

Determinant Online Consumption Emotion on Muslim Fashion Brands in Indonesia

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ABSTRACT

This research predicts that online consumption emotions are understood through five levels, excitement, comfort, ecstasy, annoyance, and romance. This research aims to provide deeper insight into the behavior of Muslim fashion consumers in general. This research uses a quantitative approach with the research object being all online Muslim fashion consumers in Indonesia. This research uses Structural Equation Model (SEM) analysis with smart-PLS. The results of the study show the highest score on the joy dimension indicating that this factor has the most significant impact on influencing online consumption emotions. Other highs are comfort and ecstasy, but the lows are annoyance and romance. Based on The results of research on online consumption emotions that have been measured and analyzed, it provide a strong indication that excitement has the most dominant impact on shaping online consumption emotions.

ABSTRAK

Penelitian ini memprediksi emosi konsumsi online dipahami melalui lima level yaitu kegembiraan, kenyamanan, ekstasi, gangguan dan romansa. Tujuan penelitian ini dapat memberikan wawasan yang lebih mendalam tentang perilaku konsumen fashion muslim secara umum. Penelitian ini menggunakan pendekatan kuantitatif dengan objek penelitian yaitu seluruh konsumen fashion muslim online di Indonesia. Penelitian ini menggunakan analisis Structural Equation Model (SEM) dengan smart-PLS. Hasil penelitian menunjukkan nilai tertinggi pada dimensi kegembiraan menunjukkan bahwa faktor ini memiliki dampak paling signifikan dalam mempengaruhi emosi konsumsi online. Level tinggi lainnya adalah kenyamanan dan ekstasi, namun yang paling rendah adalah gangguan dan romansa. Berdasarkan hasil penelitian emosi konsumsi online yang telah diukur dan dianalisis, memberikan indikasi kuat bahwa kegembiraan memiliki dampak yang paling dominan dalam membentuk emosi konsumsi online.



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INTRODUCTION

The Muslim fashion industry in the world is currently developing very rapidly. This is in line with the growth in the number of Muslims in the world and also in line with public awareness regarding fashion which leads to lifestyle and culture. The Royal Islamic Strategic Studies Center (RISSC) report states that the total Muslim population in Indonesia currently reaches 237.55 million. This number is the largest in the Association of Southeast Asian Nations (ASEAN) countries and globally. According Cindy Mutia Annur (2023), the Muslim population in Indonesia is equivalent to 86.7% of the total population in Indonesia.

Muslim fashion has become an integral part of Indonesian culture and identity. In the increasingly developing digital era, consumer behavior has undergone a significant transformation, especially in the context of online consumption. One sector that is experiencing rapid growth is Muslim fashion in Indonesia. With increasingly widespread internet access and the development of e-commerce platforms, Indonesian people are increasingly inclined to shop for Muslim fashion products online. In this context, research on the factors that influence the emotions of online consumption of Muslim fashion becomes increasingly important to do.

Understanding of changes in consumer behavior in terms of shopping for Muslim fashion products online is becoming increasingly relevant. The rapid growth of e-commerce and digital platforms has provided consumers with wider access to explore and purchase Muslim fashion products according to their preferences and lifestyle. However, beyond this convenience, the emotional aspects of online consumer experiences also play an important role in shaping consumer perceptions, preferences and loyalty towards brands and products. Therefore, to meet the basic needs of Muslims, the fashion industry is expected to be able to fulfill the demand for quality products so that it can encourage economic growth in the world Muslim community.

This research aims to dig deeper into how emotions of online consumption play a role in the context of Muslim fashion in Indonesia. This research refers to an article by Kautish et al (2020), who developed a measurement scale for the emotional construct of online consumption and conducted a psychometric evaluation for relationship marketing. Through this research, we seek to adopt and adapt the conceptual framework introduced by Kautish et al (2020) and apply it in the context of Muslim fashion in Indonesia.

In facing an increasingly dynamic online consumption environment, it is important to understand the factors that influence online consumption emotions in the context of Muslim fashion. Online consumption emotions can be thought of as emotional reactions or feelings that arise when a person interacts with a product, brand, or online platform. Online consumption emotions in this research are understood through five levels, namely 1) excitement, the emotion of excitement arises when consumers feel happy, excited, or enthusiastic when interacting with a product, brand, or online platform, 2) comfort, comfort is closely related to the level of convenience and satisfaction in online shopping, 3) ecstasy refers to a higher level of emotion, which can arise when consumers feel very happy or impressed with what they encounter online, 4) annoyance, occurs when consumers experience dissatisfaction or disappointment during the online shopping process, 5) In the context of online consumption emotions, romance can be defined as a special feeling that arises when consumers feel emotionally connected to a particular brand or product.

This research has strong significance in several aspects. First, by concentrating on muslim fashion, this research provides a deeper view of consumer behavior specific to the cultural and religious context in Indonesia. Second, by referring to the conceptual framework developed by Kautish et al (2020), this research will enrich the understanding of online consumption emotions and how these factors can be applied in marketing

strategies in the Muslim fashion sector. Lastly, this research provides a more focused and relevant view of how online consumer behavior can be enriched through deep understanding of emotions.

Against this background, this research aims to provide richer insight into the factors that influence online consumption emotions in muslim fashion in Indonesia. By adopting an existing conceptual framework, it is hoped that this research can make an important contribution to our understanding of online consumer behavior and can help Muslim fashion businesses in designing more effective strategies to increase consumer engagement and loyalty.

This state of the art research was carried out through searching literature related to consumption emotions on a reputable international database, namely Scopus. The key string used is "emotion consumption" and is in English so that the coverage is wide open. Only 8 articles were obtained, 2 of which were publications based on book chapters so they could not be used to compile the state of the art.

Research related to consumption emotions began in 2009 which examined cultural differences in emotional design. Wang & Wu, (2009) concluded that there was uncertainty in emotional design. The next research started again eight years later, namely in 2017, which was related to negative emotions that influence purchasing decisions Gómez-Miñambres & Schniter (2017). This research concludes that self-control exercised by consumers can be used to determine marketing strategies. In the same year there was research related to emotions but tended more towards health science Mokaya et al (2017). The following year there was research which revealed that Chinese tourists who had social responsibility towards tourist destinations tended to have positive consumption emotions while social responsibility towards tourist destinations was negatively related to negative consumption emotions Su et al (2018) In 2019, research related to consumption emotions involved the variables of experience activities, attitudes towards brands and loyalty Choi et al (2019). Meanwhile, the latest issue related to consumption emotions is research that discusses emotional intelligence Alnjadat & Al-Rawashdeh (2021) and online consumption emotions in retail companies Kautish et al (2020). Based on the state of the art described in the previous paragraph, the novelty of this research is that there has never been research that has taken a theme related to the emotions of online consumption in Muslim fashion brands in Indonesia.

Emotions of Online Consumption are described as a series of affective responses during a consumption experience that are driven by situations of product use Holbrook & Batra (1987). In his explanation, consumption emotion is a consumer response involving various forms of affective feelings (ie, comfortable or uncomfortable), physiological reactions (eg, joy or displeasure), biological reactions and cognitive processes (ie, love and romance) during and after. Based on this, in this study online consumption emotions are defined as a collection of emotional responses that arise when consumers experience the entire consumption process, such as before buying, buying and using a product.

In this research, it is predicted that online consumption emotions are understood through five levels. The first level is distraction, the second level is romance and there are several higher levels that can influence online consumption emotions, namely the third level is ecstasy, the fourth level is comfort and the fifth level is excitement. The aim of this research is to provide deeper insight into the behavior of Muslim fashion consumers in general. By understanding how emotions influence online consumer behavior, this research can provide valuable input for the Muslim fashion industry in improving marketing strategies, consumer experience and product development.

RESEARCH METHODS

This research uses a quantitative approach with the research object being all online Muslim fashion consumers in Indonesia. The questionnaire was distributed to 345 respondents with a sampling technique using purposive sampling with criteria set by the researchers, namely consumers who had purchased Buttonsscarves and Ria Miranda products online. Respondents who met these criteria in this research were 180 respondents. The sample determination in this study has exceeded the minimum sample size in the theory of Hair et al., (2014) which suggests using the Cohen table with a minimum sample of 147 respondents. Data collection was carried out using an online questionnaire. This research uses Structural Equation Model (SEM) analysis with smartpls. In smartpls there are several test components such as the PLS Algorithm which produces composite reliability and reliability indicators which are presented in one table and then also produce Convergent validity (AVE) and Discriminant validity which are presented in one table as well. The next results are the inner model presented, namely Coefficients of determination (R^2) full bootstrap and path coefficient using bootstrap 5000, Predictive Q2 using blindfolding.

RESULTS and DISCUSSION

The results of distributing the questionnaires were that the respondents in this study were dominated by the ages of 20-39 years by 85%. The age group of 20-39 years, according to Szromek et al (2019) is a group that grew up in the globalization era, very close to the use of modern information and communication technology. Of course, this has caused more online purchases to be made by this age group. The profession as a private employee is a profession that dominates this study with a total of 25% of respondents. Based on the results of observations, private employees often have busy work schedules and may have limited time to shop in person at physical stores. Therefore, they tend to take advantage of the ease and convenience of online shopping to meet their needs. This is in line with research by Tarhini et al (2021) which states that shopping through online channels is actively developing because of the opportunity to save time and effort.

The next step is to process data using smartpls which is done by measuring composite reliability and reliability indicators as well as Cronbach α where the composite reliability value cannot be less than 0.7 and the Cronbach α value cannot be less than 0.6 (Anuraga et al., 2017). The calculations can be seen in Table 1:

Table 1 Results of Composite reliability and Cronbach α

	Composite reliability	Cronbach α
Excitement	0,927	0,913
Comfort	0,920	0,903
Ecstasy	0,925	0,907
Annoyance	0,901	0,864
Romance	0,916	0,863

Source: Research Data, Processed by Researcher (2023)

From Table 1, it can be seen that the composite reliability and Cronbach α values have appropriate values, so it can be said that the indicators used are capable of measuring the variables used. Furthermore, Convergent Validity relates to the principle that the measurer of a construct should be highly correlated. The convergent validity test in PLS with reflective indicators is assessed based on the outer loading of each indicator that measures the construct. The rule of thumb used for good convergent validity is a minimum outer loading of > 0.6 but greater is recommended Garson, (2016).

Table 2 Convergent Validity (Outer Loading)

Dimensions	Indicator	Outer Loading	AVE	Rule of Tumbs	Results
Excitement	EXC1	0,655	0,502	0,5	Valid
	EXC2	0,748			
	EXC3	0,679			
	EXC4	0,763			
	EXC5	0,717			
	EXC6	0,758			
	EXC7	0,726			
	EXC8	0,788			
	EXC9	0,805			
	EXC11	0,701			
	EXC13	0,668			
Comfort	COM1	0,718	0,535	0,5	Valid
	COM2	0,705			
	COM3	0,783			
	COM4	0,734			
	COM5	0,766			
	COM6	0,668			
	COM7	0,736			
	COM8	0,703			
	COM9	0,749			
	COM10	0,749			
Ecstasy	ECS1	0,761	0,606	0,5	Valid
	ECS2	0,794			
	ECS3	0,736			
	ECS4	0,792			

	ECS5	0,805			
	ECS6	0,783			
	ECS7	0,786			
	ECS8	0,768			
	ANN1	0,828			
	ANN2	0,841			
Annoyance	ANN3	0,825	0,646	0,5	Valid
	ANN4	0,674			
	ANN5	0,838			
	ROM1	0,894			
Romance	ROM2	0,908	0,785	0,5	Valid
	ROM3	0,856			

Source: Research Data, Processed by Researcher (2023)

The results of the Outer Loading test for all latent construct items show that they are valid because the outer loading value is more than 0.6 in accordance with the measurement design at the beginning of the form model. Another Convergent Validity test is carried out by looking at the AVE value with a minimum standard of 0.5. The AVE values obtained in table 2 show that all latent constructs have a value of more than 0.5 or are valid.

After the outer model testing is fulfilled, the next step is to calculate the inner model by looking at the R-Square, Path Coefficient and T-Statistics (Bootstrapping). The R-Square value can be seen in Table 3:

Table 3 R-Square Value

Variabel	R-Square
Online Consumption Emotion	0,999

Source: Research Data, Processed by Researcher (2023)

It can be seen in Table 3 that the R-Square value obtained is 0.999, which means that the emotional variable of online consumption is 99% influenced by joy, comfort, ecstasy, distraction while the remaining 1% is influenced by other variables not examined in this research. Apart from R-square, the inner model also calculates the path coefficient to see the significance and strength of variable relationships and also to test hypotheses with a value range between -1 to +1. The following table presents the results of calculating the path coefficient.

Table 4 Path Coefficient

	Online Consumption Emotion
Excitement	0,349
Comfort	0,291
Ecstasy	0,260
Annoyance	0,100
Romance	0,109

Source: Research Data, Processed by Researcher (2023)

From Table 4 it can be concluded that the path coefficient value has a positive number between 0 and 1, which means that this research has a positive relationship direction. Next, look at the significance figures using the T-Statistic (bootstrapping) method and can be seen in Table 5 below.

Table 5 Bootstrapping

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	P Values
Excitement → Online Consumption Emotions	0,349	0,349	0,013	26.909	0,000
Comfort → Online Consumption Emotions	0,305	0,305	0,012	24,908	0,000
Ecstasy → Online Consumption Emotions	0,264	0,263	0,013	20.688	0,000
Annoyance → Online Consumption Emotions	0,102	0,102	0,013	7,688	0,000
Romance → Online Consumption Emotions	0,096	0,096	0,007	13.133	0,000

Source: Research Data, Processed by Researcher (2023)

Excitement exerts a positive influence on online consumption emotions, as does convenience. Ecstasy and distraction also play significant roles in shaping online consumption emotions. Additionally, romance demonstrates a positive and significant impact on online consumption emotions. The subsequent inner model test, termed predictive relevance evaluation, assesses the effectiveness of the observation value generated through blindfolding procedures by examining the Q-Square value. A Q-Square value > 0 indicates a good observation value, while a value < 0 suggests a poor observation value. Blindfolding, as described by Hair et al. (2014), is a resampling technique that systematically removes and predicts each indicator data point in the reflective measurement model of the endogenous construct. The table below presents the outcomes of the SmartPLS Blindfolding analysis.

Table 6 R-Square Value

Variables	R-Square
Online Consumption Emotion	0,435

Source: Research Data, Processed by Researcher (2023)

From table 6 it is known that the value of the online consumption emotion variable is above 0 so it can be concluded that this variable has a good predictive value. In analyzing the factors that influence online consumption emotions, this research refers to the dimensions established by Kautish et al (2020). There are several important aspects arising

from the component factor values found in the study. This discussion will examine the implications of these values in the context of online consumption emotions and their impact on marketing practices.

The lowest score level is owned by the Annoyance dimension which received a value of 0.100 which can influence online consumption emotions. A low score on the Annoyance dimension indicates that this factor has a relatively small impact on online consumption emotions. Errors can refer to things like difficulties in website navigation, technical issues, or other obstacles that can interfere with the consumer experience. The low score indicates that this aspect does not have a significant impact on influencing online consumption emotions. The next level that has the lowest value is the romance dimension. Low scores on the romance dimension indicate that this element also has a relatively small impact on online consumption emotions. Romance in this context refers to the attraction or emotional experience associated with a product or service consumed online. These low values may indicate that emotional appeal or “romance” is not a dominant factor in online consumption emotions.

Medium scores on the ecstasy dimension indicate that this factor has a more significant impact compared to distraction and romance. Ecstasy may refer to the feeling of pleasure or enthusiasm experienced by consumers when interacting with online content or products. This moderate value may indicate that feelings of ecstasy have a more pronounced influence in influencing online consumption emotions. A higher score on the comfort dimension indicates that this factor has a stronger impact in influencing online consumption emotions. Comfort in this context can refer to the ease of use of an online platform, clarity of information, or a smooth shopping experience. This higher value shows that the comfort aspect has a fairly large influence in influencing online consumption emotions.

The highest value on the excitement dimension indicates that this factor has the most significant impact in influencing online consumption emotions. Happiness may refer to a more general and intense positive feeling experienced by consumers when interacting with online content, products, or services. This highest score indicates that the excitement factor has a dominant impact in influencing online consumption emotions. The implications of these findings are in line with relationship marketing theory which emphasizes the importance of building and maintaining sustainable relationships with consumers. Convenience factors, as well as elements that create excitement, can form the basis for developing deeper and more meaningful relationships between consumers and brands. Marketing strategies that are oriented towards customer relationships and satisfaction can provide long-term benefits in the form of loyalty and recommendations.

Research findings on the factors that influence online consumption emotions have the potential to provide valuable guidance for companies in designing marketing strategies and interactions with consumers. Ria Miranda can apply these findings by focusing on the factors that evoke joy and comfort in consumers' interactions with their brands. For example, creating inspiring content, promotions that spark joy, online platforms that are

easy to navigate. As for Buttonsscarves, the online purchasing process is easy, providing responsive customer service options, such as live chat services or fast support via social media. This will help create convenience and strengthen relationships with consumers.

This research has a relevant impact on Muslim fashion retail businesses such as Ria Miranda and Buttonsscarves. The finding that convenience and excitement play an important role in shaping emotions in online consumption may provide guidance for these brands. Muslim fashion businesses must ensure that their websites are designed to provide consumers with convenience in shopping online. Apart from that, they can also design content that generates excitement and is relevant to the values and aspirations of Muslim consumers. This can help create a more positive experience and stronger bond with consumers. In an increasingly competitive online business environment, platforms must focus on providing users with a comfortable, engaging and positive experience.

CONCLUSION

The findings from the research discussed above indicate that excitement stands out as the most influential factor in shaping online consumption emotions. Excitement, in the realm of online interactions, signifies the positive feelings and enthusiasm consumers experience when engaging with products or services online. This suggests that when consumers feel joyful and excited during online interactions, they are more likely to develop positive perceptions of brands or services, leading to increased engagement and actions supportive of the business, such as purchases and positive word-of-mouth. Excitement's profound impact stems from its ability to create positive and captivating experiences for consumers, triggering favorable responses and heightened engagement. Moreover, excitement has the potential to foster long-term effects like customer loyalty and advocacy, as satisfied consumers are more inclined to return and maintain relationships with brands. Following excitement, comfort emerges as another significant influencer of online consumption emotions. A seamless, intuitive, and hassle-free online experience can shape consumers' perception of comfort, signaling value and care from the brand amidst the abundance of choices and options online. Ecstasy, characterized by feelings of joy and enthusiasm, also holds notable sway over online consumption emotions. While not as potent as excitement, ecstasy can elicit positive responses from consumers and encourage deeper engagement in online interactions, potentially influencing purchase decisions. Romance, reflecting personal or sentimental aspects in online interactions, exhibits a lesser impact compared to the aforementioned factors. Nonetheless, it plays a crucial role in certain consumption contexts, particularly for products or services imbued with personal or sentimental significance, where it may exert more pronounced effects on consumer preferences and behaviors. Annoyance exerts the weakest influence on online consumption emotions. However, addressing distractions in online interactions remains pertinent, as consumers prefer seamless and uninterrupted experiences. Thus, mitigating factors that disrupt the online consumer journey remains pivotal in crafting effective marketing strategies.

Furthermore, researchers posit that the digital landscape is continuously evolving, introducing new factors that may influence consumer behavior and emotions. By identifying, measuring, and comprehending these factors, researchers can contribute significantly to understanding how consumers navigate the online realm and how their emotions are shaped and influenced.

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