

UNIVERSITI TEKNOLOGI MARA

**THE ROLE OF MASS MARKET ON
MODEST FASHION**

**RUHIL AMAL BINTI ZAINAL
ABIDIN**

MA

January 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non- academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduates, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Ruhil Amal Binti Zainal Abidin
Student I.D.No. : 2013252794
Programme : Master of Art & Design – AD750
Faculty : Faculty Art & Design
Thesis Title : The Role of Mass Market on Modest Fashion

Signature of Student :
Date : December 2020

ABSTRACT

There were many debates regarding the Islamic principles of the modern fashion. A wrong interpretation of the meaning and lack of understanding about the Islamic way of dressing would lead to disadvantages among the youths in practising the correct way of modest fashion. This research aims to examine the practising of modest fashion among Malaysian youths based on mass-market trend. In this research, you will see detailed inputs on the participants, instrumentation, data collection, data analysis procedures, research design, variables, and research questions used during the studies. A total of 500 questionnaires were distributed to the respondents and the final responsive rate was 59 %. The collected data was tested used statistical techniques such as descriptive and regression analysis. The reliability of the instruments could also be examined through the SPSS. Through this research, it was identified that the relationship between mass-market and modest fashion is not that strong but it still displayed a positive relationship. This research clearly shows that Mass-Market and Fashion Knowledge does affect the modest fashion or modest dressing. Several recommendations can be done to instil some awareness regarding modest fashion in Malaysia. This study recommends all designers in Malaysia to thoroughly study and research on modest fashion trends for the mass-market opportunity. As an Islamic country, the designer should be more aware of modest fashion because it covers the majority part of Malaysia's fashion market.

ACKNOWLEDGEMENT

Firstly, I would like to express my sincere gratitude to my dearest supervisor, Assoc. Prof. Ts. Dr. Rosita Bt Mohd Tajuddin for her patience, motivation, immense knowledge as well as her continuous support in helping me finishing my Masters study. Her guidance helped me tremendously in all the time of research and writing of this thesis. I would also like to thank my family, my husband, my daughters, my parents and friends who have been a true source of motivation and inspiration to achieve this accomplishment.

TABLE OF CONTENT

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR’S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF FIGURES	ix
LIST OF TABLES	x
LIST OF ABBREVIATIONS	xi
CHAPTER ONE : INTRODUCTION	1
1.1 Introduction	1
1.2 Statement of The Problem	5
1.3 Research Aim	7
1.4 Research Objectives	8
1.5 Research Questions	8
1.6 Limitations	8
1.7 Significance of The Study	8
1.8 Definition of Key Terms	10
1.8.1 The Mass-Market	10
1.8.2 Modest Fashion	10
1.9 Organization of Study	10
CHAPTER TWO : LITERATURE REVIEW	12
2.1 Introduction	12
2.3 Modest Fashion Styles	14
2.2 Modest Fashion	16
2.3.1 Dressing in Modest Way	17
2.3.2 Women’s Hijab	18
2.4 The Mass-Market Concept	18
2.4.1 The Perspective of Mass Market towards Modest Fashion	23
2.4.2 Fashion is Profit Matters	25