Factors Influence British Muslim Clothing Choice in the United Kingdom (Uk)

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Muslims have been recognised as one of the fastest growing ethnic minority segment in the UK (UK National Statistics 2001). The group also makes the second largest population in UK after Christians (UK National Statistics 2001). Consequently, a better understanding of this group of consumers is of great importance to marketers. This research aims to investigate factors influence British Muslim clothing choice in the UK. Specifically, it investigates influence of ethnic identification, acculturation, religiosity, social influence and clothing benefits on British Muslim clothing choice.

[to cite]:


[url]:

http://www.acrwebsite.org/volumes/1006804/eacr/vol9/E-09

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In all conditions, participants were given a coffee tumbler with a removable blank insert. The base of the tumbler could be twisted off to remove the inner insert, and one could draw or write on the insert before reinserting and twisting on the base. In the low intellectual investment condition, participants were provided with 12 stickers from which they could choose one to stick onto the blank insert for the tumbler. In the high intellectual investment condition, the participants were provided with colored pencils, a marker, alphabet stickers and eraser. Also they were given an example sheet which included the same 12 figures from the low intellectual investment condition. They could use this example sheet to get some ideas, or they could use other figures/shapes they wanted. They were encouraged to be creative in this condition. In the control condition, participants could not work on the tumbler. They were encouraged to examine the tumbler but could not modify or change it in any way. In order to equate the time spent with the tumbler, in the control and the low intellectual investment conditions, the participants worked on a filler task while the tumbler was in front of them. Then, all the participants answered identification, attachment, and product evaluation questions. As predicted, the product was valued more highly when the production process required higher levels of intellectual investment. Also, results showed that identification with and attachment to the product mediated the impact of intellectual investment on product evaluation. When consumers engage in prosumption with a chance of intellectual involvement, they become more attached to the product and identified more with it.

Study 1 looked into one single dimension of prosumption, which is intellectual investment in the production process. Next, we want to investigate how physical investment in the production process affects evaluation of, identification with, and attachment to a product. Future studies will also look into possible moderators (need for cognition, creativity, need for stimulation) that may affect the value derived from intellectual and physical investment during prosumption.

We make several contributions to the literature. First, we operationalize identification with and attachment to a product in measurable and tangible terms. This enables us to measure personal relevance of products when consumers are involved in the production process. Next, we demonstrate that intellectual investment during prosumption enhances product evaluation by altering the personal relevance of the product. We extend past research by suggesting the factors of prosumption that affect person-object relationship and overall evaluation of a product.

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**Exploring Consumers’ Perceptions of Brand Personality: A Qualitative Approach**

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**Abstract**

The existing literature on brand personality has focused on the brand personality construct, developing a brand personality scale and the effects of brand personality on other brand-related variables. There is a lack of in-depth consumer research investigating what factors shape consumers’ perceptions of brand personality. The current study addresses this gap by conducting sixty-six depth interviews with the purpose to explore how consumers form their perceptions of different dimensions of brand personality identified in Aaker’s (1997) scale (Sincerity, Excitement, Competence, Sophistication, and Ruggedness). This knowledge provides insight into how to develop tailor-made strategies to strengthen (or downplay) particular personality dimensions.

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**Factors Influence British Muslim Clothing Choice In The United Kingdom (UK)**

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The purpose of this study is to investigate factors influence British Muslim clothing choice in the UK. To enable the study to meet the aim, objectives have been developed such as examination of the role of ethnic identification (Donthu and Cherian 1992), acculturation (Ownbey and Horridge 1997; Penaloza 1994) and religiosity (McDaniel and Burnett 1990) on British Muslim clothing choice. Also an examination on how social influence (informational and normative influence) (Bearden and Etzel 1982; Bearden et al. 1989) and clothing benefits play a role in influencing British Muslim clothing choice.

This study will focus on British Muslims as they have been recognised as one of the fastest growing ethnic minorities and the group makes the second largest population in UK after Christian (UK National Statistics 2001). The population is growing fast over the last five decades from 21,000 to 1.6 million and likely to be doubled by 2021 to around 3 million (Lewis 2007). The choice of British Muslims is partially one of convenience and also because no studies have done to understand the British Muslims consumption although the population have been identified as untapped market and estimated to have spending power of at least £20.5 billion (Salzman 2007). The sample groups for this study consisting of second generations of British Muslims in UK as review of the ethnic minority consumer behaviour studies in the UK shows that considerable research has been devoted to the understanding of consumer behaviour of the first generation (such as Makgosa 2007) or comparison between the first and later generations (such as Jamal 1998; White and Kokotasaki 2004). Furthermore, British Muslim population has the youngest age profile of all the UK population (UK National Statistics 2001).

This study consists of two phases; qualitative phase which involved focus group and interview method and quantitative phase which will be implemented via a survey questionnaire. Qualitative research is employed in the first phase because it produces rounded contextual understandings on the basis of rich, nuanced and detailed data (Mason 2002). Initially, focus groups were formed for the purpose of exploring British Muslims clothing consumption while the interview sessions were carried out to ensure all the facets of the
constructs (religiosity, acculturation, ethnic identification, social influence and clothing benefits) mentioned in the conceptual model are captured. Information generated from the focus group and interview contributed toward survey development that will be carried out in the next phase. Therefore, this study contributes to the whole picture by taking the advantage of both qualitative and quantitative methods as majority of the studies on ethnic minority were conducted using the qualitative method (Jamal 1998; Lindridge and Hogg 2006; Sekhon 2007), neglecting the possibility of making generalisation.

Preliminary analysis of the data from phase one, which aimed to explore the British Muslims clothing consumption, showed that respondents have expressed positive views with regards to the clothing available in the high street fashion retailers in the UK. They chose to shop in the high street fashion retailers because the style and design available are according to their preference and they were able to get a wide range of clothes. In addition, respondents mentioned that clothes available in the high street are good in terms of its quality and well priced. The findings also suggest that religion plays a huge role on British Muslims’ clothing consumption. This is reflected in their clothing choice whereby majority of them will firstly consider clothes that have styles and design according to the Islamic perspectives as been laid down in Quran and Sunnah. Other than that, brand names of clothes have not been considered as important factor that may influence their clothing consumption although previous research indicated that it does influence consumer clothing purchasing (Kawabata and Rabolt 1999; Kwan et al. 2004; Zhang et al. 2002) however, it was an important consideration when the respondents were younger or in high school. Among the respondents, clothes have been viewed as a vehicle to express someone’s personality and identity. In addition, clothes have also been used to attract others’ attention and to fit in or associate with certain group. Other factors that affected the British Muslims’ clothing consumption include the reference group influence. Family members are the most common type of reference group that influence their clothing choice. Apparently, friends and media did not influence their clothing consumption.

The study aims to make practical contributions by discussing implications for marketing mix developed by the retailers and manufacturers of fashion clothing. As been suggested by Nwankwo and Lindridge (1998), ethnic marketing cannot be successful unless it is strategically driven. In this sense, retailers and manufacturers of fashion clothing may develop an effective marketing programme which consists of ‘product’, ‘price’, ‘promotion’ and ‘place’ that blends to target the British Muslims in UK.

References


