

Investigating Effective Factors on Fashion Consciousness and Hijab Fashion Consumption Case Study: Isfahan City Women

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Introduction

Fashion is considered as a part of consumer culture which its consumption demonstrates the social identification of a person. Hijab fashion is used in different styles by women in Islamic societies. Additionally, fashion consciousness is influenced by a variety of factors that can be different according to the conditions prevailing in each society. Today, the improvement of communication technologies and the phenomenon of globalization have accelerated the changes in hijab fashion patterns and fashion consciousness among the consumers of this fashion. The purpose of the present research is to study the factors affecting fashion consciousness and Hijab fashion consumption of women in Isfahan.

Material & Methods

The method of this research is quantitative and in terms of purpose is applicable. The statistical population of the study was women who participated in the fifteenth exhibition of Quran and Etrat held in Isfahan in 2018. A sample of 384 people was selected by using available sampling method. Data collecting was done using a standard questionnaire. Data analysis was done in descriptive section by using SPSS software and in inferential section, for evaluating the research hypotheses, by using PLs software.

Discussion of Results & Conclusions

The present study attempts to answer the question of whether the sources of fashion knowledge, fashion motivation, dressing style and fashion uniqueness are effective in Hijab fashion consumption and fashion consciousness.

The results of the research demonstrated that whether the sources of fashion knowledge (the catalogs, personal view, shop windows, friends, fashion magazines, internet and social networks, fashion exhibition, sellers, family members and other women) have influence on fashion consciousness and therefore can increase the awareness and knowledge of women about the modern process in hijab fashion. Meanwhile, the effect of the sources of fashion knowledge on hijab fashion consumption was not approved. Thus, the positive effect of the sources of fashion knowledge on hijab fashion consumption is transferred just through the fashion consciousness.

According to the result of other studies, fashion motivation has positive effect on hijab fashion consumption. On this basis, it can be interpreted that people with different motivation such as having personal pleasure, using in special situations, seasonal changes, matching with peers, coordination with personality, creating a distinction with others and convenient cover proceed to hijab fashion consumption. Among the mentioned motivational factors, convenience has shown more powerful positive relation with hijab fashion consumption. The effect of fashion motivation on fashion consciousness in this research was not approved. Based on the result of the previous studies, dressing style affects fashion consciousness and also hijab fashion consumption. This means that women who selected the dress with hijab and enjoy this style, attain more knowledge toward hijab fashion and consume hijab fashion more. On the other hand, women with hijab are more likely to prefer the dresses which are compatible with their own religious beliefs. This conclusion emphasizes the importance of incorporating Islamic dress criterion in hijab fashion. According to the results of previous studies, fashion uniqueness affects fashion consciousness. This conclusion means that the women with hijab track the aspects of innovation in hijab fashion, and as a result, the innovations and diverse styles of hijab fashion can increase their awareness toward this fashion. The effect of fashion uniqueness on hijab fashion consumption in the present study was not approved. Based on the last conclusion of the

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research, fashion consciousness influences hijab fashion consumption. This conclusion suggests that women who have more awareness toward hijab fashion consume hijab fashion more. In fact, women with awareness of hijab fashion are more likely to prefer distinct themselves from others through hijab fashion consumption.

Keywords: Hijab Fashion, Fashion Consciousness, Sources of Fashion Knowledge, Fashion Motivation, Dressing Style, Fashion Uniqueness.

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