

**UNIVERSITI TEKNOLOGI MARA**

**ESTABLISHING THE  
RELATIONSHIP BETWEEN *HALAL*  
BRAND PERSONALITY AND BRAND  
LOYALTY:  
THE MODERATING EFFECT OF  
SOCIAL MEDIA AMONG  
MILLENNIALS' MODEST FASHION  
CONSUMERS IN MALAYSIA**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Doctor of Philosophy**  
**(Business and Management)**

**Faculty of Business and Management**

**April 2019**

## ABSTRACT

This research analyzed Malaysia Millennials modest fashion consumers' brand loyalty. Two issues highlighted in this research are the challenges face by modest fashion brands in Malaysia to survive in the market and creating consumers' brand loyalty and the effectiveness of social media as a platform of communication between modest fashion brands and their consumers in creating brand loyalty. In order to address both of the first issue, the concept of *Halal* brand personality which consists of five dimensions (purity, excitement, safety, sophistication and righteousness) was introduced as independent variables to attract consumers' brand loyalty. Next, social media was taken as the moderating variable to measure its effectiveness as a communication platform in strengthening the relationship of *Halal* brand personality and brand loyalty. Quantitative approach using self-administered questionnaires with 5-point Likert scale was distributed to 400 respondents who were female Malaysian Millennials modest fashion consumers. Purposive sampling was chosen because probability sampling criteria cannot meet. Statistical analysis was conducted using Statistical Package for Social Sciences (SPSS) version 24 to test the reliability, validity leading to hypothesis testing. Multiple regression analysis (MRA) was conducted to examine the direct relationship between *Halal* brand personality as independent variables and brand loyalty as the dependent variable. Hierarchical multiple regression (HRA) was then conducted to check the interactive effects and moderating effects of social media on the equation. This study revealed that three out of five *Halal* brand personality dimensions namely excitement, sophistication and righteousness have significant relationship with brand loyalty. However, social media was found to be insignificant moderator to *Halal* brand personality and brand loyalty. As a conclusion, the researcher suggested for modest fashion marketers to include three significant *Halal* brand personality dimensions as part of their marketing strategy and shift their focus to other traditional media or combination of both traditional and new media in order to attract their consumers' brand loyalty. This research contributes to both practical and theoretical implications by identifying new framework to be used by the marketers in creating Millennials modest fashion consumers' brand loyalty and to academicians by adding new body of knowledge to Islamic marketing and branding field.

Keywords: *Halal* Brand Personality, Social Media, Brand Loyalty, Millennials, Modest Fashion

## ACKNOWLEDGEMENT

The completion of this thesis will not be possible without the conceptual and theoretical guidance from my main supervisor Prof. Dr. Faridah Haji Hassan and my co-supervisor Dr. Abdul Kadir Othman who has thoroughly scrutinized the systematic process of this research. Finally, my sincere appreciation goes to my family for their endless moral support and engagement. They have been extremely accommodative to my tight schedule throughout this study duration. Without their consistent support and continuous faith in me, I certainly would never have made it this far.

I would like to also acknowledge the support given to me either directly or indirectly by the management of Universiti Teknologi Mara (UiTM) for rendering me the most needed assistance that make the completion of my thesis possible. I would like to express my sincere gratitude to all Millennials modest fashion consumers that participated as respondents in my survey questionnaires. My sincere gratitude is also due to all the academician and industry experts for spending their valuable time and for providing their insights in making sure my research instruments are well-developed. My sincere appreciation is also due to the various journal editors and reviewers who had thoroughly studied my articles for indexed refereed journal publications. Sincere thanks due to all my Philosophical Degree colleagues, namely Al-Amirul Eimer Ramdzan Ali, Ahmad Syahmi Fadzil, Ainin Sofia Muhamad Asri, Mohd Fahmi Sarin, Nur Ain Syazmeen Ahmad Zaki, Aisyah Asrul and those who are directly or indirectly contributed to the completion of this paper for all their support, assistance and providing me with valuable insight throughout my study.

Thank you,

Muhamad Izzuddin Bin Zainudin

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

The study of brand loyalty has been one of the most important discussions among academic scholars and marketers over the years. Although, brand loyalty studies are not new to the marketing field, but it is an old concept that need to be refined with new perspectives for the benefit of managing change with time (Chai, Malhotra & Alpert, 2015). About 95 years ago, the concept of brand loyalty was introduced by Copeland (1923) and his study had contributed to numerous studies in understanding the benefits of ever-changing business scenario (Jang, Kim & Lee, 2015). In the recent years, the concept of brand loyalty had gone tremendous development in an effort to understand consumers' loyalty behavior in various industry.

Building brand loyalty has become more significant especially for fashion business to ensure that their brand is relevant in the industry, create a positive image, retaining customers' repeat purchase, generating greater sales for increase profitability and lessen consumers brand switching behavior to ensure sustainable growth (Tansey, 2017; Dawes, Meyer-Waarden & Driesener, 2015). However, building brand loyalty among Millennials fashion consumers are proven to be challenging to most of the marketers all around the globe. According to Vajunic (2017), based on the Accenture research of 10, 000 Millennials consumers globally, only 26 percent of them shop at a single store or brand for clothing and fashion items. This means that 74 percent of the Millennials consumers are not loyal to their fashion brand. Therefore, the concept of brand loyalty among Millennials fashion consumers is worth to be explored.

Due to the development of technology, majority of the business has shifted their focus from brick-and-mortar business to e-commerce. According to Krasniac (2017), Accenture reported that Millennials shoppers spend estimatey 600 billion US dollars each year and expected to grow to 1.4 trillion US dollars in 2020. She further elaborated that in another research conducted by PricewaterhouseCoopers (PwC) on 23, 000 shoppers around the world, 73% of the respondents said they shop online although in brick-and-mortar location and 43% of the respondents are Millennials. Majority of the e-commerce business use social media as a platform for them to promote and market