

## Research Article

## Product Uniqueness, Involvement, Knowledge, and Repurchase Intention of the Branded Muslimah Fashion: Mediating Effect of Expected Price

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**Abstract:** This study aims to explore and analyze the mediated influence of expected price on the relationships between consumers need for product uniqueness, product involvement, and product knowledge on repurchase intention of the branded Muslimah fashion in the city of Banda Aceh, Indonesia. 100 customers of 4-branded Muslimah fashions, comprising Dian Pelangi, Rabbani, Zoya, and Alila brands were selected as the sample of the study using the convenience sampling technique. Based on the path analysis technique, the study found that the consumer needs for product uniqueness, product involvement, and product knowledge positively and significantly affected expected price and repurchase intent. The study also documented the significant indirect effects of consumer needs for product uniqueness, product involvement, and knowledge of the repurchase intent through the expected price. These findings imply that to strengthen the repurchase intention of customers to the branded Muslimah fashion, the expected should be made stable by the product uniqueness, product involvement, and product knowledge.

**Keywords:** Repurchase intent, Expected price, Product uniqueness, Product involvement, Product knowledge, Branded Muslimah fashion.

### INTRODUCTION

*Muslim* clothing products are starting to show creativity and innovation, which now continues to grow worldwide. *Muslim* clothing industry began creating various creations veil, how to dress more interesting, unique, stylish, and fashionable. The products and services produced by a manufacturer is a result of analyzing what is needed by the market. By looking at what opportunities the market demands so that the market will be satisfied. The State of the Global Islamic Economy (2015) reported that the number of sales of the global *Muslim* community spent in 2014 was approximately USD230 billion for fashion in 2014, achieving 11% of the total purchase of world fashion. On average, clothes shopping achieve 3.8% per year with estimated spending by USD322 billion in 2018, amounting to 11.5% of the total expenditure of fashion worldwide.

Table 1 shows the exporting values of *Muslim* fashion by 8 major producing *Muslim* fashions worldwide in 2014. As illustrated in Table 1, the total

values of exporting *Muslim* fashion were USD117.64 billion in 2014. Turkey is found to be the highest exporting fashion country with the total sales amounting USD24.84 billion (21.11%), followed by United Arab Emirates (15.50%), Nigeria (12.74%), Saudi Arabia (12.52%), Indonesia (10.79%). Meanwhile, other countries such as Russia, Egypt, and Pakistan, their exporting values of *Muslim* fashion were less than 10% of the total world's sale. Indonesia is found to be the 5<sup>th</sup> largest exporter of *Muslim* fashion with the values of USD12.69 billion. The sales figures show a great potential of *Muslim* fashion sales in the *Muslim* country. Like other *Muslim* fashion producers, the *Muslim* fashion industry remains resilient and superior in Indonesia. This is mainly due to the majority of the population in Indonesia is *Muslim*. In 2010, for example, of 208.82 million populations in Indonesia, 87.18% of them were *Muslim* (Indonesian Bureau of Statistics, 2010).

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**Table1. Exporting Values of Muslim Fashion**

No	Country	Sales (USD billion)	%
1.	Turkey	24.84	21.11
2.	United Arab Emirates	18.24	15.50
3.	Nigeria	14.99	12.74
4.	Saudi Arabia	14.73	12.52
5.	Indonesia	12.69	10.79
6.	Russia	10.92	9.28
7.	Egypt	10.72	9.11
8.	Pakistan	10.52	8.94
<b>Total</b>		<b>117.65</b>	<b>100</b>

Source: Kemendag.go.id (2015).

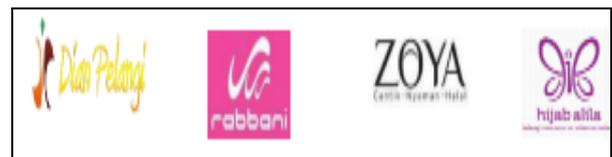
As a *Muslim* or *Muslimah* (female *Muslim*), they should dress properly and modestly according to the Islamic rules. In Islam, both women and men are required to cover their *aurah* (genitals). One of the things that often become the center of view in dressing is how to veil following Islamic *sharia* law. *Muslim* clothing has increasingly demanded following to increase in the *Muslim* population and their awareness to dress according to the tenets of Islam. This has attracted more many industries to enter into the *Muslim* clothing business. Entering the 21<sup>st</sup> century, there have been various changes in the design and styles of *Muslim* fashion in Indonesia. *Muslim* clothing that has a unique and practical concept designed by a designer. The display color and pattern adjusted to be a more fashionable and modern style of dress. This encourages the company to become more competitive to achieve excellence through its brand. In Indonesia, there are many branded *Muslim* clothing, namely:

- Five *Muslim* clothing brands have received Top Brand Award in 2017 (i.e., Rabbani, Zoya, Elzatta, Al-Mia, and Almadani).
- 25 *Muslim* clothing brands released by Jilbab flowedia.com, including Dian Pelangi, Meccanism, Ria Miranda, Kami Idea, Jenahara, Rabbani, Flow Idea, Elzatta, Zoya, Shasmira, Hijab Alila, Syahida Hijab, Shafira, Apple Hijab Brand, Fiori Design, Arniz Collection, Suchi, Mezora, Qalisya, Ukhti, Sayra Hijab, Irna La Perle, Nuhijab, Tuneeca, and Rani Hatta.
- Eight selected *Muslim* clothing brands in 2018, namely: Ethica, Andzya, Chloe Clozette, Zoya, Rabbani, Moshaiact, Tuneeca, and My Zeekha.
- 10 *Muslim* clothing brands that are considered more fashionable, including Elzatta, Encyclo, Hava, Meccanism, Rianti, myRin, Zoya, shasmira, Uniqlo, and Sonaina.

*Muslim* clothing brand in Indonesia is also endorsed by artists who always been and remains dressed in an Islamic way in daily lives such as Laudya Cynthia Bella Zaskia Sungkar, Dewi Sandra, Oki Setiana Goddess, and Zaskia Adya Mecca. Some of these artists become the spotlight among *Muslim* as more fashionable *Muslim* dressed inspiration. The

current trend of *Muslim* dress functionally shifted to an item to present one’s personality, lifestyle, and uniqueness of a person in dressing following Islamic law.

One of the cities in Indonesian that has been strictly implemented Islamic law in Aceh. Aceh is also called as the veranda of Mecca, a *Muslim*-majority city and has implemented Islamic law, regulating the way how people dress. The Islamic Laws No. 11/2002 regulated the practices of *aqidah* (believing in God), worship and Islamic preaching. Nowadays, *Muslim* in the Banda Aceh city has been dressing following Islamic tenets. In the various activities in Banda Aceh, people appear dressed in a polite, appropriate, and decent manner. Previous studies showed that there have been many variables affecting people shopping behavior and their purchasing decisions (Morton, 2002). The brand is considered as the satisfaction and self-image of a consumer, especially for *Muslim* clothing. This study only focuses on *Muslimah* stores or outlets that selling brand *Muslimah* clothing, namely: Dian Pelangi, Rabbani, Zoya, and Alila, as shown in the following figure.



**Figure1. Selected Branded Muslimah Fashion Stores in Aceh, Indonesia**

Some branded *Muslim* clothing outlets also offer clothing products that are required by a *Muslim* consumer. A consumer would easily find the branded *Muslimah* clothing that fits their needs and desires. For consumers who have been wearing branded products definitely, feel the benefits of these products so that it will give satisfaction with the very satisfied category in the long run. These branded products will always give their meaning for the consumer to be able to distinguish themselves from others and improve the perception of uniqueness. Company engaged in fashion really need to pay attention to the variables of consumers need for uniqueness which is a theory initiated by Fromkin and Snyder (1980), which was later updated by Tian *et al.*, (2001) who stated that a consumer's gain and demonstrate ownership of material with the aim to distinguish themselves from others, to improve perception of the uniqueness and improve self-image in public as different personal or typical among the classy groups.

Perception of branding encourages consumers because of their unique needs and brand knowledge from personal experience. According to Morton (2002), a business should consider the wishes of consumers Generation Y, born in the years 1977-1994. Generally, the consumer chooses a brand identity based on the

values which they can identify and through this they express their personality (Handri, 2015). In expressing themselves generation Y consumer involved with the products that fit their unique needs directly. According to Erna (2008), involvement is a form of motivation and it is a condition in which the consumer is attempting to approach him with a product or brand in a particular connection. The more involvement consumers in a product, they would have the motivation to pay more attention to the desired product and collect information about purchasing the desired product. Purchasing behavior that leads to a purchase decision is also based on the knowledge of the desired products according to the needs.

Furthermore, consumer needs are always based on knowledge of the desired product by relying on memory or personal experience in their purchasing decisions. According to Ruslim and Andrew (2015), product knowledge shows a person's responses to specific products, including previous experience in using the product. Almost all consumers rely on knowledge in selecting the desired product; a quality brand will be a consideration in purchasing decision. Besides, every *Muslim* woman feels mindfulness to dress as demanded by Islam. Fashion has multiple functions in human life. According to Ali (2015), there are 3 functions of clothing; first of all, is as protective equipment, the second one is as a supporting tool of communication, and the third function of clothing is as a beautifying tool. In Islam, the function of clothing is not much different with these three functions, the first Islamic fashion function is to cover the genitals and the second one is for accessories (Holy Qur'an, Chapter Al-A'raf, Verse 26).

By having more knowledge, the consumer will have better experience to choose to dress *Muslim* and they do not want to miss the importance of fashion, which is very attentive to the development of fashion trends in the world. By this fashion trend development, *Muslim* women in Banda Aceh choose brands such as Dian Pelangi, Rabbani, Zoya, Alila and others as a choice in performing daily activities. Nowadays, the fashion trend is very important because it may express themselves and how he can be viewed by other people. No wonder if consumers will decide to buy the *Muslim* clothe branded as Dian Pelangi, Rabbani, Zoya, Alila continually as a requirement for *Muslim* women to update and adjust to the development fashion trend with the *sharia* law.

Based on researchers' initial observation, the branded *Muslim* products in the city of Banda Aceh are facing the effects of the price offered by the company so that the consumers consider buying the products continually. Although the result of our observation, brands such as Dian Pelangi, Rabbani, Zoya, and Alila have been chosen by the consumers in Banda Aceh. Besides, the expected price is a major concern in this

study by looking at consumer behavior in purchasing decisions. According Kalwani *et al.*, (1990), the term expected price to convey that consumers use information from experience such as the price that has been paid in advance, but also consider the contextual variables or cues such as the quality of the store, product overview, and expectations price in making purchasing decisions in the future.

Purchasing made by consumers who have felt the satisfaction of the same brand would repurchase it has a significant impact on the selling outlets or shops as they use these products with innovations in the future. According to Jones *et al.*, (2003), repurchase intent is something that allows consumers to reuse the products and services in the future. Repeat purchase intention relates to the concept of a desire to behave based on consumer attitudes on the object of previous purchases.

Considering the above research phenomenon and the increasing trend of *Muslim* to dress in accordance to the Islamic tenets, this study assesses the consumer behavior of repurchase intention to branded *Muslimah* clothing in the city of Banda Aceh, Indonesia. This study is extremely important as its finding contributes to enrich the existing literature on consumer behavior of *Muslim* and provide significant benefits for the sellers of the *Muslim* dresses to enhance their profit.

The next section of this study provides the relevant literature review in Section 2, followed by an empirical framework and data in Section 3. Before the conclusion is provided in Section 5, the findings and discussion are provided in Section 4.

## LITERATURE REVIEW

### Expected Price

According to Nugroho (2010), the expectation is estimation and the previous personal trust about how it should occur in a certain situation. According Kalwani *et al.*, (1990), the term expected price is referred to the consumer price prediction based on information from past experience such as the price that has been paid previously, but also consider the contextual variables or cues such as the quality of the store, the product description, and the future price expectations in making purchasing decisions. Irwanto (2013) states that four indicators characterize prices namely: affordability price, price conformity with product quality, price competitiveness, and price conformity with benefits.

### Repurchase Intent

According to Ranjbarian *et al.*, (2012), the repurchase intentions is a recurring process, carried out by consumers in obtaining goods and services from a certain store with the main reason is the experience gained after shopping. Hellier (2003) also defines that

repurchase intention is a consumer valuation of the repurchase consumers to the desired service with the current conditions. Repurchase intent comprises the intention to buy, repurchase, the long-term purchase, and good relationships.

### Consumers' Need for Uniqueness

According to Tian *et al.*, (2001), consumers' need for uniqueness is in line with the theory that states "a consumer gets and shows ownership of the material to distinguish themselves from others to improve the perception of the uniqueness and improve self-image in public". There are three things in consumers need for uniqueness, namely:

- *Creative choice*: this consumer buys an item (fashion goods) that can express their uniqueness and that option is still accepted by the public.
- *Unpopular choice*: this type of Consumer is brave enough to choose different products and brands fashion than usual, brave to take risks that are considered unusual by the public. There is good and bad to this consumer, if he can make the public accept him then he will be considered as a Trendsetter, on the other hand, if he failed to do this then he will be considered by the public as a person who has a bad fashion sense.
- *Avoidance of similarity*: these consumers avoid a brand and a product that is considered mainstream; therefore, these consumers have a way to make him unique and different by using an old brand or product thus returning their uniqueness.

### Product Involvement

The mode of clothing involvement is explained as an effort to better understand consumer behavior related to assets, consumer involvement is utilized by researchers (O`Cass, 2000). The previous researchers have attempted to understand how consumers involved with the product and to know the effect of involvement that has a variety of purchases and consumption behavior (Traylor and Joseph, 1984). The level of interest which is realized from the level of involvement of various matters relating to the fashionable clothing or equipment (Tirmizi *et al.*, 2009) Indicators: (1) Having one or more outfit with the most recent models; (2) Fashion is an important thing that supports activities; (3) Prefer to different clothing model from the others; (4) Owned clothing shows characteristics; (5) Trying Fashion products before you buy; and (6) Be more aware of the latest fashion than others.

### Product Knowledge

According to Ujang (2014), the consumer has a different level of product knowledge. This knowledge includes the class of the product (product class), the shape of the product (product form), brand (brand), and model and features. There have been three types of product knowledge, namely: the characteristics or attributes knowledge of the product, knowledge about

the benefits of the products, and knowledge about the satisfaction given by-product for consumers. According to Brucks (1985), product knowledge is based on memory or knowledge known by consumers. To measure the product knowledge, Shirin et al (2011) propose the following indicators: (1) Knowing various types of this product; (2) Willing to find out about this product; (3) Knowing information about this product; (4) Can distinguish domestic products and foreign Products; and (5) Satisfied to know information about the purchasing product.

### RESEARCH METHOD

According to Sugiyono (2007), the population is the generalization region consisting of an object that has a certain quantity and character defined by the researchers to learn and then draw conclusions. The population of this research is the whole female community in Banda Aceh who had bought branded *Muslimah* clothing of Dian Pelangi, Rabbani, Zoya, and Alila. To select the sample of the study, convenience sampling was used. The study chooses members of the female population based on the easiness of location and availability of the female members of the population. This study selected 100 female populations who have bought the branded *Muslimah* clothing in the City of Banda Aceh, Indonesia. Referring to Omar (2005), if we do not know exactly the number of population, it is enough to take a sample of at least 100 respondents. 25 buyers of four branded *Muslimah* clothing of the Dian Pelangi, Rabbani, Zoya, and Alilla are made of the entire sample of the study.

To analyze the data, the following path regression analysis is conducted:

$$EPPR = p_{11}CPNU + p_{12}PNIV + p_{13}PKNW + \varepsilon_1 \quad (1)$$

$$RPIN = p_{21}CPNU + p_{22}PNIV + p_{23}PKNW + p_{24}EPPR + \varepsilon_2 \quad (2)$$

where *EPPR* is the expected price, *CPNU* is the consumer need for uniqueness, *PNIV* is the product involvement, *PKNM* is the product knowledge, *RPIN* is the repurchase intent,  $p_{ii}$  are the estimated coefficients of path analysis for each variable, and  $\varepsilon_i$  are the path error terms.

The tests comprising validity and reliability will be performed first before the path analysis is conducted. The classical assumption tests will also be carried out to ensure the suitability data for model estimation to find out both direct and indirect relationships between variables.

### FINDINGS AND DISCUSSION

Of 100 respondents of this study, 65% of them are with ages of 23 – 27 years old, 27% with the age of 28 – 33 years old, and only 8% of them with the age of more than 34 years old. Out of 100 respondents, 70%

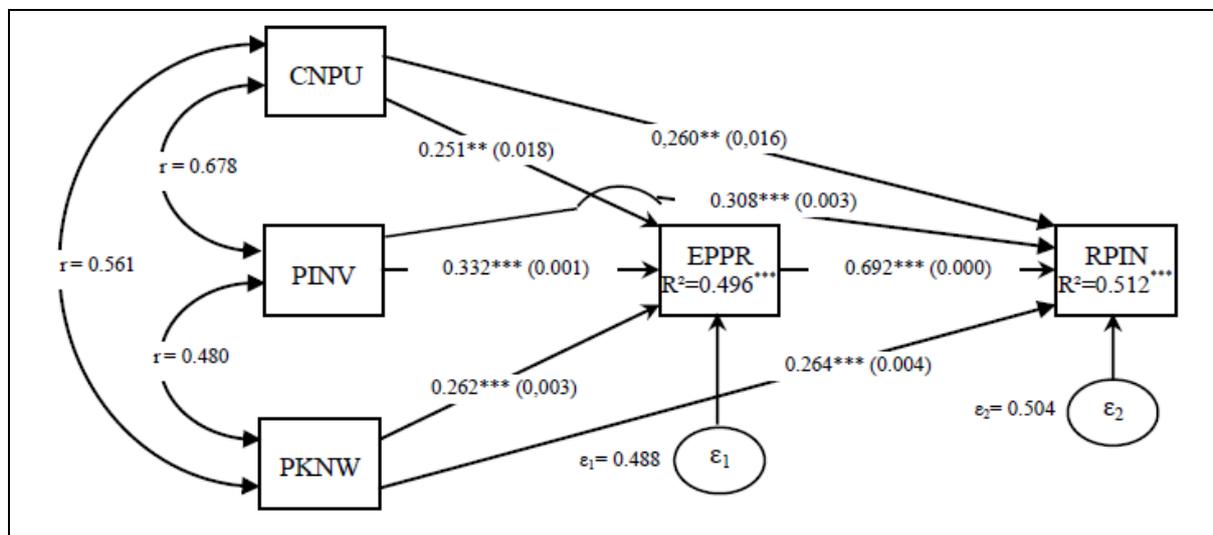
have repurchased the branded *Muslimah* clothing at least 3 times a year, while the rest 30% have repurchased them more than 4 times a year. In term of marital status, 62% of them have married, 37% was single, and only 1% was widow/widower. 26% of the respondents were the private-institutions; employees, 25% of them were government employees and entrepreneurs, respectively, 13% was army and polices, and other occupations was only 11%. Finally, 66% of respondents have a monthly income of less than IDR4 million, and the rest of 34% have an income of more than IDR4 million in a month.

Before the findings of path regression analysis are reported and discussed, the study conducted the instrument tests of validity and reliability. The study found that all indicators were valid and reliable, thus they could be used for further analyses. The classical assumptions of normality and multicollinearity tests were also conducted and found that all variables are normally distributed and free multicollinearity problem. This further indicates that all variables could be used for further analysis to measure the direct and indirect effects of the exogenous variables (i.e., the consumer need for uniqueness, the product involvement, and the product knowledge, on the endogenous variable (i.e., repurchase intent) through the mediating variable (i.e., expected price).

**Direct effects of consumer need for uniqueness, product involvement, and product knowledge on expected price and repurchase intent**

Figure 2 illustrates the summary of findings from the path multiple regression analyses. As observed from the figure, the study found that consumer need for uniqueness (CPNU), product involvement (PINV), and product knowledge (PKNW) have significant and positive effects on both expected price (EPPR) and repurchase intent (RPIN) of the branded *Muslimah* fashion in Banda Aceh city, Indonesia at least at the 5% level of significance.

Specifically, an increase in consumer need for uniqueness, product involvement, and product knowledge by a unit in the Likert scale, it has improved the expected price by 0.251, 0.332, and 0.262 units at the Likert scale, respectively. Similarly, an increase in consumer need for uniqueness, product involvement, and product knowledge by a unit in the Likert scale, it has enhanced the repurchase intent of the consumers of branded *Muslimah* clothing price by 0.260, 0.308, and 0.264 units at the Likert scale, respectively. These findings showed the importance of consumer need for uniqueness, product involvement, and product knowledge on the consumers' price prediction and subsequently their repurchase intention. Interestingly, product involvement was documented as the most important determinant of the expected and repurchases intent of *Muslimah* to buy branded clothing.



**Figure2. The Findings of Direct and Indirect Effects based on the Path Analysis**

Additionally, the expected price is found to significantly and positively affect repurchase intention. Specifically, an increase in expected price by a unit in the Likert scale has increased the repurchase intent by 0.692 units on the Likert scale. This finding confirmed demand theory suggested the importance of pricing factor in affecting sales and repurchase intention of products and services by buyers. The study also found significant simultaneous effects of consumer need for uniqueness, product involvement, and product

knowledge at the 1% level of significance on both expected price and the repurchase intent by the coefficients of determination of 0.496 and 0.512, respectively. These findings showed that the changes in expected price and repurchase intent were explained by changes in the variables of consumer need for uniqueness, product involvement, and product knowledge by 49.6% and 51.2%, respectively. These findings further confirmed the importance of considering the effects of consumers' need for

uniqueness, product involvement, and their product knowledge on price prediction and their repurchase intent to the branded *Muslimah* clothing.

The above our findings are in line with previous studies such as by Suri *et al.*, (2007), Ruslim and Andrew (2015), Amal and Hafasnuddin (2016), Setyaningrum and Wijaya (2016), and Bhaduri and Stanforth (2016). In their study, Suri *et al.*, (2007) found that acceptable price limits vary across unique consumers; Bhaduri and Stanforth (2016) found that consumers need for uniqueness, product involvement, and product knowledge have significant effects on expected price. Furthermore, repurchase intention is affected significantly by consumer uniqueness (Young and Combs, 2016), product involvement (Setyaningrum and Wijaya, 2016; Amal and Hafasnuddin, 2016), and product knowledge (Ruslim and Andrew (2015).

**Indirect effects of consumer need for uniqueness, product involvement, and product knowledge on repurchase intent through the expected price**

Figure2 also shows the indirect effects of consumer need for uniqueness, product involvement,

and product knowledge on repurchase intent through the expected price. The findings of these indirect effects are summarized in the following Table 2.

As observed from Table 3, the study found that the expected price mediated the effects of consumer need for uniqueness, product involvement, and product knowledge on repurchase intent of the branded *Muslimah* fashion in Aceh, Indonesia as indicated by significant Sobel p-value at the 1% level. Specifically, as the consumer need for uniqueness, product involvement, and product knowledge increase by a unit in Likert scale, the repurchase intent increases through the expected price by 0.174, 0.230, and 0.181 units at the Likert scale, respectively. The findings further show that all efforts to enhance repurchase intent, it should be done through the improvements of consumer need for uniqueness, product involvement, and product knowledge. The sellers of the branded *Muslimah* fashion should aggressively promote their products' uniqueness, the involvement of buyers in their products, the knowledge of buyers on their products.

**Table2. The Summary Findings of Indirect Effects**

Indirect effects				Estimate	Sobel P-value	
RPIN	<---	EPPR	<---	CPNU	0.174*** = (0.692 x 0.251)	0.000
RPIN	<---	EPPR	<---	PINV	0.230*** = (0.692 x 0.332)	0.000
RPIN	<---	EPPR	<---	PKNW	0.181*** = (0.692 x 0.261)	0.000

With regards to the mediating role of expected price, the study found that that the variable of expected price acted as the partial mediator. This is due to the significance of both direct effects of consumer need for uniqueness, product involvement, and product knowledge on repurchase intent and the indirect effects of consumer need for uniqueness, product involvement, and product knowledge on repurchase intent through the expected price. These findings imply that to boost the repurchase intent of the buyers on branded fashion, the consumer need for uniqueness, product involvement, and product knowledge should be focused by the sellers to be strengthened.

**CONCLUSION**

This study explored and analyzed the mediated influence of expected price on the relationships between consumers need for product uniqueness, product involvement, and product knowledge on repurchase intention of the branded *Muslimah* fashion in the city of Banda Aceh, Indonesia. 100 customers of 4-branded *Muslimah* fashions, comprising Dian Pelangi, Rabbani, Zoya, and Alila brands were selected as the sample using the convenience sampling technique and analyzed using the path multiple regression analysis.

The study found that the consumer needs for product uniqueness, product involvement, and product knowledge positively and significantly affected

expected price and repurchase intent. The study also documented the significant indirect effects of consumer needs for product uniqueness, product involvement, and knowledge of the repurchase intent through the expected price. These findings imply that to strengthen the repurchase intention of customers to the branded *Muslimah* fashion, the expected should be made stable by the product uniqueness, product involvement, and product knowledge.

Based on these findings, it is suggested for the seller of branded *Muslimah* fashion to maintain the compatibility of *Muslimah* clothing products to consumers preferences so that they could express themselves as a true *Muslimah* and increase self-image by dressing *Muslimah* clothing. It should be made a more attractive design, comfortable and following the tenets of Islam. The price of the products should be ensured to stable and the sellers are encouraged to provide discounts at certain times to increase purchasing of the products. These strategies are finally hoped could increase repurchase intent of the branded *Muslimah* fashion by consumers in the city of Banda Aceh, Indonesia.

Future studies on this topic might offer more robust findings by taking into account more antecedents into the investigated model. Covering more branded fashion into the analysis could also enrich the literature

on the antecedents and consequences of expected price on repurchase intention.

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