

# The Impact of Utilitarian and Hedonic Values on Hijab Buying Intentions: Evidence from Indonesia

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## **ABSTRACT:**

Hijab has become a necessity for Muslim female customers. Hijab products are various as it is not only used as a cover, but it also increases their confidence since hijab fashion does not have to be left behind by non-hijab fashion. The interest in buying a premium hijab may be due to its utilitarian or hedonic nature. This paper aims to examine the differences between the importance of utilitarian and hedonic values on evidence of buying intention of hijab from Indonesia. This research employs explanatory research by collecting 400 Muslim female respondents in West Java. The data processing method uses a scoring with a Likert scale from a score of one to five. The structural Equation Model (SEM) is used to analyze the data by applying SEM-PLS. The results show that both the utilitarian values and the hedonic values simultaneously do not affect the buying intention. Instead, they partially give a significant effect on the buying intention. This means that Muslim women in Indonesia are competing in seeking the values of their faith and need emotional satisfaction in their daily activities.

## **Keywords:**

*Utilitarian Value, Hedonic Value, Buying Intention*

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## 1. INTRODUCTION

Hijab is defined as a veil, cover, or screen which usually has cultural connotations in a country where the population is predominantly Muslim. Hijab serves to cover Muslim women's hair with modest clothing (Hassan & Harun, 2016). Hijab products are a trend that continues to grow and become a concern among designers who are interested in creating brands with hijab products, both local and international brands (El-Bassiouny, 2016). Currently, many local hijab brands offer various types of hijab, one of which is premium hijab, which has high-quality materials and is sold at high prices, ranging from ten thousand to a hundred thousand rupiahs, such as Zytadelia, Wearing Klamby, Heaven Lights, Buttons scarves, My Lady, Vanilla Hijab, Lozy Hijab, Daisy.id, and others. One of the privileges of premium hijab is the limited edition information for several models that have been produced (Kharieza, 2018) which invites female customers to get these hijab products and are even willing to queue and wait for the latest supplies. This is in line with the psychological approaches in marketing techniques according to Robert Cialdini, namely the scarcity effect. It states that people tend to have limited edition goods and are willing to scramble to get them (Vara, 2020).

Purchasing premium hijabs can be identified through the value of customer spending. In a pandemic situation, customers prioritize the consumption of shopping for food and medical devices (Andik et al., 2021). However, in fulfilling their spiritual needs, the consumption of the hijab has become a necessity for Muslim female customers. In addition, there are several groups of women who feel that wearing the hijab only follows changing trends and regulations imposed in an institution so that it is not worn in other daily activities (Sojali et al., 2021).

Some studies argue that customer motivation consists of utilitarian and hedonic values (Childers et al., 2001). If customers perceive that they receive high levels of utilitarian and hedonic values, they would be more likely to develop positive behavioral intentions, such as continued use and repeat buying (Akdin et al., 2022). Utilitarian values have a relationship with customers' intentions to purchase positively because of their tendencies toward attributes such as durability, premium quality, as well as their value for money when making purchasing decisions (Razzaq et al., 2018; Sumarliah et al., 2021). Hedonic values have an influence on buying intention positively as the fashion trends themselves have increasingly developed into various sectors so that customers want to fulfill their desire to be more up-to-date in maintaining their status, both in social life and social media or as their entertainment media (Haryanti et al., 2020; Sumarliah et al., 2021; Wang, 2020). The interest in buying a premium hijab may be due to its utilitarian or hedonic nature. Therefore, this paper aims to evaluate the possible differences in the importance of utilitarian value and hedonic value of hijab buying intention in Indonesia.

## 2. LITERATURE REVIEW

### 2.1 Utilitarian Value

The utilitarian value of shopping relates to the condition of certain products to meet customer needs that reflect an orientation between goals, cognitive and non-emotional (Jones et al., 2006). Buyers will buy goods or services according to their needs based on logical

reasons (Anderson et al., 2014). Utilitarian value reflects the costs and benefits received by customers, both tangible and intangible. Utilitarian value is generated from the comparison between the number of benefits obtained by the customer and the total cost paid by the customer (Kotler & Armstrong, 2008). Utilitarian value is felt by customers when shopping for a product (Irani & Hanzaee, 2011). Cognitive activity and goal-oriented tasks become utilitarian motivations. Therefore, a buyer who behaves utilitarianly will be more rational, planned, and logical and is part of his daily routine activities as well as in his purchasing decisions (Hamzah et al., 2013). Based on the previous explanation, it can be concluded that utilitarian value is a circumstance–or product attribute which have benefits to meeting customer needs, in terms of usability, price, durability, and product performance so that it can encourage customers to buy the products needed rationally.

## 2.2 Hedonic Value

In contrast to utilitarian values, hedonic values are more subjective and individualistic. Its values are gained from pleasure and enjoyment as opposed to goal attainment (Holbrook & Hirschman, 1982). Hedonic values refer to the fulfillment of pleasure or beauty aspects of a product (Blythe, 2005). Hedonic values also have different meanings such as shopping enjoyment, recreational shopping, and fun shopping (Bäckström, 2011). The hedonic value is a value obtained through customer shopping experiences that reflect emotional and psychological values in the form of joy, entertainment, escape from daily activities (Blackwell et al., 2000), full of adventure which can fulfill their senses (Overby & Lee, 2006), arousal, fantasy, sensory arousal, enjoyment, and curiosity motivated by such a desire to have fun (Kang & Park-Poaps, 2010; Scarpi, 2006). In addition, according to (Arnold & Reynolds, 2003), The things that encourage customers to do hedonic shopping are gratified (indulgence), shopping ideas (an emerging trend), roles/positions, discounts, and social/prestige (how to get along with people). others). This hedonic value is also a form of overall customer evaluation in fulfilling their happiness through the quality of a comfortable shopping place (enjoyment), attractive visual (visual appeal), and satisfaction (escapism) (Subagio, 2012). Hedonic consumption behavior describes the pleasure and excitement that customers expect from shopping. Every customer has different expectations of shopping, as well as the feelings experienced by each customer during their shopping (Bakırtaş & Divanoğlu, 2013).

## 2.3 Utilitarian Value, Hedonic Value, and Buying Intention

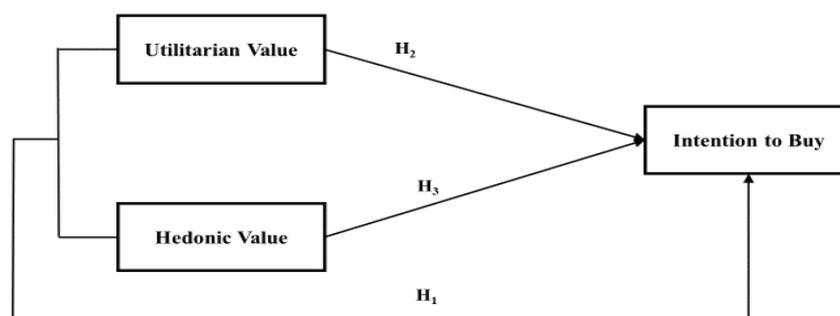
Previous studies have stated that in Vietnam, India, and Indonesia, the utilitarian value of a fashion and cosmetic product online is because it is more practical, useful, and functional (Arul Rajan, 2020; Hien et al., 2020; Ramkumar & Woo, 2018; Sumarlah et al., 2021). While the quality is premium and can last a long time because attributes like this have a very important role in the buying intention of fabrics and are included in the category of utilitarianism (Niinimäki, 2010). Utilitarian values give a positive effect on customers' buying intentions because of their inclination toward attributes such as durability, premium quality, and value for money when making purchasing decisions (Razzaq et al., 2018; Sumarlah et al., 2021). Furthermore, the hedonic values generate a positive influence on buying intentions as fashion trends themselves have increasingly developed into various sectors so that customers

want to fulfill their wishes to be more up-to-date in maintaining their status, both in social life and social media or as their entertainment media (Haryanti et al., 2020; Sumarliah et al., 2021; Wang, 2020). Likewise, the hedonic value also has a positive effect significantly on the intention to purchase fashion products online as it is exciting and fun (Sumarliah et al., 2021). Similarly, the hedonic value has a positive and significant influence on the purchase of hijab in Bima because the trend of hijab fashion is getting more and more varied (Haryanti et al., 2020). Hedonic values also affect attitudes that can encourage customers to purchase a product (Suparno, 2020). At high levels of utilitarian and hedonic value from their experiences, the customers incline to develop positive behavioral intentions, such as repeat purchases and continuous usage (Akdin et al., 2022). There for the hypothesis are:

H1: Utilitarian values and hedonic values have a significant effect on hijab buying intention

H2: Utilitarian values have a significant effect on hijab buying intention

H3: Hedonic values have a significant effect on hijab buying intention



**Figure 1.** Research Model

### 3. METHODS

#### 3.1 Research Design

Research design is a research structure that describes the procedure to answer research questions to achieve research objectives (Suhartanto, 2014). The research design used is descriptive because it describes something (Malhotra et al., 2004). Meanwhile, the cross-sectional design was used in descriptive research design as it is a research design where the data collection is carried out occasionally in answering questions from the questionnaire (Suhartanto, 2014).

#### 3.2 Population and Sample

The population is the whole thing such as people, goods, or organizations that have the same nature (Suhartanto, 2014). A population is also a group or whole people who have the same nature or character so that it can be observed and analyzed by researchers to solve research problems (Malhotra et al., 2017). Thus, a population is a group of people, goods, or organizations that have the same character or nature and can be observed and analyzed for research purposes. In this study, the Muslim female population in West Java was the selected population.

The sample is a small component of the population (Suhartanto, 2014). The sample is also a subgroup of the population selected for research in solving problems (Malhotra et al., 2017). Sampling is done from a small part of a large population, so it is hoped that the sample will provide results to represent the entire population. If a sample size is too large, it will be difficult to get a suitable size. Thus, it is recommended to use the appropriate sample size between 100-200 respondents to estimate interpretation with the Structural Equation Model (SEM) (Hair et al., 2010). For this reason, the number of samples will be determined based on the results of the calculation of the minimum sample. Determination of the minimum sample size for SEM according to (Joe F Hair Jr et al., 2014) is (number of indicators + several latent variables) x (5 to 10 times). Based on these guidelines, the sample size is 215 respondents with character; students, university students, employees, and housewives, aged 18 – 42 years, and income >IDR.500,000 – IDR. 3,000,000.

### 3.3 Data Collection

The method that was used to collect data is a survey. The survey is a method to collect primary data where the questions have been prepared in advance, and once compiled, the survey instrument is communicated to the target respondents (Suhartanto, 2014). The survey method was used to collect the primary data by distributing questionnaires through offline and online surveys via Google Forms. The questionnaire is a structured technique for collecting data consisting of several verbal or written questions answered by respondents (Hair et al., 2006). The respondent filled out numbers between 1 to 5 for a question in which 1 has the meaning of strongly disagree and 5 is strongly agree.

### 3.4 Data Analysis

The data analysis model in this study uses the Structural Equation Model or Partial Least Square, which uses Smart PLS 3.0 as a data processing tool. The calculation goes through two stages, namely the evaluation stage of the measurement model (outer Model) and the evaluation stage of the structural model (inner Model). Outer analysis of this model shows the relationship between latent variables and their indicators. The tests carried out on the evaluation of the measurement model consist of; Convergent Validity, Composite Reliability, and Discriminant Validity.

Validity analysis can test the level of accuracy and truth of the data obtained. The indicator used in this test is convergent validity. Convergent validity tests the accuracy of each dimension measured by looking at the outer loading with a value > 0.4 and Average Variance Extracted (AVE) with a value criterion > 0.5 (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). While Reliability is intended to test the level of trust and consistency of a variable from the collected data. Reliability is measured by the Composite Reliability > 0.7(Sarstedt et al., 2017).

After the outer model criteria are met, then the inner model analysis will be carried out using the Structural Model (Joseph F. Hair et al., 2017). The structural model includes model fit and regression analysis. Model fit analysis aims to ensure that the model used is correct and valid. The fit model can be seen from the results of the square root of R<sup>2</sup> and AVE, with a large indicator if > 0.36, moderate if > 0.25, and small if > 0.10 (Cohen, 1988; Joseph F. Hair et al., 2017). Then, a regression analysis was performed to determine the significance of the

variables tested using Bootstrapping 5000 (Hair, Sarstedt, et al., 2017; Svensson et al., 2018). To see whether the influence between the independent variables on the dependent can be seen from the results of R2, the indicators of 0.19 means weak, 0.33 is moderate, and 0.67 means substantial (Chin et al., 2008; Joe F Hair Jr et al., 2014).

## 4. RESULTS AND DISCUSSION

### 4.1 Respondent Demographics

This section explains the respondent's profile in detail through age, occupation, and income. This information is needed to describe the characteristics of the respondents involved in the research and will be used for research purposes.

**Table 1.** Respondent Profile

Characteristics	Frequency	%
<b>Age</b>		
18-22	179	43,4
23-27	94	22,8
28-32	76	18,4
33-37	33	8
38-42	20	4,9
>42	10	2,4
<b>Occupation</b>		
Student	11	2,7
College Student	193	46,8
Employee	143	34,7
Housewife	56	13,6
Other.	9	2,2
<b>Income (IDR)</b>		
< 600.000,-	151	36,6
600.000,- - 1.000.000,-	53	12,8
1.100.000 – 1.500.000,-	29	7
1.600.000,- - 2.000.000,-	31	7,5
2.100.000,- - 2.500.000,-	28	6,7
2.600.000,- - 3.000.000,-	23	5,5
> 3.000.000	97	23,7

Table 1 shows that this questionnaire was responded to by 412 respondents, with the majority aged 18-22 years (43.4%) and followed by ages 23-27 years (22.8%). On the job criteria, most respondents in this study were students (46.8%) and followed by employees (34.7%). The majority of respondents' income ranges from <IDR 600.000 (36.6%) because the majority of respondents in this study are students, followed by income ranging from >IDR. 3.000.000 (23.7%) because most of the second respondents are employees.

### 4.2 Descriptive Analysis

The descriptive analysis gives detailed information about the essential characteristics of a study. This analysis determined respondents' perceptions through each construct's mean

and standard deviation. The average of each construct shows the respondent's perception, while the standard deviation measures the variability of the data. The results of the descriptive analysis were divided into five groups (Arikunto, 2007). The lower scores are = 1.00 to 1.80, low = 1.81 to 2.60, moderate = 2.61 to 3.40, high = 3.41 to 4.20, and very high = 4.21 to 5.00. Table 2 shows the respondents' descriptive analysis of the questionnaires given and classified based on the variables used.

**Table 2.** Descriptive Analysis

<b>Variables</b>	<b>Mean</b>	<b>Std. Deviation</b>
Customer Shopping Value	3.730	0,994
Hedonic Values	3.642	1.029
Utilitarian Values	3.819	0.959
Buying intention	3.756	0,976

Table 2 shows that the customer shopping value has an average of 3,730 (high score) with a value of standard deviation is 0,994, hedonic value has an average of 3,642 (high score) with a value of standard deviation is 1,029, which means that Muslim customer respondents are happy with the experience of shopping for premium hijabs which have a limited system so that they require them to hunt, enjoy buying hijabs to keep up with growing trends, and the prestige you feel when you buy a premium hijab, be it for herself or others. The results of the calculation of the utilitarian value variable have an average of 3,819 (high score) and a value of standard deviation is 0.959, which shows that respondents of Muslim agree with the used-value of the premium hijab that has long durability and is comfortable in its use even though the price is higher. Finally, respondents have a positive buying intention for premium hijab because the average value of the buying intention variable is 3.756 with a standard deviation of 0.976, which indicates that customers have the potential to buy premium hijab products in the future.

### **4.3 Measurement Model (Outer Model)**

This sub-chapter explains the seller's model to measure the condition of the construct, which consists of validity and reliability tests. The following are the results of this study's validity and reliability tests. The validation test uses two types of measuring instruments: convergent validity and discriminant validity. The convergent validity test is shown in the outer loading score, while the discriminant validity is shown in the Average Variant Extracted (AVE) score for the convergence test (J. F. Hair Jr et al., 2016). The cutoff values for Outer Loading and AVE are 0.7 and 0.5. However, for research in the early stages of developing a measurement scale, the loading factor value of 0.5-0.6 can still be considered sufficient (Ghozali & Latan, 2015).

**Table 3.** Validity Test

Constructs/Items	Loading	$\alpha$	CR	AVE
<b>Customer Shopping Value</b>		0,864	0,894	0,514
<b>Hedonic Value</b>		0,864	0,894	0,515
Adventure Shopping				
Pleasant	0,795			
Hunt	0,756			
Gratification Shopping				
No Compulsion	0,724			
Reward	0,698			
Gift for other	0,617			
Idea Shopping				
Following trend	0,620			
Excited about new product	0,774			
Feeling new experience	0,724			
<b>Utilitarian Value</b>		0,810	0,868	0,570
Product benefits	0,609			
Product convenience	0,824			
Product durability	0,807			
Cost Value	0,802			
Fulfillment	0,709			
<b>Buying intention</b>		0,815	0,866	0,519
For fun/convenience	0,739			
Recommended to others	0,724			
Looking for information	0,681			
Suitability	0,681			
Willing to pay more	0,755			
Plan in 3 months	0,739			

Table 3 shows the outer loading, Cronbach's alpha, construct reliability, and AVE scores. In the outer loading table as a validity test, it can be seen that all items have a score above 0.5. In the AVE table, because of the discriminant validity test, all variables meet the cutoff value requirements, including the customer value variance of 0.514, the hedonic value variable of 0.515, the utilitarian value variable of 0.570, and the buying intention variable of 0.519. These results indicate that all variables are accepted and can be used because they meet the requirements. The reliability test results can be seen through the results of Cronbach Alpha ( $\alpha$ ) with a score of more than 0.6 and the value of Composite Reliability with a score of more than 0.7 (Ghozali, 2014).

#### 4.3 Reliability

The purpose of the reliability test is to measure the instrument's consistency when used repeatedly (Sugiyono, 2013). The reliability test results in a Cronbach Alpha ( $\alpha$ ) score of more than 0.6 and a value of Composite Reliability of more than 0.7 (Hair, Hult, et al., 2017). Table 3 shows that the Cronbach Alpha and Composite Reliability values meet the score criteria. Each variable in the Cronbach Alpha column has a value, namely, 0.864 (CSV), 0.864 (HV),

0.810 (UV), and 0.815 (PI). Meanwhile, in the Composite Reliability column, each variable has a value of 0.894 (CSV), 0.894 (HV), 0.868 (UV), and 0.866 (PI). All variables have a score of more than 0.6 and 0.7, indicating that this study's reliability test can be used.

#### 4.4 Structural Model (Inner Model)

The structural model is tested to determine the measure of the quality of the internal model. Then, Goodness-of-Fit (GoF), Coefficient of Determination (R<sup>2</sup>), and Path Coefficients are used to determine the results of the Inner Model testing.

##### 4.4.1 Goodness-of-Fit (GoF) Index

Goodness-of-Fit (GoF) is used to show the quality of the model used in measuring Buying intention on Premium Hijab. The formula used to measure GoF is multiplying the mean R<sup>2</sup> and the square root of AVE (Henseler & Sarstedt, 2013).

**Table 4.** GoF Index

Variable	AVE	R <sup>2</sup>
Customer Shopping Value	0,514	
Hedonic Value	0,515	
Utilitarian Value	0,570	
Buying intention	0,519	0,704
<b>Average Score</b>	<b>0,529</b>	<b>0,704</b>
<b>AVE x R<sup>2</sup></b>		<b>0,372</b>
<b>GoF = <math>\sqrt{(AVE \times R^2)}</math></b>		<b>0,610</b>

The GoF score is divided into three categories, namely 0.36 (high), 0.25 (medium), and 0.10 (low) (Malhotra et al., 2017). Table 4 shows a GoF score of 0.610, which indicates that the model proposed in this study has good quality because it is in the very high category.

##### 4.4.2 Coefficient of Determination (R<sup>2</sup>)

There are three levels of predictive accuracy of the R<sup>2</sup> score, namely substantial (>0.75), moderate (0.5-0.75), and weak (0.25-0.5) (J. F. Hair Jr et al., 2016). The results of R<sup>2</sup> can be seen in Table 4, which shows that 70% of buying intentions are influenced by customer shopping values, utilitarian values, and hedonic values, which means that the level of prediction accuracy that occurs on buying intention is moderate.

##### 4.4.3 Path Coefficient Analysis

At this stage, the structural model is evaluated by analyzing the significance and relevance of the proposed relationship using the bootstrap method. A sample size between 100-200 so that interpretation estimates can be used with the Structural Equation Model (SEM) and avoid the difficulty of getting a suitable model (Hair et al., 2010). The bootstrap sample was randomly generated by changes from the original sample (Henseler & Sarstedt,

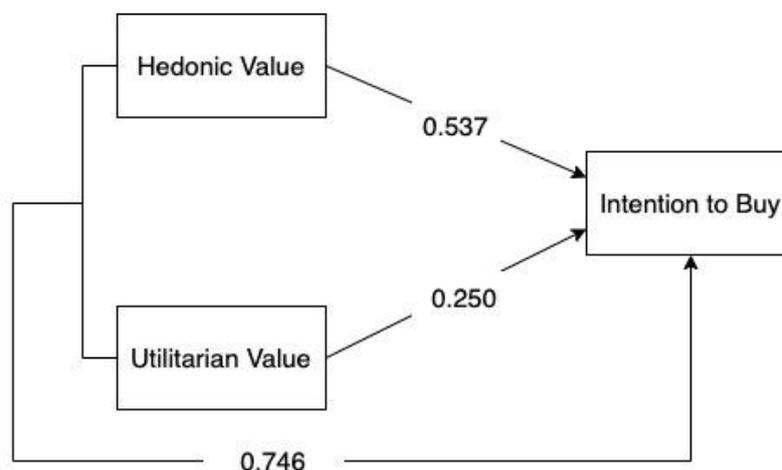
2013). In addition, the path coefficient uses a two-tailed test with a critical value of 1.65 (significance level = 0.1), 1.96 (significance level = 0.05), and 2.57 (0.01). It assumes that if there is a negative path coefficient, then the proposed relationship is not significant or rejected, contrary to positive values. (J. F. Hair Jr et al., 2016).

**Table 5.** Path Coefficient Analysis

No	Hypothesis	Direct Effect			Indirect Effect			Total Effect		
		B	T-Value	P-Value	$\beta$	T-Value	P-Value	$\beta$	T-Value	P-Value
H1	CSV -> PI	0,746	28,564	0,000*	0,703	4,451	0,000*	0,068	30,015	0,000*
H1	HV -> PI	0,537	3,705	0,000*	-	-	-	0,537	3,705	0,000*
H2	UV-> PI	0,250	4,466	0,000**	-	-	-	0,250	4,466	0,000**

Note: Significant at \*  $p < 0,01$ , \*\*  $p < 0,05$

Table 5 shows the value of the direct influence of the relationship between the independent variable and the dependent variable so that it will know the results of the hypotheses that have been formulated previously. The path coefficient shows that the relationship between customer shopping value on buying intention ( $\beta = 0.746$ ,  $p < 0.01$ ), the hedonic value on buying intention ( $\beta = 0.537$ ,  $p < 0.01$ ), and utilitarian value on buying intention ( $\beta = 0.250$ ,  $p < 0.05$ ), have a positive and significant effect. This shows that H1, H2, and H3 are accepted. Moreover, the indirect effect of customer shopping value on buying intention ( $\beta = 0.068$ ,  $p < 0.01$ ) shows that the variables of religiosity and utilitarian values indirectly positively affect buying intention. To test the hypothesis of this study, it is shown in the research model in Figure 2 below.



**Figure 2.** Path Coefficient Analysis

## 5. DISCUSSION

This study aims to examine the effect of hedonic and utilitarian values on the buying intention of premium hijabs. The results show that hedonic and utilitarian values affect the

buying intention of premium hijabs, either simultaneously or partially. For more details, the research results are explained in the following paragraphs.

First, the hedonic value positively and significantly affects buying intention. This buying intention is driven by the emotional side of Muslim female customers who like things that can fulfill their hedonic desires, such as following Muslim fashion trends, premium hijab as a tribute to themselves, giving premium hijab as a gift to be seen by others, and feeling a newer and more enjoyable experience when buying premium hijab products. These results follow previous research, which states that the buying intention of the product can be owned by the customer's hedonic value (Haryanti et al., 2020; Sumarliah et al., 2021; Wang, 2020).

Second, the utilitarian value significantly affects the buying intention of premium hijabs. As one of the tools used in fulfilling their obligations as Muslim women, Muslim female customers need a hijab that makes them feel comfortable when using it, so they prefer the premium hijab. A premium hijab is a hijab with quality and more extended durability. The results of this study follow previous research, which states that utilitarian values have a significant effect on product buying intentions (Razzaq et al., 2018; Sumarliah et al., 2021).

The hedonic value and the utilitarian value are part of the customer spending value; this indicates that the hedonic value and the utilitarian value (customer spending value) have a positive effect on the buying intention of the premium hijab. This follows previous research which states that a customer's buying intention can be influenced by the value of their shopping, both hedonic and utilitarian (Akdim et al., 2022).

## 6. CONCLUSION

As one of the growing industries in Muslim fashion, premium hijab products continue to get the attention and awareness of Muslim women in fulfilling their needs to carry out their religious rules. This study expands customer shopping value in predicting the shopping intentions of Muslim customers towards premium hijab. In addition, the hedonic value affects buying intentions, which shows that Muslim women in Indonesia are competing in seeking the values of their faith and need emotional satisfaction in their daily activities. Then, the utilitarian value positively and significantly influences intentions to purchase premium hijabs because of the convenience of using the product. However, the utilitarian value and the hedonic value together do not affect the buying intention.

## 7. MANAGERIAL IMPLICATION

The implication of the results of this study is to pay attention to customers when buying hijab products. First, the study results show that the hedonic value significantly influences the buying intention of premium hijab products compared to the utilitarian value. These results indicate that Muslim female customers are looking for fun when buying premium hijab products, so companies can consider how the sales process to the final service is provided to customers to get satisfied with their achievements when making purchases. Second, the company also needs to consider the quality of premium hijab products. To fulfill their emotional desires, they also need hijab products that can provide comfort and longevity at a reasonable price. This finding is a clear indicator for companies or managers to make strategies to increase hedonic motives and customer utility, categorize Muslim female

customers based on shopping motives, and adjust the benefits and the quality of the products offered appropriately to ensure maximum profit.

### 7.1 Limitation and Future Research

The results of this study meet the requirements with predetermined limits. Thus, the findings should be used cautiously and may not be generalizable to other products. First, the object used in this study only focuses on premium hijabs, so it only uses a sample of Muslim women and only includes a small number of respondents compared to customers who use hijabs so it can cause a significant bias or margin of error. It is hoped that future research can focus on the object of producing research that is not limited to gender samples to find out how the behavior of female and male customers compared to the consumption of Muslim clothing. This study is not exploited other variables, only using hedonic and utilitarian value variables. At the same time, many things can still be explored again, such as product knowledge, product quality, trends, prices, subjective norms, environmental, economic, and social factors, and others. Therefore, future research is expected to use more independent variables in predicting buying intention by involving a more significant number of respondents, not being limited by gender, and covering a wider variety of products from other textile industries.

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