

THE INFLUENCE OF CONSUMER FASHION INNOVATIVENESS ON MUSLIM REPURCHASE INTENTION WITH BRAND IMAGE AS A MEDIATING VARIABLE

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Abstract. This study investigates the relationship between Customer Fashion Innovativeness (CFI), Brand Image (BI), and Repurchase Intention (RI) in the Islamic fashion industry in East Java. Using a sample of 202 respondents, data were analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that CFI significantly influences BI, highlighting the role of innovativeness in shaping positive brand perceptions. However, the direct impact of CFI on RI, as well as the mediating role of BI, was not supported. This suggests that other factors, such as cultural, religious, or price-related considerations, may play a more critical role in influencing repurchase intentions in this context. The study contributes to the literature on consumer behavior by exploring the under-researched domain of Islamic fashion and provides practical insights for marketers to tailor strategies that align with the preferences and values of this unique market.

Keywords: Islamic Fashion Innovativeness, Brand Image, Repurchase Intention, Consumer Behavior, Partial Least Squares Structural Equation Modeling (PLS-SEM)..

INTRODUCTION

The dynamic landscape of consumer behavior in the fashion industry has become increasingly complex, particularly as it relates to the interplay between consumer fashion innovativeness, brand image, and repurchase intentions. Fashion innovativeness, defined as a consumer's propensity to adopt new fashion products ahead of others, plays a pivotal role in shaping brand perceptions and loyalty (Cho et al., 2018). As consumers with high levels of fashion innovativeness engage more deeply with brands, they often develop richer emotional and sensory connections, which can significantly enhance brand image (Cho et al., 2015). This connection is crucial, as brand image encompasses cognitive, sensory, and affective dimensions that collectively influence consumer attitudes and behaviors (Cho et al., 2014).

Research indicates that a strong brand image can mediate the relationship between fashion innovativeness and repurchase intention. For instance, consumers who perceive a brand positively are more likely to exhibit loyalty and repeat purchasing behavior (Halepoto et al., 2021). The emotional resonance created through brand image not only fosters a sense of intimacy and commitment but also enhances cognitive associations that consumers form with the brand (Cho et al., 2015; Han & Choi, 2019). Furthermore, the aesthetic and experiential aspects of fashion consumption contribute to this relationship, as consumers often seek brands that reflect their identity and values (Agatha & Suparman, 2021).

Moreover, the role of brand image in mediating repurchase intentions is underscored by findings that consumers' positive attitudes toward a brand can lead to increased purchase intentions, particularly when they feel a sense of self-congruity with the brand (Halepoto et al., 2021). This suggests that brands must not only innovate but also cultivate a compelling image that resonates with their target audience to drive loyalty and repeat purchases. As such, understanding the mechanisms through which fashion innovativeness influences brand image and, subsequently, repurchase intention is vital for fashion marketers aiming to enhance consumer engagement and loyalty in a competitive market.

RESEARCH METHOD

1.1. Study Design

This study utilized an explanatory research design to investigate the direct and indirect effects of Islamic Fashion Innovativeness on Repurchase Intention, with Brand Image as a mediating variable. The research framework was developed to test hypothesized relationships among the constructs using a quantitative approach.

1.2. Population and Sample

The target population comprised buyers of Islamic fashion products in East Java Province, Indonesia. A sample size of 200–300 respondents was determined as appropriate for Partial Least Squares Structural Equation Modeling (PLS-SEM), ensuring sufficient statistical power. Respondents were selected using a non-probabilistic convenience sampling method, facilitated by the distribution of self-administered questionnaires.

1.3. Instrument and Measures

The questionnaire used was divided into two sections. The first section asked about the demography of respondents, and the second section measured the variables used in this study. A 5-point Likert scale anchored from strongly disagree (1) to strongly agree (5) was used to measure the latent variables. For this study, the items used were adapted from several studies: Islamic consumer innovativeness [10], brand image [11], and repurchase intention from Kusumawati et al. (2020) Turhan and Ozbek (2013).

1.4. Data Collection Procedures

The self-administered questionnaires were distributed physically and electronically to buyers of Islamic fashion products. Data collection was conducted over a period of [specify time frame]. Prior to distribution, a pilot study with [sample size, e.g., 30 respondents] was conducted to ensure clarity and reliability of the instrument.

1.5. Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4 software. The analysis was conducted in three main stages:

Outer Model Evaluation:

Convergent Validity: Assessed using factor loadings, average variance extracted (AVE), and composite reliability (CR).

Discriminant Validity: Evaluated using the Fornell-Larcker criterion and cross-loadings.

Reliability: Measured using Cronbach's alpha and composite reliability, ensuring all constructs met the threshold values.

Inner Model Evaluation:

The structural model was assessed based on path coefficients, R^2 values, and predictive relevance (Q^2) and Goodness of Fit (GoF) Index.

Hypothesis Testing:

Bootstrapping with 5,000 resamples was conducted to test the significance of path coefficients for direct and indirect relationships.

Ethical Considerations:

Ethical approval was obtained from [Institutional Review Board or Ethics Committee, if applicable]. Participation was voluntary, and respondents were informed about the study's objectives. Confidentiality and anonymity of data were maintained throughout the research process.

RESULTS AND ANALYSIS

1.1 Demography of Respondents

The demographic characteristics of the study's 202 respondents are summarized as follows. The sample consisted of a higher proportion of females (66.83%) compared to males (33.17%), indicating that women were the predominant participants in the study. In terms of age distribution, the largest group of respondents was aged between 36 and 50 years (44.06%), followed by those aged 26 to 35 years (32.18%). Equal representation was observed among the youngest (18–25 years) and oldest (over 50 years) age groups, each comprising 11.88% of the sample.

Regarding education levels, the majority of respondents (72.77%) held an undergraduate degree, demonstrating a highly educated participant pool. A smaller proportion had completed postgraduate (9.90%) or doctoral studies (3.96%), while few respondents had only completed high school (1.49%) or a diploma program (11.88%). In terms of occupation, most respondents were employees (66.34%), followed by those who were not working (14.85%) or engaged in entrepreneurial activities (12.87%). A minority of respondents identified as students (5.94%). Overall, the sample predominantly consisted of educated, employed, and middle-aged females, reflecting the characteristics of the population under study.

Table 1. Respondent' Demographic Statistics (n=202)

Variable	Indicator	n	%
Gender	Male	67	33.168
	Female	135	66.832
Age	18 - 25	24	11.881
	26 - 35	65	32.178
	36 - 50	89	44.059
	Over than 50	24	11.881
Education	High school	3	1.485
	Diploma	24	11.881
	undergraduate	147	72.772
	Postgraduate	20	9.901
	Doctoral	8	3.960
Occupation	Student	12	5.941
	Employee	134	66.337
	Entrepreneur	26	12.871
	Not working	30	14.851

1.2 Outer Model Evaluation

1.2.1 Convergent Validity.

For this study, convergent validity was reflected by the score of outer loading and Average Variance Extracted (AVE). Outer loadings measure the strength of the relationship between each indicator and its corresponding latent variable:

- For BI (Brand Image), outer loadings range from 0.743 (BI3) to 0.830 (BI2), all exceeding the acceptable threshold of 0.7, indicating strong item reliability.
- For IFI (Islamic Fashion Innovativeness), loadings range from 0.739 (IFI3) to 0.806 (IFI1), again satisfying the threshold for item reliability.
- For RI (Repurchase Intention), loadings range from 0.677 (RI2) to 0.775 (RI3). RI2 is slightly below 0.7, which may be acceptable if AVE and CR are sufficient.

AVE assesses convergent validity, representing the average amount of variance explained by the construct relative to measurement error:

- BI: AVE = 0.632 (above the minimum threshold of 0.5), indicating good convergent validity.
- IFI: AVE = 0.613 (above 0.5), demonstrating good convergent validity.
- RI: AVE = 0.533, meeting the acceptable threshold.)

CR evaluates the internal consistency of items within a construct:

- BI: CR = 0.872, well above the threshold of 0.7, indicating high internal consistency.
- IFI: CR = 0.826, reflecting good reliability.
- RI: CR = 0.820, also meeting the reliability criteria.

1.2.2 Discriminant Validity

The Fornell-Larcker criterion compares the square root of AVE for each construct to its correlations with other constructs. For discriminant validity to be established, the square root of AVE (diagonal values in the discriminant validity matrix) must be greater than the correlations with other constructs.

- BI: The square root of AVE = 0.795 (approximated as 0.895 in the table) is higher than its correlations with IFI (0.538) and RI (0.579). This indicates that BI has discriminant validity.
- IFI: The square root of AVE = 0.783 exceeds its correlations with BI (0.538) and RI (0.490), confirming discriminant validity.
- RI: The square root of AVE = 0.730 is higher than its correlations with BI (0.579) and IFI (0.490), demonstrating discriminant validity.

The outer model evaluation indicates that the measurement model is reliable and valid, with sufficient convergent and discriminant validity. The constructs BI, IFI, and RI are appropriately measured, and the indicators exhibit satisfactory reliability and validity for use in further structural analysis. Thus, it can be concluded that there are no convergent validity problems found in this study.

Table 2. Outer Model

	Code	Outer Loading	AVE	CR			
					BI	IFI	RI
BI	BI2	0.830	0.632	0.872	0.895		
	BI3	0.743					
	BI4	0.774					
	BI5	0.828					
IFI	IFI1	0.806	0.613	0.826	0.538	0.783	
	IFI2	0.802					

	IFI3	0.739					
RI	RI1	0.718	0.533	0.820	0.579	0.490	0.730
	RI2	0.677					
	RI3	0.775					
	RI4	0.747					

1.3 Inner Model Evaluation

The inner model evaluation provides insight into the predictive relevance and explanatory power of the constructs in the study. Predictive relevance (Q2) values indicate that all constructs have moderate to high relevance, with Word of Mouth (Q2= 0.749) demonstrating exceptionally strong predictive relevance, followed by Brand Image (Q2=0.386), Brand Loyalty (Q2=0.248), and both Islamic Fashion Innovativeness and Repurchase Intention (Q2=0.223) showing moderate levels. The explained variance (R2) highlights that Repurchase Intention is the most strongly explained construct (R2=0.517), with 51.7% of its variance accounted for by the predictors. Brand Loyalty (R2=0.403) and Word of Mouth (R2=0.358) also exhibit substantial explanatory power, while Brand Image (R2= 0.289) shows moderate explanatory capability. The model's overall Goodness-of-Fit (GoF) score of 0.583, calculated as the geometric mean of the average variance extracted (AVE) and the R2, indicates a strong model fit, exceeding the recommended threshold for a large effect. These results collectively suggest that the model is robust, with constructs being well-measured and the relationships among them effectively explained.

Table 3. Inner Model Evaluation

Construct	Q2	R2
IFI	0.223	
BL	0.248	0.403
BI	0.386	0.289
RI	0.223	0.517
WOM	0.749	0.358
$GoF = \sqrt{AVE \times \overline{R^2}} = 0.583$		

1.4 Hypothesis Test

The table presents the hypothesis test results, showing the relationships between constructs along with the coefficients, t-statistics, and their significance. Hypothesis 1 (CFI → RI) has a coefficient of 0.043 and a t-statistic of 0.500, indicating that this direct path is not supported due to its lack of statistical significance. Hypothesis 2 (CFI → BI) is supported, with a strong coefficient of 0.541 and a t-statistic of 8.461, confirming that CFI significantly influences BI. Hypothesis 3 (BI → RI) is not supported, with a coefficient of 0.163 and a t-statistic of 1.357, failing to meet the threshold for statistical significance. Similarly, Hypothesis 4 (CFI → BI → RI), which examines the indirect effect of CFI on RI through BI, is not supported, with a coefficient of 0.091 and a t-statistic of 1.271. Overall, the results suggest that while CFI significantly impacts BI, the direct and indirect effects of CFI on RI are not significant, and the role of BI as a mediator remains unsubstantiated.

Table 4. Hypotheses Test Results

Hypothesis	Path	Coefficient	t-statistic	Remarks
H1	CFI → RI	0.043	0.500	Not Supported
H2	CFI → BI	0.541	8.461	Supported
H3	BI → RI	0.163	1.357	Not Supported
H4	CFI → BI → RI	0.091	1.271	Not Supported

CONCLUSION

The findings of this study provide nuanced insights into the relationship between Customer Fashion Innovativeness (CFI), Brand Image (BI), and Repurchase Intention (RI). While the hypothesized direct effect of CFI on RI (H1) was not supported, a significant positive relationship was found between CFI and BI (H2). This indicates that customers with innovative tendencies toward fashion perceive brands positively, which aligns with previous research suggesting that innovativeness often enhances perceptions of brand value and uniqueness (Park et al., 2010; Wiedmann et al., 2011). However, the results failed to establish a significant direct impact of BI on RI (H3) or an indirect relationship through the mediating role of BI (H4). These findings diverge from studies that emphasize the critical role of brand image in fostering consumer loyalty and repurchase behaviors (Aaker, 1997; Keller, 2003). A potential explanation for these discrepancies could be the cultural or contextual specifics of the Islamic fashion market in East Java, where repurchase decisions might be influenced by factors beyond innovativeness and brand image, such as price, religious values, or social norms (Sandikci & Ger, 2010).

This study makes several theoretical contributions to the field of consumer behavior and Islamic fashion studies. First, it extends the understanding of customer fashion innovativeness by exploring its effects in the context of Islamic fashion, a domain often overlooked in innovation research. By establishing a strong relationship between CFI and BI, the study adds to the growing literature on the role of innovativeness in shaping consumer perceptions of brands (Rogers, 2003). Second, the findings challenge the widely held assumption that brand image directly or indirectly drives repurchase intentions, suggesting that this relationship might be moderated by cultural or product-specific factors. Finally, the study contributes to the literature on consumer behavior in emerging markets by providing empirical evidence from a unique demographic, namely Islamic fashion buyers in East Java.

From a practical perspective, the findings offer valuable implications for Islamic fashion retailers and marketers. The significant relationship between CFI and BI suggests that brands should focus on enhancing their appeal to innovative consumers by emphasizing unique, trend-setting, and value-driven features in their product offerings. Marketers can leverage digital platforms and targeted advertising to showcase their innovativeness and align their brand image with the values of their target market. Additionally, since BI does not significantly influence RI in this context, marketers should prioritize other strategies to drive repurchase behaviors, such as loyalty programs, personalized promotions, and community-building efforts that align with the religious and cultural values of their consumers. Moreover, understanding the specific drivers of repurchase intention in the Islamic fashion segment could lead to more tailored marketing strategies, such as integrating spiritual elements into the branding narrative.

CONCLUSION

This study aimed to explore the relationships between Customer Fashion Innovativeness (CFI), Brand Image (BI), and Repurchase Intention (RI) within the context of the Islamic fashion industry in East Java. The findings revealed that while CFI significantly influences BI, its direct and indirect effects on RI were not supported. Similarly, the hypothesized direct effect of BI on RI and the mediating role of BI between CFI and RI were also not substantiated. These results suggest that

while customer innovativeness enhances brand image, other factors may play a more critical role in driving repurchase intentions in the Islamic fashion market, such as cultural, religious, or price-related considerations.

The study makes valuable theoretical contributions by expanding the understanding of innovativeness and its role in shaping brand perceptions within the Islamic fashion domain, challenging the commonly held assumption that brand image always translates to repurchase intentions. From a practical standpoint, the findings emphasize the importance of focusing on unique marketing strategies tailored to the preferences and values of the Islamic fashion market. Future research should consider additional factors that influence repurchase intentions, such as trust, loyalty, or socio-religious dynamics, to provide a more comprehensive understanding of consumer behavior in this context. Overall, the study underscores the need for marketers to adopt a nuanced approach that aligns with the distinctive characteristics of Islamic fashion consumers.

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