL with (28.7%). That's mean effective respondents were between less than 1603 to 5000 TL (Table 4.2).

Table 4.1: Demographic profile of respondents.

Demographics Profile		Frequencies	Percentage (%)
Status	Hijabista	150	50%
	Non-hijabi	150	50%
Age	Less than 18	1	.3%
	18 – 24	92	30.7%
	25-34	160	53.3%
	35-44	32	10.7%
	45 and above	15	5.0%
Occupation	Public sector employee	67	22.3%
	Private sector employee	107	35.7%
	Student	106	35.3%
	retired	4	1.3%
	Business owner	3	1.0%
Income	1603 TL and below	124	41.3%
	1604-3000 TL	87	29.0%
	3001-5000TL	86	28.7%
	5001-7000TL	2	.7%
	7001TL and above	1	.3%

4.3 Variable Coding

During data analysis, all response should be in coding conventions to get effective results in EFA and CFA.

Table 4.2: Variable Coding

Variable	Label	Value
Social Media Influencer	Strongly Disagree	1
Symbol: SMI	Disagree	2
Total Items (6)	Neither agree nor disagree	3
	Agree	4
	Strongly Agree	5
Word Of Mouth	Strongly Disagree	1
Symbol: WOM	Disagree	2
Total Items (3)	Neither agree nor disagree	3
	Agree	4
	Strongly Agree	5
Uniqueness	Strongly Disagree	1
Symbol: Uni	Disagree	2
Total Items (5)	Neither agree nor disagree	3
	Agree	4
	Strongly Agree	5
Fashion Consciousness	Strongly Disagree	1
Symbol: Fashion	Disagree	2
Total Items (3)	Neither agree nor disagree	3
	Agree	4
	Strongly Agree	5
Purchase intention	Strongly Disagree	1
Symbol: intention	Disagree	2
Total Items (3)	Neither agree nor disagree	3
	Agree	4
	Strongly Agree	5

4.4 Reliability Assessment

SPSS is used to examine Cronbach's alpha. Every variable should exceed the threshold value of 0.70 for high internal consistency (Hair, 2013:33). Because 0.60 or less, internal consistency reliability is unsatisfactory.

Table 4.3: Results of Variables Reliability

Variable	N	Cronbach's Alpha α
Social Media Influencer	6	.925
Word Of Mouth	3	.915
Uniqueness	5	.927
Fashion Consciousness	3	.761
Purchase intention	3	.766

4.5. Factor analysis (FA)

FA is a data reduction technique which is applied to factorial validity and it is a two-stage process. The first one (EFA) offers Factor structures through an empirical exploration of what dimensions, or factors. The second stage (CFA) offers validation the factor structure by testing model and relations between variables.   (Van Prooijen, 2001:112).

4.5.1. Exploratory factor analysis (EFA)

Exploratory factor analysis develops measurement tools which relate to Multifactor psychological scales to produce a set of factor pattern coefficients. EFA is exploratory in nature because the researcher can't expect the number or nature of the variables before exploring the main dimensions to generate a model (Pedhazur, 1991:167).

Table 4.4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	4761.019
	df	190
	Sig.	.000

KMO measures the adequacy of the sample. During our analysis, KMO is .873 that is above .5, it indicates the sampling is an adequate and good score because of value between 0.7 and 0.8. Whereas value between 0.5 and 0.7 are a mediocre score, a value between 0.8 and 0.9 are great and value between 0.9 and above are superb. Bartlett Test measures multivariate normality of data, Sig value is 0.000 less than 0.05 that is meaning data are approximately multivariate normal and acceptable for further analysis because do not produce an identity matrix (Pallant, 2013:148).

Table 4.5: Communalities

	Initial	Extraction
smi1	.821	.865
smi2	.752	.622
smi3	.814	.832
smi4	.794	.647
smi5	.739	.575
smi6	.708	.677
wom1	.825	.909
wom2	.775	.815
wom3	.696	.713
uni1	.819	.867
uni2	.815	.825
uni3	.692	.611
uni4	.789	.781
uni5	.741	.666
fashion1	.481	.566
fashion2	.505	.725
fashion3	.389	.388
intention1	.408	.440
intention2	.536	.806
intention3	.444	.495

Extraction Method: Maximum Likelihood.

Communalities represent the degree of variance in each variable that can be explained by the retained factors after extraction. In this research, the Initial column has not a value less than .3 that indicates that the item fits well with another item in its component, where the lesser value was .389 that means 38.9% of the variance related to this item are common. Some information may lost after extracting, because of the factors are thrown away.

Table 4.6 Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.475	42.373	42.373	8.148	40.740	40.740	6.711
2	2.482	12.408	54.781	1.640	8.200	48.940	6.748
3	1.748	8.738	63.519	1.882	9.412	58.351	5.332
4	1.407	7.035	70.554	1.079	5.395	63.746	2.740
5	1.232	6.159	76.713	1.077	5.387	69.133	1.989
6	.729	3.646	80.359				
7	.582	2.911	83.270				
8	.531	2.657	85.927				
9	.479	2.394	88.321				
10	.360	1.802	90.123				
11	.329	1.643	91.766				
12	.314	1.570	93.336				
13	.268	1.340	94.676				
14	.258	1.290	95.967				
15	.227	1.135	97.102				
16	.136	.682	97.783				
17	.128	.638	98.421				
18	.118	.588	99.009				
19	.101	.503	99.511				
20	.098	.489	100.000				

As shown in Table 4.6. Total variance of 69.13% is achieved for five factors.

Residuals are computed between observed and reproduced correlations.

There are 11 (5.0%) no redundant residuals with absolute values greater than 0.05 that's acceptable.

Table 4.7 Pattern Matrix

	Factor				
	1	2	3	4	5
smi1	.966				
smi3	.924				
smi6	.863				
smi2	.794				
smi4	.572				
smi5	.565				
uni1		.983			
uni5		.832			
uni2		.832			
uni4		.807			
uni3		.528			
wom2			.965		
wom1			.950		
wom3			.762		
fashion2				.856	
fashion1				.726	
fashion3				.577	
intention2					.922
intention3					.706
intention1					.539

As shown in Table 4.7 the pattern of correlation with 5 factors, first factor with 6 items are consistently moving together as group represents social media influencer, a second factor with 5 items of uniqueness, the third factor with 3 items of WOM, the fourth factor with 3 items of fashion consciousness and the fifth factor with 3 items of purchase intentions relate to their same constructs. Therefore, this correlation provides evidence that the items all converge on their same constructs. IN EFA, it's found the involvement of 5 factors from 20 items.

4.5.2. Confirmatory factor analysis (CFA)

CFA is a form of a structural equation modeling that's very sophisticated statistical procedure for the testing proposed theory after the initial first stage EFA analysis, theoretical relationships among variables drive the analysis. During the CFA procedure, the hypothesized model is used by the investigator to estimate the covariance matrix of population and make comparison with the observed covariance matrix to minimize the difference between them (Ullman, 2001:665).
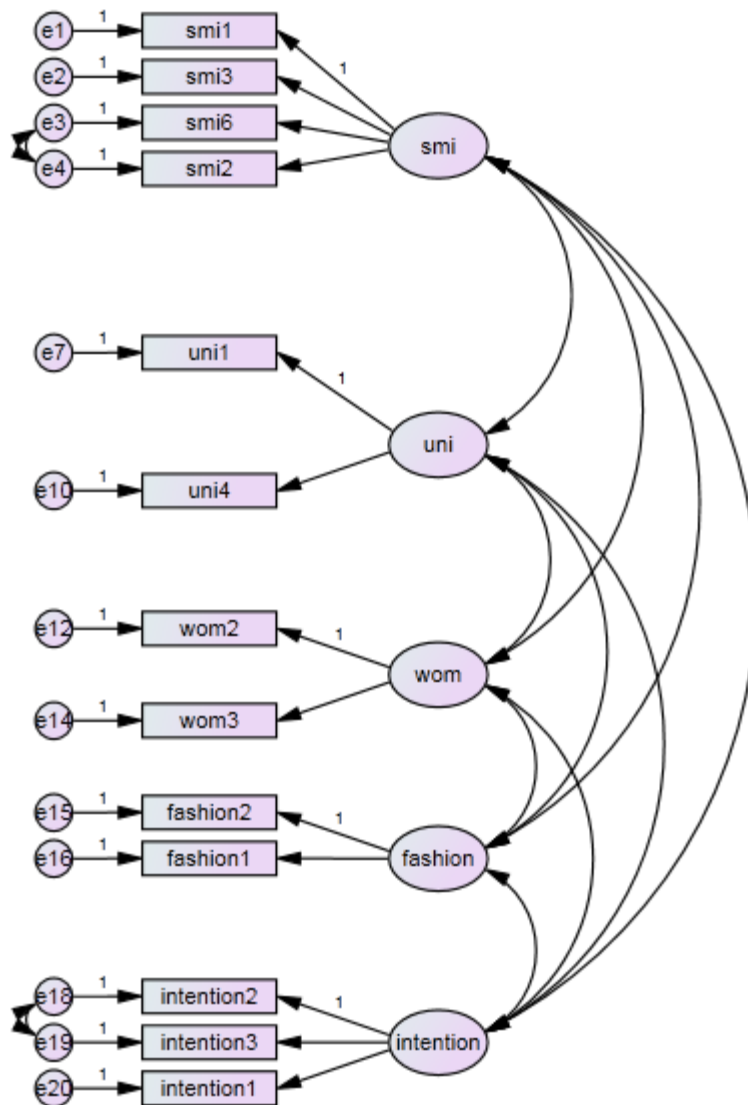
Figure 4.1: Hypothesized structural equation mode

Figure 2 shows a CFA, There are 5 latent variables is measured with observed variables, 13 observed items for the total. The 13 observed variables are responses to statements from 5 Likert-based scales. Obviously each factor at least has two indicators, this similar to what (Klein, 2011) mentioned.

Table 4.8. Standardized Regression Weights

			Estimate
smi1	<---	Social Media Influencer	.937
smi3	<---	Social Media Influencer	.920
smi6	<---	Social Media Influencer	.792
smi2	<---	Social Media Influencer	.760
uni1	<---	Uniqueness	.866
uni4	<---	Uniqueness	.910
wom2	<---	Word Of Mouth	.741
wom3	<---	Word Of Mouth	.972
fashion2	<---	Fashion Consciousness	.762
fashion1	<---	Fashion Consciousness	.780
intention2	<---	Purchase Intention	.547
intention3	<---	Purchase Intention	.412
intention1	<---	Purchase Intention	.994

Table 4.9 Model Fit

Measure	Threshold	Results of this Study	Notice
CMIN/DF	< 3 good; < 5 sometimes permissible	1.944	Good
CFI	.95 ≤ CFI ≤ 1.00	.977	Perfect fit
PCLOSE	Value > 0.05 (Byrne, 2010)	.251	
SRMR	≤ 0.05 (Byrne, 2010)	.0420	Perfect fit
RMSEA	Value ≤ 0.06 could be considered acceptable (Hu & Bentler, 1999),	.056	Acceptable fit

As could be observed in the Table above, value: CMIN/DF=1.944 that is below of two, it means that the model is a good fit (Şimşek, 2007). The p-value of .251 is more than the threshold value of .05 which indicates acceptable threshold level. CFI (Comparative Fit Index) is .977. When the value of between 0.95 and1 it means that the model is a perfect fit model; and when the value of between 0.90 and 0.95, it reflects a model with acceptable goodness of fit (Boyacı, 2016:139). SRMR (standardized root mean square residual) is .0420 ≤ 0.05 (00 ≤ SRMR ≤ .05). Therefore is Perfect fit (Byrne, 2012:55). . RMSEA (root mean square error of approximation) is used for eliminating sample size-related issues, value is .056≤ 0.06 (.00 ≤ RMSEA ≤ .05). Therefore is Perfect fit.

4.6. Validity and reliability

After modifying the model, validity and reliability should be found through specific values Composite Reliability (CR)with thresholds value is CR > 0.7, Average Variance Extracted (AVE) with thresholds value is AVE > 0.5, Maximum Shared Variance (MSV) with thresholds value is MSV < AVE, and Average Shared Variance (ASV). These values are used in examining the extent to which measures of a latent variable shared their variance and how they are different from others. Where the criterion of Fornell-Larcker is considered is popular for assessing the degree of shared variance between the latent variables of the model.

Table 4.10. Validity and Reliability

	CR	AVE	MSV	MaxR(H)	fashion	smi	uni	wom	intention
fashion	0.746	0.594	0.151	0.746	**0.771**				
smi	0.916	0.732	0.464	0.940	0.171	**0.856**			
uni	0.883	0.790	0.464	0.887	0.288	0.681	**0.889**		
wom	0.852	0.746	0.391	0.945	0.214	0.477	0.625	**0.864**	
intention	0.740	0.516	0.151	1.020	0.389	0.060	0.216	0.149	**0.718**

As shown in the table above, the first column shows CR values of variables fashion consciousness , Social media influencer (smi), uniqueness (uni), word of mouth (wom) and purchase intention. Where values of all these variables are greater than the threshold value of 0.7, therefore CR is acceptable. , the second column shows AVE values that are greater than the threshold value of 0.5. It is also acceptable. Finally the Maximum Shared Variance (MSV) is less than 0.5.Therefore us less than AVE which realized Discriminant Validity to be acceptable.

4.7. Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) has become one of the strategies for the investigator which helps to identify model represents the data that are collected. Research need this quantitative statistical approach for assessing whether a specified model 'fits' the data and fulfilling his methodological requirements (Hooper, 2008). SEM is based on correlational statistics which latent factor represent is as theoretical constructs. SEM allows complex relationships between one or more independent variables and one or more dependent variables and the main empirical question through modeling is hypothesized model produces a population covariance matrix that is consistent with the sample covariance matrix. To answer this question, calculating Goodness of fit statistics is must be done to show whether a model is appropriate or needs further revision. There are many uses of SEM: Comparing multiple theories that are specified a priori, Identifying amount of variance in the dependent variables, Reliability of each measured variables, examining the indirect effects of mediation and moderation, Examining group differences and Hierarchical modeling techniques.

4.8. Normality Assessment

Normal data is an underlying assumption in parametric testing. Therefore many statistical tests concerns in normality assessment of data which is assessed by two methods graphically and numerically. Skewness and kurtosis is a numerical assessment for values which are close to zero, then the data set is considered to be normally distributed. As D'Agostino described priory the Skewness coefficient√ b1 is zero that means normal distribution is symmetrical and normal data, either the Skewness coefficient √b1 is significantly different from zero, the normal distribution is not symmetrical or non-normal data, developing in the test must be done. High Skewness in the distribution, when Skewness coefficient value is less than -1 or greater than 1. But if Skewness coefficient value is between -1 and -0.5 or between 0.5 and 1, the distribution is moderately skewed and considered as approximately symmetric when Skewness coefficient value is between -0.5 and 0.5. B2 is considered the kurtosis coefficient which a normality test based on it to know the height and sharpness of the central peak. Hence, if the value of b2 is significantly different from 3 which is a defined theoretical value reflects the normal distribution, value of b2 is different that means it is non-normal data. Kurtosis is defined as whether positive or negative.

Positive when realizing the peak of the desired distribution is higher than normal distribution but if opposite, the peak is lower than peak of the normal distribution. Then it is negative B2 is considered the kurtosis coefficient which a normality test based on it. Hence, if the value of b2 is significantly different from 3 which is a defined theoretical value reflects the normal distribution, value of b2 is different that means it is non-normal data (Altman DG, 1996:1200). The Skewness and kurtosis should be not greater than 3 and less than -3 (Doric, 2009:485). The table below shows the results of Skewness and kurtosis for this research that falls within the range of -3 and 3 except one variable that was 3.55 that is not significantly difference which means that the data is a normal distribution.

Table 4.11. Skewness &Kurtosis

	Skewness	Kurtosis
smi1	-.989	.846
smi2	-.915	.479
smi3	-1.037	.823
smi4	-.841	.240
smi5	-.906	.292
smi6	-.779	.237
wom1	-1.121	1.002
wom2	-.879	.786
wom3	-.652	-.292
uni1	-1.236	2.085
uni2	-1.120	1.837
uni3	-.995	.707
uni4	-1.089	1.496
uni5	-1.147	1.718
fashion1	-1.121	1.002
fashion2	-.879	.786
fashion3	-.652	-.292
intention1	-1.236	2.085
intention2	-1.120	1.837
intention3	-.995	.707

4.9. Hypothesis Test
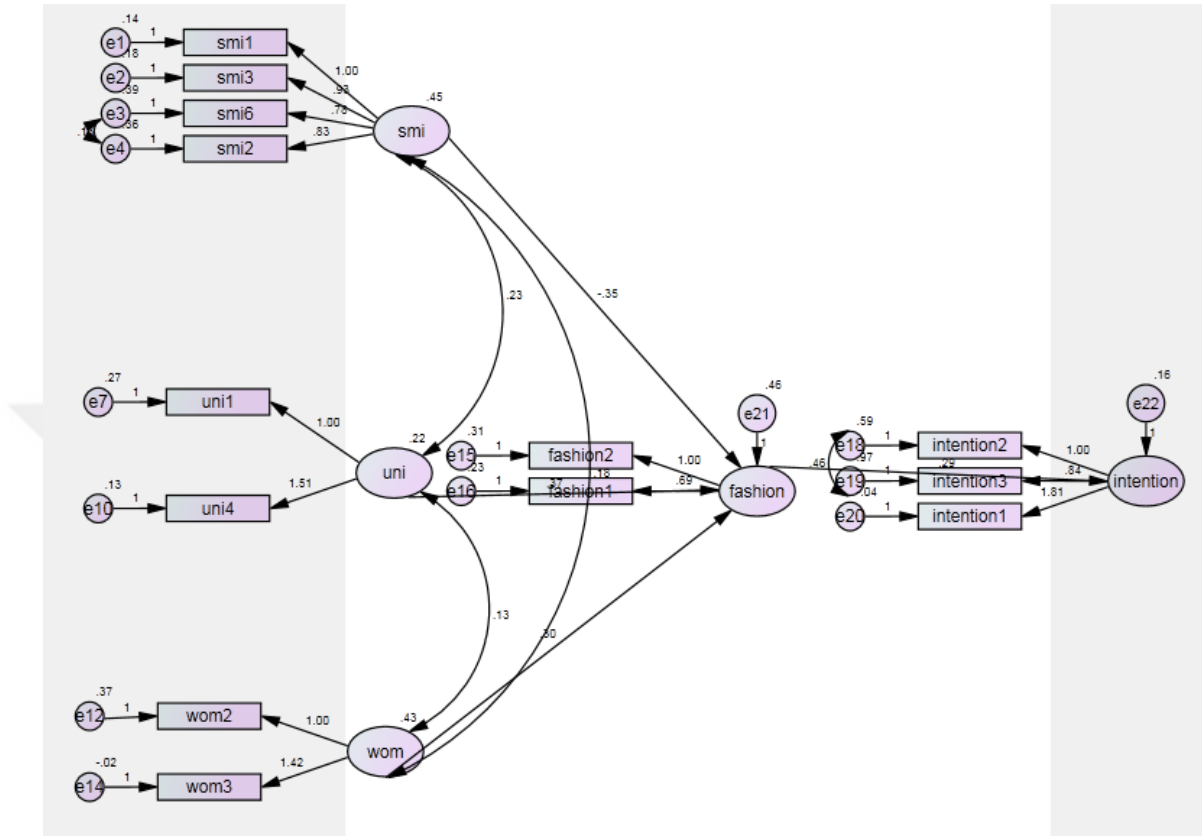
Figure 4.2: Structural Model

After measurements model has been analyzed, we focused on the interrelationship between latent and observable variables by the structural model and considering in direct and indirect effects which refers if there is a mediating variable between exogenous variable and endogenous variable. Where indirect effect refers to the existence of mediating variable (Schreiber, 2006:328). Structural model in Figure 4.2 for the study used 300 survey respondents is executed by AMOS.24 on only 13 items out of 20 which were evaluated by CFA. Structural model in Figure 4.2 for the study used 300 survey respondents is executed by AMOS.24 on only 13 items out of 20 which were evaluated by CFA. Then conduct a global test to find the p-value, model fit, and R-square are significant to support hypotheses that are examined.

Table 4.12 Model Fit

Measure	Threshold	Results of this Study	Notice
CMIN/DF	< 3 good; < 5 sometimes permissible	1.950	Good
CFI	.95 ≤ CFI ≤ 1.00	.976	Perfect fit
PCLOSE	Value > 0.05 (Byrne, 2010)	.240	
SRMR	≤ 0.05 (Byrne, 2010)	.0420	Perfect fit
RMSEA	Value ≤ 0.06 could be considered acceptable (Hu & Bentler, 1999),	.056	Acceptable fit
GFI	> .80	.949	Good Fit
AGFI	> .80	.917	Good Fit

As shown in the table above, GFI and AGFI indices value .949 and .917 close to 1 and greater than 0.8 that indicate to structural model with a good fit of data, also CFI has perfect fit because is between 0.95 and 1, RMSEA is acceptable fit. However testing mediation should be done.

Mediation analysis permits to examine the effect of mediator between the predictor variable and the ultimate dependent variable, mediator, where mediation effects depend on conditions, the first condition is independent variable must affect the dependent variable, the other mediator must have effect on the dependent variable. For testing effects of a mediator, SEM requires significant correlations between the independent variable, mediating variable, and the ultimate dependent variable (Hair, 2013:33). The result of mediation testing for research is shown in the table below:

Table 4.13 Hypothesis results (Indirect effect)

	Hijabi				Non-hijabi			
	Estimate	Lower	Upper	P	Estimate	Lower	Upper	P
Smi →Fashion →intention	.009	-.018	. 052	.378	-.102	-.383	-.024	. 018
Uni →Fashion →intention	.089	-.007	. 289	.110	.108	-.011	.568	.115
wom →Fashion →intention	-.039	-.189	0.053	0.348	.088	. 020	.203	.035
Fashion →intention	.283	.076	.539	.014	.288	.077	.545	.011

The results show that H1 is accepted fashion consciousness have a significant relationship with purchase intention P-value of H1a is .014 with hijabi group and P-value is .011 with the non-hijabi group, H2 is accepted social media influencer has a significant relationship with purchase intention with mediating effect of fashion consciousness P-value of H2 a is .018 with the non-hijabi group and H2 a is rejected social media influencer has no a significant relationship with purchase intention with mediating effect of fashion consciousness P-value of H2 a is .378 with hijabi group, H3 is accepted WOM has a significant relationship with purchase intention with mediating effect of fashion consciousness P-value of H2 a is .035 with the non-hijabi group and H3 a is rejected WOM has no a significant relationship with purchase intention with mediating effect of fashion consciousness P-value of H3 a is .348 with hijabi group, H4 a is rejected Uniqueness has no a significant relationship with purchase intention with mediating effect of fashion consciousness P-value of H4 a is .115 with the non-hijabi group and H4 a is also rejected Uniqueness has no a significant relationship with purchase intention with mediating effect of fashion consciousness P-value of H4 a is .110 with hijabi group.

Social media and word of mouth are positively influenced by fashion consciousness at a significant level of p =0.018 but uniqueness isn't influenced by fashion consciousness at the level of p =0.115 because is greater than the threshold value of 0.05 in term of a group of non-hijabi women. But a group of Hijabista women social media, uniqueness, and word of mouth aren't influenced by fashion consciousness at the level p (0.378,

0.110, 0.348 sequentially).Fashion consciousness is positively related to purchase intention.

 In the case of Hijabistas the relationship of fashion consciousness -> purchase intention, the P value is .014, which is less than the threshold value of 0.05. Whereas non-hijabi women, the relationship of fashion consciousness -> purchase intention, the P-value is .011 therefore:

H1: fashion consciousness has an effect on purchase intention. (Supported.)

Social media influencer is positively related to fashion consciousness. In the case of non-hijabi women the relationship of Social media influencer -> fashion consciousness, the P-value is .018, which is less than the threshold value of 0.05. Whereas Hijabistas women, the relationship of Social media influencer -> fashion consciousness is rejected, the P-value is .378 that is greater than 0.05 therefore:

H2: Social media influencer has an effect on purchase intention in terms of fashion consciousness. (Supported in non-hijabi group but Not Supported in Hijabistas)

WOM is positively related to fashion consciousness. In the case of non-hijabi women the relationship of WOM -> fashion consciousness, the P-value is .035, which is less than the threshold value of 0.05. Whereas Hijabistas women, the relationship of WOM -> fashion consciousness is rejected, the P-value is .348 that is greater than 0.05 therefore:

H3: WOM has an effect on purchase intention in terms of fashion consciousness.

 (Supported in non-hijabi group but Not Supported in Hijabistas).

Uniqueness is not related to fashion consciousness. In the case of non-hijabi women the relationship of Uniqueness -> fashion consciousness, the P-value is .115, which is greater than the threshold value of 0.05. Hijabistas women, it is also the relationship of Uniqueness -> fashion consciousness is rejected, the P-value is .110 that is greater than 0.05 therefore:

H4: Uniqueness has an effect on purchase intention in terms of fashion consciousness.

(Not Supported).

Table 4.14 Hypotheses Testing Results

		Non-hijabi	hijabistas
H1	Fashion ►intention	Supported	Supported
H2	Smi ► Fashion ► intention	Supported	Not supported
H3	wom Fashion ►intention	Supported	Not supported
H4	Uni ►Fashion ►intention	Not supported	Not supported

Note: All hypothesis is realized with an indirect effect, where there is no significant relationship among the independent variables and the dependent variable directly

Table 4.15 Hypothesis results (Direct effect)

	Hijabi				Non-hijabi			
	Estimate	S.E	C.R.	P	Estimate	S.E	C.R.	P
Smi ► intention	-.047	.043	-1.096	.273	-.010	.089	-.109	.913
Uni ► intention	.147	.112	1.311	.190	-.015	.129	-.115	.908
wom► intention	-.035	.060	-.580	.562	.015	.057	.255	.799

That's where all factors have no a significant relationship with purchase intention P-values greater than 0.05, social media influencer has no a significant relationship with purchase intention directly P-values is 0.273 with hijabi group and .913 with the non-hijabi group, uniqueness has no a significant relationship with purchase intention directly P-values is 0.190 with hijabi group and .908 with the non-hijabi group, WOM has no a significant relationship with purchase intention directly P-values is 0.562 with hijabi group and .799 with the non-hijabi group. Therefore, all are rejected.

5. DISCUSSION AND CONCLUSION

5.1. Introduction

In this chapter, discussions, conclusions, recommendations, imitations will be presented which will be additional support for study results. Firstly discussion and conclusions will be stated and then limitation and Recommendations.

5.2. Discussion and Conclusion

Most women want to look trendy in Turkey, where Turkey is considered as a hub for fashion manufacture and fashion market with 59,000 companies in the textile and producing over 65 billion dollars per of garments and fashion goods per year. Therefore this thesis focused on factors which affect purchase intention through consumer consciousness. Since Turkey is a secular state with two types of consuming women, the study addresses the impact of factors on the two different groups Hijabistas and non-hijabi. The research aimed to understand Turkish women attitudes towards fashion and if they tend to be in a stream and what are factors increase their consciousness in fashion and help to tend to purchase, the finding shows that influencers in social media and word of mouth are important determinants of fashion consciousness for non-hijabi women in turkey, and they ultimately affect consumers' purchase intention and it also uniqueness need is not determinants of fashion consciousness. Although uniqueness factor is accepted in another study in Malaysia, where Muslim women especially hijabi woman engage in unique fashion but there was a modesty condition (Hassan, 2016:486).

The study reveals the Turkish women without hijab is a fashion-conscious woman who uses social media and family and friends as a source for her consciousness, she has a higher tendency than Hijabistas to engage in the purchase fashion things relate to advice, latest thing and wearing that influencer in social media is talking about. It is the first factor that positively relates fashion consciousness to purchase intention, they prefer to listen to others that are reliable and follow up trendy influencer in social media which increases purchase intention to make a decision. But the study also reveals Hijabistas are not

affected by recommendations or influencer, they choose fashion as a form of expressing themselves, include their way of hijab-wearing which is conformity to their personality, acceptance of their peers, personal satisfaction and conformity to religious condition. But according to Siti 2016 hijabistas in Malaysia tend to get fashion knowledge from certain sources such as the latest news, trends, style advice, and outfit ideas.

During the study, the factors in Malaysia were investigated, but it was a study focused on modest fashion, not the fashion in general, such as my study, although the formulation of the questionnaire didn't contain any specific issues. I think that the hijab was an obstacle for Turkish women to keep up with fashion. Although was not the obstacle of Malaysian women.

Veiled-woman tends to purchase fashionable covered garments which are form-fitting, loose. Because veiling isn't attracted attention. Sometimes latest fashion is far from the concept of modesty that makes veiled-woman adhere to the appropriate to her religiously and morally, not the latest. Therefore, veiling might be regarded as a shortcoming in conduct. The findings revealed that certain social media influencer plays an important role in increasing fashion consciousness among non-veiled women in Turkey.

 To be updated with the latest trend in fashion, non-veiled women spend time to follow up the latest fashion from certain reviews in real life like family and relative or even friends or from a virtual world by social media influencers. Therefore marketers should depend on social media influencer in their advertising and marketing campaigns to enhance the fashion consciousness of women in turkey, especially non-hijabi woman as they proactively search for ideas from reliable people with experience to make.

 The fashion issue can be considered as the main segment in Turkey which marketers always view as a critically major segment. Non-veiled women have been observed to continue to explore fashion trends from another such influencer, family or friend. Therefore, they tend to get consciousness before making a purchase decision. But veiled women have been observed to abide Islamic principles more than continue to explore fashion trends. Therefore, their purchases don't depend on consciousness. But what fits

them appropriate to their beliefs. This study will shed some insight into the fashion industry and develop marketing.

In this research, 300 Turkish women contributed to obtaining primary data from an online survey which are used in research questions and hypotheses purposes through quantitative techniques, 5-scale Likert survey. 50% non-veiled women and 50% veiled women responses received. The major age of the respondents was from 18 to 34 years with (84%) and (35.7%) private-sector employer, (35.3%) student and (22.3%) public-sector employer with major income was from 1604 to 5000TL.

Quantitative research depends on variable assessment such as checking the accuracy of variable which represents validity analysis and measuring the extent to which findings are free of the error. Validity and reliability assessment have been checked through analysis that adequate.

Turkish non-hijabi women do not affect the purchase of their need for uniqueness, but buying something reliable and experienced from reliable people, which makes them in fashion stream

5.3. Limitation and Contribution

In the study, results seem good and the difference between non-hijabi and hijabi women in turkey was significantly noticed but as any study, it has its limitations. Firstly, the population were from almost the same demographic group and lived in Turkey, it's not broadly as a study of more than one country. Therefore, generalizing the findings is a big mistake, where there are the differences among Muslim countries, especially Middle East. Secondly, the questionnaire is done online and there are no opportunities for lost but I faced difficulties in responses which led to delay.

Thirdly, only three factors have been analyzed maybe there are other factors that may affect the purchase intention in term of fashion consciousness. Finally, the delayed contribution in the survey was another constraint that researcher faced during the research period.

In future research, researcher should consider expanding the focus of the study to different countries or expanding the focus on factors that has effects on the purchase intention in term of consumer conscious in fashion such as religious values, modesty in the market segment that can effect on hijabi consciousness, where is 3 factors that were analyzed during this study were rejected in term of hijabi women in Turkey. Although two factors have effects on non- hijabi woman consciousness in Turkey. This study contributes to increasing the knowledge of the Turkish market by suggesting factors influencing fashion consciousness and purchase intention and is a reference for deeper future studies in this field.

 According to the findings, practitioners in fashion such as designers, marketers, and retailers can understand Turkish women attitude to have the opportunity in the Turkish market. To attract Turkish women especially non-hijabi women to buy, they should enhance ways to increase fashion consciousness through sources of fashion knowledge, where Turkish women depend on knowledge to have purchase decision, marketing managers should focus on social media influencers and fashion events to inform them

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EK. A: GROUP DIFFERENCES

			Estimate	P	Estimate	P	z-score
smi3	<---	smi	0.996	0.000	0.931	0.000	-0.717
smi6	<---	smi	0.887	0.000	0.775	0.000	-1.050
smi2	<---	smi	0.822	0.000	0.824	0.000	0.021
uni4	<---	uni	1.017	0.000	1.515	0.000	2.256**
wom3	<---	wom	1.489	0.000	1.420	0.000	-0.256
fashion1	<---	fashion	2.286	0.045	0.694	0.000	-1.385
intention3	<---	intention	0.949	0.000	0.834	0.000	-0.583
intention1	<---	intention	2.924	0.108	1.888	0.006	-0.533

			HIJABI		NON-HIJABI		
			Estimate	P	Estimate	P	z-score
fashion	<---	smi	0.030	0.675	-0.354	0.055	1.937*
fashion	<---	uni	0.315	0.014	0.375	0.164	-0.199
fashion	<---	wom	-0.139	0.332	0.304	0.011	-2.377**
intention	<---	fashion	0.283	0.015	0.288	0.016	-0.032
smi3	<---	smi	0.994	0.000	0.933	0.000	0.673
smi6	<---	smi	0.887	0.000	0.776	0.000	1.030
smi2	<---	smi	0.822	0.000	0.826	0.000	-0.044
uni4	<---	uni	1.032	0.000	1.512	0.000	-2.172**
wom3	<---	wom	1.489	0.000	1.419	0.000	0.260
fashion1	<---	fashion	1.072	0.000	0.691	0.000	1.493
intention3	<---	intention	0.937	0.000	0.836	0.000	0.506
intention1	<---	intention	1.355	0.003	1.815	0.004	-0.589
Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10							

EK. B: Survey Questionnaire (English Version)

This is an academic study with the purpose of investigating examining the factors affecting fashion buying intention in terms of fashion consciousness for hijabistas. The results will not be used for any other issue than for the topic of this thesis.

 The data provided below will be treated anonymously and confidentially. We would really appreciate if you answer the following questions.

Status: ☐ Hijabista ☐ Non-Hijabi

Age: ☐ 16- 20 ☐ 21 – 25 ☐ 26 – 30 ☐ 31-35 ☐ Other

Occupation: ☐ Public sector employee ☐ Private sector employee ☐ retired ☐ Business owner

☐ Student ☐ Other

Part A: Social Media Influencer

1- Social media influencer serves as a model for others.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

2- Social media influencer is one step ahead of others.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

3- Social media influencer offers interesting pictures that suggest new ideas about fashion.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

4- Social media influencer persuades people to dress as the pictures suggest.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

5- Social media influencer influences people's opinions about fashion.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

6- I followed this social media influencer as a source of information.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Part B: WOM

7- I like when others (family, friends…) inform me about different products.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

8- I often ask others (family, friends…) about products, stores or sales.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

9- I frequently seek the information/advice from others (family, friends…) about new products or brands

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Part C: UNIQUENESS

10- I am very attracted to unique fashion

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

11- I tend to be a fashion leader rather than a fashion follower

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

12- I am more likely to buy a product if it is unique

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

13- I enjoy having products that others do not have

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

14- I like to try new products and services before others do

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Part D: FASHION CONSCIOUSNESS

15. When I must choose between the two, I dress for fashion, not for comfort.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

16. It is important to me that my clothes are of the latest style.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

17. One should try to dress in style.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Part E: BUYING ITENTION

18. I have a strong possibility to purchase fashion product.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

19. I'm likely to purchase a fashion product

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

20. I have a high intention to purchase a fashion product.

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

EK. C: Survey Questionnaire (Turkish Version)

Bu çalışma tamamen akademik amaçla toplanan bilgilerden oluşmaktadır. Yürütmekte olduğum yüksek lisans tezim için paylaşacağınız bilgiler tamamen akademik amaçlarla kullanılacak ve hiçbir 3. Kişi ile paylaşılmayacaktır. Konu Kadın tüketicilerin moda bilincini etkileyen faktörlerin incelenmesidir. Şimdiden vakit ayırdığımız için teşekkür ederim.

Halah Haidar

Durum:

Başörtüsü Kullanmakta mısınız?

☐ YES ☐ NO

Yaş: ☐ 18'den az ☐ 18 – 24 ☐ 25 – 34 ☐ 35-34 ☐ 45- üstü

Meslek: ☐ Kamu sektörü çalışanı ☐ Özel sektörü çalışanı ☐ emekli ☐ İş sahibi ☐ Öğrenci

☐ Ev Hanımı ☐ Diğer

Gelir: ☐ 1603 TL ve altı ☐ 604-3000 TL ☐ 3001-5000 TL ☐ 5001-7000 TL ☐ 7001 ve üstü

Bölüm A: Sosyal Medya etkileyicileri

1- Sosyal Medya etkileyiciler diğerleri için bir modeldir.

1	2	3	4	5
Kesinlikle katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

2- Sosyal medya etkileyiciler diğerlerinden bir adım öndedir.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

3- Sosyal medya etkileyiciler ile ilgili yeni fikirler güncel postları paylaşırlar.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

4- Sosyal medya etkileyiciler moda giyim bursunda ikna eder.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

5- Sosyal medya etkileyicileri insanların moda ile ilgili düşüncelerini etkiler.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

6- Sosyal medya etkileyicilerini bir bilgi kaynağı olarak takip ettim.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Bölüm B: WOM

7- Etrafındakilerin (ailem, arkadaşlarım…) beni farklı ürünler ile ilgili bilgilendirmesini severim.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

8- Diğerlerine (ailem, arkadaşlarım…) genellikle ürünler mağazaları bunlarda danışırım.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

9- Sık Sıkla diğerlerine (ailem, arkadaşlarım…) yeni ürün ve markalar ilgi bilgi veya tavsiye alırım.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Bölüm C: EŞSİZLİK

10- Kendine has moda her zaman çekicidir.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

11- Bir moda takipçisi olmaktansa bir moda lider olmayı tercih ederim

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

12- Ürünleri genelde benzersizse almaya eğilimim vardır.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

13- Diğerlerinde olmayan ürünleri almaktan hoslanırım

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

14- Diğerlerinden önce yeni ürün ve hizmetleri denemeyi severim.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Bölüm D: MODA BİLİNCİ

15. İkisi arasında seçim yapmak zorunda kalırsan, modayı rahatlığa tercih ederim

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

16. Kıyafetlerimin son moda olması benim için önemlidir.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

17. Kişiler stil sahibi bir şekilde giyinmeye çalışmalıdırlar.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

Bölüm E: SATIN ALMA NİYETİ

18. Moda ürünler satınalma olasılığım güçlüdür.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

19. Moda ürünler satınalmayı isterim

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

20. Moda ürünler satınalma niyetim yüksektir.

1	2	3	4	5
Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle katılıyorum

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : Etik Onay Hk.

Sayın HALAH SHAWQI HAMOOD HAIDAR

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 22.04.2019 tarihli ve 2019/06 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

e-imzalıdır
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Halah Haidar

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Languages

Arabic- native language
English- talking and writing
Turkish- little

Summary

1. Information Technology engineer and master in business administration, I have experience in INGOs and finance, Manage field operational Budget for OCHA hygiene Project and WFP Project, Knowledge of GBV-IMS, Knowledge file management (Documentation and Archiving)

Skill Highlights

- Project management
- Strong decision maker
- Good organizational
- Good communication
- Good management
- Good interpersonal skills

- Capacity to work with a team.
- Capacity to work under pressure Service-focused
- Computer skills

Experience

- Working in International Lube mostly 1 year and 9 months in stocks storage and marketing 1/2/2010 to 6/11/2011
- Working IRY (Emergency Department) as distribution officer and acting as Admin and finance 6/12/2011 to 18/2/2013.
- Working Finance officer and acting as Manager with Adser for advertisement 1/9/2013 to 25/3/2015.
- Working INTERSOS as GBV-IMS assistance (Reporting officer) 4/5/2014 to 6/7/2014.
- Teaching in Higher professional Education Project
- I had training in (Human Rights) Protection, First Aid.
- I have experience in Administration, Marketing, Finance, Field, HR and Management.
- I have Accounting Diploma.
- I have experience in Protection / community development and food security activities
- Teaching Programming languages in Community College in High professional education.
- Experience in real state from 1.Sept.2017-30.Sept.2018
- Operation manager in Hawzen tech 1.Oct.2017-30.Sept.2019

Education

B.Sc. (Bachelor) Information Technology IT Department, Faculty of Engineering, University of Aden Yemen 2009/2010

Master in Business Administration, Istanbul Aydin University 2019/2020.