

## FACTORS AFFECTING ON MUSLIM CLOTH PURCHASE DECISION IN NARATHIWAT, THAILAND

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### ABSTRACT

*The main intention of this research is to get to know the marketing mix (product, price, place and promotion) issues deliberating on Muslim cloth purchasing decision. The participants of this study were 400 consumers in Narathiwat province. Descriptive statistics such as percentage, frequency, and mean are applied to describe the demographic features of the participants. In Addition, inferential statistics namely; Pearson's Correlation Coefficient is applied to determine the effect of marketing factors (product, price, place and promotion) on Muslim cloth purchasing decision. The results of the research reported in this study show that product, price, place and promotion are determinant factors that affect the Muslim cloth purchasing decision. Discussions, conclusions and implications of the study are inferred in details.*

**Keywords:** Marketing mix, purchase decision, Thailand, muslim cloth, consumer

### INTRODUCTION

In this day and age, globalization is ineludible criteria for all companies, in spite of their field of business, to put into consideration if the companies are willing to stay relevant in the market. Among different business entities, Easey (2009) indicated fashion as one of “large-scale monumental global business sector passing through a phase of mammoth change” which requires marketing for managing its advancement and modifications. In addition, the importance of placing importance to fashion is more perceptible as individuals recognize the importance that clothing reflects on your self-esteem. besides, in relation to the represented statistics, Muslims comprises of one-fifth of mankind in 2011. (Ahmed, Ahmed, Asfour, Bruncaj, Hanif, L Al-Khraisha, and Al-Khraisha,2011). Such statistics reveals an appealing segmentation in this ambitious global market. The individuals must be contented as consumers by aligning with goods and services which are not only conform with their beliefs, it must also make them derive a feeling of cultural value and passion. So firstly, Their recommendations should be put into consideration. Then, these recommendations should be applied in all different stages of designing, manufacturing and marketing of the Islamic goods and services. Furthermore, on another level, fashion marketing without doubt, is a lucrative field to be involved in. On the other hand, Muslims and their demands for Islamic goods and services opens up a glaring opportunity in today's global market. Applying approaches that are appropriate for secular market to Islamic market reveal some risks if it does not conform with Islamic beliefs (Morphitou & Gibbs, 2008). “The Islamic marketing principles merge a value-maximization concept with the principle of justice for the wider welfare of the society”. (Hassan, Chachi, & Latiff, 2008).

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This study uncovers the essential variables which are advantageous to build the valuable Marketing strategies with implementing the correct integrated marketing communication IMC and allows the creation of a unique selling proportion towards the Islamic consumers. Therefore, this study delivers an empirical analysis of the marketing mix (product, price, place and promotion) on purchase decision in Narathiwat's Thailand.

## LITERATURE REVIEW

### Islamic marketing

The American Marketing Association (AMA) defined the concept of marketing as “an organizational function and a set of processes for originating, creating, communicating, and bringing value to customers and for implementing customer relationships in ways that gives advantage to the organization and its stake holders” (American Marketing Association , 2008). Since Religion is significant in the purchasing decision of people, the Islamic perspectives should be incorporated to marketing so as to gain the attention of Muslims. In the other words, Religion has a main stay as a marketing tool. (Arham, 2010). Islamic marketing can be determined as putting into perspective all the marketing rules that do not contrast with Islamic rules and holy Quran. For example, Islam advice its followers to gain wealth but it highlights that this procurement does not involve gaining easy wealth by Riba. (Arham, 2010) Actually, “At the heart of Islamic marketing is the principle of value maximization based on equity and justice for the wider welfare of society.”(Saeed, Ahmed, & Mukhtar, 2001) In a nutshell, there are four characteristics for Islamic marketing as: spiritualistic, ethical, realistic and humanistic (Sula & Kartajaya, 2006).

### Marketing mix

Marketing mix is an accustomed model for the generation and better implementation of marketing strategies. Also, marketing mix is appropriate for the attainment of organizational and consumer objectives. Marketing mix model involves four distinctive elements which is also regarded as marketing tactics in combination of 4P's namely product, price, place, and promotion. Historically, marketing mix model was propounded in 1984 by Neil Borden. The marketing mix model opined that marketers should regard their target market and subsequently fuse their marketing mix elements to get their target market (Beckwith, 2001). Impliedly, the implication of the marketing mix model is that marketers be abreast of the wants and preferences of their target customers and then make good use of the marketing mix to fulfill those wants and preferences. Furthermore, one of the most desirable marketing tools is marketing mix that is at good stead with Islamic perspectives in Islamic marketing as follow;

#### *Product*

To make a halal product, all the process and function must be in line with Islamic law. Information tag must be inscribed on the product that includes all the content and ingredients. (Al-Buraey, 2007) “Under the Islamic approach, the production process has to be guided by the wants and needs of the value and the impact of the product upon the whole society. This is as regards to the most important element given to the realization of the optimum welfare of a human being and society” (Hassan, et al., 2008).

### *Price*

From an Islamic perspective to Islamic marketing, it is not allowed to change the price of a product without putting into consideration the quality or quantity of the product at the same time (Taymiyah, 1982). This does not mean the the price will never change, it occurs mostly when they marketer intends to limit opportunistic tendencies among merchants or there is a case of scarcity of products in the market (Hassan, et al., 2008).

### *Place*

In Islamic view distribution channels are required to deliver a very good and satisfactory service, it is normal to create an agency representation to ensure adequate movement functions (Hassan, A, et al., 2008).

### *Promotion*

In Islamic marketing to give a good feeling about products, the deficiency of the products must be made clear (Al-Buraey, 2007). Women in advertising must also be used in accordance to Islamic laws. Also, exaltation of the product should not come into place (Al-Buraey, M.A, 2007) In addition, over exargeratted advertisement should not happen because of the laws of Islamic consumers (Hassan, A, et al., 2008).

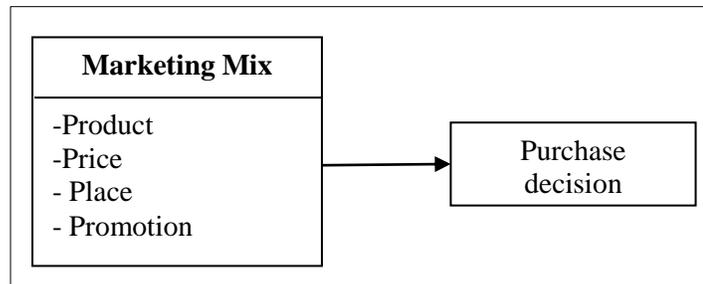
### **Purchase Decision**

Much emphasis has been placed on purchase decision including both academics and practitioners because of its relevance not just predicting operation achievement, but also in creating a viable competitive advantage (Parasuraman, Zeithaml & Berry, 1985; Cronin, Brady &Hult, 2000). Purchase is said to be an uninterrupted process, based on a prudent, continuously productive action that after implementing, brings need satisfaction. This concept has been seen symbolically in respect of real time responses, sensory pleasures, or even valuable and artistic considerations (Porter, 1985). Other past researches on purchase decision have also clarified not just by the multifaceted nature, it includes the situation-dependent nature of perceived customer value (Cronin, Brady, &Hult, 2000). As cited by Shareef, Kumar & Kumar (2008), a purchase decision should be corrected according to each person and/or consumption circumstances gotten from the quality aspects of sellers. Purchase decision is consideration by Engel, Blackwell, Miniard, 1993) as a phenomenon which contains individualistic, circumstantial, communal and perceived environmental facets.

### **Relationship between Marketing Mix (4P's) and purchasing decision**

Presently, companies have been made to pay more attention to customer satisfaction, as a result of rising rivalry, by implementing marketing strategies and providing customer services in higher levels (Manjeshwar, Sternquist& Good, 2013; McCutcheon, Bruwer, & Li, 2013; Azad, Roshan, Hozouri, 2014). Further, Zhafira, Andreti,Akmal& Kumar (2013) implied that marketing mix framework is one of various tools that enable marketers in designing the marketing strategy, having an uncontestable impact on customer's decision-making process apparently. many researches have placed emphasis on clarifying the importance of the marketing mix components on purchase decision (Kenesei& Tod, 2003; Ahmetoglu, Fried, Dawes &Furnham, 2010; Muzondo&Mutandwa, 2011; Satit Tat, Rasli, Chin &Sukati, 2012; Lolo &Irwinda, 2012; Fadhillah, 2013). As it follow hypotheses;

- Hypothesis 1: Marketing Mix (Product) is positively related purchasing decision.  
Hypothesis 2: Marketing Mix (Price) is positively related purchasing decision.  
Hypothesis 3: Marketing Mix (Place) is positively related purchasing decision.  
Hypothesis 4: Marketing Mix (Promotion) is positively related purchasing decision.



**Figure 1**  
Research framework of purchase decision

## METHODOLOGY

### Population and sampling method

The findings of this research will be generalized in Narathiwat Province due to the more population Muslim-majority country is 88 percents (Ministry of Labour of Narathiwat, 2015). Using a proportional stratified random sampling, 500 cases were sampled from seven different sub districts of Amphoe Meuang (the main district and city in a province); from Lamphu, Manang Tayo, Bang Po, Kaluwo Nuea, Kho kkhain, and Bangnak in Narathiwat, Thailand. Using a Purposive sampling technique, a total of 500 Muslim participants are selected to participate by answering the questionnaires. The participants were Muslim from seven different sub districts in Narathiwat, Thailand. A total of 500 cases were stated via face to face, deriving a response rate of the study and received a total number of 400 usable questionnaire representing 80 per cent. Dixon and Schertzer (2005) opined that 60% response rate is generally acceptable for an organizational related study.

The result of content validity revealed the (item-objective congruence index : IOC) of each question was about than 0.5. Consequently, the IOC of each question was greater than 0.5 which shows good content validity (Chawanakrasaasin, Rukskul, Ratanawilai, 2011). Reliability result of the pilot study of all measurement constructs are product, price, place, promotion and purchase decision were .806, .815, .908, .825, and .831, respectively, which above .80 is accepted as a high level (Nunally, 1978; Sekaran, 2000). This implies the internal consistency and content validity of the instrument. Therefore, no changes in the actual questionnaire design. In addition, construct reliabilities were also tested, achieving satisfactory scores of greater than 0.5 (Hair et al., 2006).

### Method of analysis

Pearson's Correlation Coefficient is applied to derive the effect of product, price, place and promotion on purchase decision. The variables are calculated using seven-point Likert scales from (1) Strongly disagree, (2) Slightly disagree, (3) Neither disagree nor agree, (4) Slightly agree, and (5) Strongly agree.

## RESULTS

### Demographic profile of the respondents

The demographic analysis revealed that all the participants are male (27%) and female (73%). The participants' ages majority is 20-30 year (68%). The majority of the participants are married (64%). Majority of the participants have less than bachelor's degree education (45%). Lastly, the majority of the participants have less than 10,000 incomes per month (19.6%).

### Hypotheses results

Probability level (p-value) gives a cut-off beyond to imply that the findings are 'statistically significant' (by convention, this is  $p < 0.05$ ) (Davies & Crombie, 2009). As shown in table 1, marketing mix 4P's (produce, price, place and promoting) have positive influence on Purchase decision. Hence, the hypotheses tested in this study are all accepted.

**Table 1**

Hypothesis result	
Marketing Mix (4P's)	Purchase decision Pearson Correlation (Sig.)
Product	.028
Price	.042
Place	.004
Promotion	.024
Total	.003

\*P > .05

## DISCUSSION

This result showcased in this study provides empirical proof to the relationship between marketing mix (product, price, place and promotion) and Purchase decision. Marketing mix comprises of product, price, place and promotion revealed to be significantly related. The findings tendered in this study are conversant with the findings presented in Thieu (2016). His study implied that marketing mix (product, price, place and promotion) are constantly related with Purchase decision. Some other studies have also established consistent findings (e.g. Neha & Manoj, 2013; Zhafira, Andrei, Akmal, Kumar, 2013).

## CONCLUSION AND RECOMMENDATIONS

Marketing managers have to be exactly sure in deciding marketing mix strategy by 4 P's as the marketing mix play a very significant role for the accomplishment of competitive advantage for the organization. Marketing manager must meet the demand from different markets and also conform with the competition in the market by producing satisfaction to the customers. This is only achievable by an accurate correlation of all the elements 4P's of marketing mix based on achieving organizational goals and maintaining profit maximization by high sales volume and attaining higher market share. Moreover, to get Muslim consumer from trial to preference, Islamic fashion marketing need to deliver on their value proposition. Based on the result of this study and applied different statistical techniques, Religion, Design and Material are the most three important factors to be considered in generating Islamic Fashion marketing strategies for

companies. In addition, Islamic Fashion Marketers should pay attention to these three major attributes in all of the producing steps if they want to attract and capture Muslim segment.

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