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CULTURAL DIMENSIONS ON ISLAMIC FASHION MARKETING AND CREATING ISLAMIC BRAND LOYALTY

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ABSTRACT

The effects of media are completely inevitable on fashion. Fashion has changed the people's lifestyle and it has been inspired by arts, sport, literature and etc. In trading world and marketing environment, fashion plays a significant role to make a creative and novel industry. To control and manage the fashion alterations as a large global business sector which Mark Easey stated we need to consider about its growth and enhancement more than before. There is a positive and direct relationship between people's self-confidence and the way they dress. Knowing the beneficial knowledge about this matter contributes to the success and growth of businesses and marketing.Spiritualistic, ethical, realistic and humanistic are four Islamic marketing characteristics. We cannot consider fashion only as clothes and clothes' components. It has high effects on culture of the society and people's attitude and lifestyle.The importance of the emergence of trends with our Islamic and Iranian culture has made us to focus on the benefit of Islamic dressing with occupation, economic growth, accretion of Islamic countries, immunity of Islamic culture and meeting the people of these countries needs and expectations for gaining an attractive and innovative fashion production. So we have decided to work on this subject to find an answer to the questions like if Iranian accepts the new Islamic brand according to the Islamic law in marketing and if the specialist and designer's ideas have benefit of different fields in Islamic countries.

Keywords: Islamic, Marketing, Fashion, Branding, Consumption, Thinking, Promotion, Loyalty, Iran

INTRODUCTION

Rethinking is recommended to anyone who thinks fashion is not that important to be considered and worked on. By taking a glance to the past, the role of fashion has been obvious in politics, economy, education, and art decision making. In ancient Egypt, Greece, and Rome, the society has been reflected by apparel, accessories and cosmetics which people used (Okonkwo, 2007). Fashion is a connection among social identity, political ideas, and attracting towards beauty (Breward, 2003). Fashion can be called an expression of times as Perna states (Perna, 1987). Decorations, design, and dress can be the fashion synonyms (Procter, 1978). The effects of media are completely inevitable on fashion. Fashion has changed the people's lifestyle and it has been inspired by arts, sport, literature and etc. In trading world and marketing environment, fashion plays a significant role to make a creative and novel industry (Okonkwo, 2007). Fashion earns more than $200 billion annually in America which is greater than books, movies, and music output of a universal business (Suk, 2009). To control and manage the fashion alterations as a large global business sector which Mark Easey stated we need to consider about its growth and enhancement more than before. Fashion increases the people's self-confidence (Miremadi, 2011). Fashion marketing and businesses have been extended and grown swiftly and it enters to the competitive business environment. By developing the trading and business marketing in the world, it is getting easy and more feasible to buy the brands and customers could understand how famous the brands are. So this revolutionizes the focus of markets from products to users, customers and it creates a competitive environment. In Iran as a Islamic country in the Middle East, Fashion is getting more famous and people spend more portions of their income to launch famous brands and products (Okonkwo, 2007). As the population of Muslims were around one-fifth of mankind in 2009, the competitive universal market includes most of them. They consume and use products and goods according to their religion and belief as well as to gain satisfactory feeling and sense of proud. Spiritualistic, ethical, realistic, and humanistic are four traits of the Islamic marketing which generate justice for the greater welfare of the community (Miremadi, 2011). To minimize the homogeneity of consumer manners in countries, globalization plays

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important role as many researchers argue about it. However, it maximizes the communalities across countries. To gain more profits and advantages in the universal competitive markets, different traditional attitudes, preferences, habits, and customs must be found out (Cleveland, 2007; Ken, 1994). The society's thoughts, words, traditions, language, materials, attitudes, and feeling are considered culture (Michael 2000). The importance of the emergence of trends with our Islamic and Iranian culture has made us to focus on the benefit of Islamic dressing with occupation, economic growth, accretion of Islamic countries, immunity of Islamic culture and meeting the people of these countries needs and expectations for gaining an attractive and innovative fashion production. So we have decided to work on this subject to find an answer to the questions like if Iranian accepts the new Islamic brand according to the Islamic law in marketing and if the specialist and designer's ideas have benefit of different fields in Islamic countries.

The History of Iranian Fashion

The traditional clothes had been worn during Qajar dynasty. People usually wore veil or Hijab. Wearing Chador had been forbidden by Pahlavi. People show their allegiance for and against government by wearing various kinds of wearing. Chador has been called the flag of the revolution by Iran's first supreme leader. Women who put in headscarf wear make-up under their Islamic dress ("History of Iranian Fashion," 2012).

Literature Review

Different kinds of needs and demands have been found in global markets and the competitive environment has been spread (Philip, 2011). The structure of the global marketing is getting revolutionized. The facts which have negative impact on global trading are under control such as terrorism and anti-globalization forces. Traders and businessmen from overseas countries are welcome to government procurement business (Johansson, 2009).

Based on the all above mentioned words, markets are opened and they are not secure if the marketers cannot satisfy their customers. They must have varieties in their products and make new facilities, goods, services, and markets. By importing the new and foreign products to the country job opportunities have been influenced. Some fashion design clothes are against the Islamic principles. Therefore we have generated an idea to make and design an Islamic fashion that can be adopted by Islamic culture and principles.

The History of Fashion Industry

Table 1: Fashion History (Okonkwo, 2007)

The twentieth-century fashion explosion	Fashion was not really significant to enhance the society's economic status in the first half of the century. It was considered an absurd thing and people didn't pay attention to it.
The nineties (explosive global consumption	Technology boosts the process of delivery and monitoring and inventory management. Most of the internet users do online shopping. This provides new facilities for consumers and sellers.
The nineties (change in perception of beauty	Fashion and modern art had been mixed together in 1980s. During that time, people perceived about the importance of beauty and models earned a lot to show off the new products.
The nineteenth century and modern fashion	Fashion was a complex part of the society in France and Europe. People started talking and discussing about this significant fact and its impact on the society and other issues.
Paris became a leader in nineteenth century	The world leader of the fashion industry was Paris in early nineteenth century. Paris was parted in two segments.
The eighteenth century, France fashion	People in Europe copied the way French wore clothes. In this century the styles of clothes and fashion were the same among the people of the nation.
The seventies (mass production in united states)	The middle class people were more independent to wear and select their fashion type and style. Personal tastes were considered more than before.
The sixties (freedom in chose of fashion)	In 1960s, young people wore what they liked to. They didn't follow the fashion styles or dictations. They uttered and presented themselves through their clothing and accessories. Youth attitudes and culture had been appeared by dressing in the society.
The Renaissance fashion (15th and 16th centuries)	Fashion and art had been revolutionized during Renaissance period. The culture of continental Europe had been developed and fashion was an undeniable fact.
Roman fashion influence (800 BCto AD 476)	During this time, shoe manufacturing industry in Italy had become more important and popular all over the world.
Early civilization fashion (3200 BC to 800 BC)	Appearance and beauty was eminent during the ancient Egyptian civilization. In this period, Egyptian perceived the significance of fashion and beauty in their life and development.
Fashion history (Okonkwo 2007)	We can study about the beauty and its influence on human's life. It is also possible to search about the people's attitudes about fashion and beauty in history.

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The term fashion means any original, cutting edge, fresh, leading or hot products and designs which help to make new shape of wearing and clothes (Suk, 2009).

Fast Fashion Concept

Customers are looking for new designs and fashion. This fact forces the traders, marketers and even retailers to focus on the fast growth of fashion to be able to stay in competitive global market. Fast fashion or in another word, throw away had appeared since 1990 in the universal market environment. Manufacturers, sellers, retailers and consumers tend to be involve in rapid change of fashion market (Bhardwaj, 2010).

A Complex History of the Veil or Hijab

The cultural and religious background of the people determined the way they wore in the past. Wearing veil was the symbol of Islam in many centuries. In royal harem the veil and the seclusion had been introduced to the females by Assyrian kings. Wearing veil was banned for prostitutes and slaves and they would have been punished if they had worn veil. In ancient Greece, covering one face was common among women. They even had to wear seclusion. Ashia Bint Talha's husband asked her to cover her face but she refused to do that since she thought her beauty was a gift from the God so there was no need to hide it. Therefore Muslims in their first century were easy about women's dress (Nikkhoo, 2011).

Hijab by Countries

There are some countries that forbid women of wearing Hijab and veil. France since 2004 has forbidden wearing any all overt religious signs. People are not allowed to wear veil or Hijab in public places. Tunisia since 1981 and Turkey since 1997 have forbidden wearing Hijab in public places as Islamic countries. Other countries like Syria, Morocco are other examples of such countries. But in Turkey and Tunisia, people are free to wear Islamic dress after the revolution ("Hijab by country," 2012).

Table 2: Fashion Theories(Suk, 2009)

The Theory of the Leisure Class	Social categorization has been happened by changing in fashion style. Social mobility has been happened as a result of this alteration.
Zeitgeist	The term fashion has been appeared from a collective process among the people of the society. Herbert Blumer, the sociologist, created the collective selection theory of fashion.
Differentiation and Flocking	Differentiation and flocking are two phenomena that may emerge in the society which are in tension and it is called fashion.

Culture

it is a powerful contributor to economic development, social stability and environmental protection, it may think as a storehouse of knowledge and information, it defines the way human beings live and interact both at local and global scales (Mahammad, 2012).

From cultural perspective fashion puts into relief people`s tendency to flock (trend features) while also differentiating from others, individual differentiation within flocking is our account of fashion behaviour where innovation is a site of both self-expression and social expression, we can see producers and consumers of creative goods flocking to themes in common, but differentiating themselves within that flocking activity (Suk, 2009).

Customs, norms and tradition are called culture in a society. Through the culture people show their power and ability and development. Economic growth, people's interaction and communication, gaining and achieving to knowledge and information, all are dependant to the culture of a country or society. Culture is a society's identity (Mahammad, 2012).

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The Word Culture in Three Basic Senses

The revolutionized people capacity and power to sort and elaborate experiences with signs and to function innovatively imaginatively can be two meanings of culture in American anthropology. Actually culture is able to distinguish the people's lifestyle in the different parts of the world and to notice how they are creative and innovative (Mahammad, 2012).

1.High culture is to have perfect taste of fine arts and humanities.

2.The combination of human knowledge, information, and manner is called culture. All of these facts depend on the learning in the society and the society's customs and traditions and the people's tendency towards symbols.

3.It is also a set of people's belief, attitudes, common purposes that generate and classify an institute, organization or group (Jekayinfa, 2001).

Marketing

Customers' point of view is very significant to describe marketing. It is a kind of business philosophy about the company or firm. All sellers and firm owners believe that it is essential to provide necessary strategies to meet the customers and consumer's needs. Without those strategies and thoughts they will fail in business (Easey, 2009).

Table 3: Various Definition of Fashion Marketing (Alireza Miremadi*, 2011; Easey, 2009)

Fashion Marketing	To provide facilities and meet the demands and needs of the organizations and to associate them to achieve their long term goals, fashion marketing applies a range of techniques and a business philosophy. It also pays attention to the customers and potential customers of clothing and related products.
Fashion Marketing Plan	Some job titles like selector, merchandiser, sales executive or public relations consultant are appeared beside fashion marketing managers.
What Fashion Marketers Do	study about fashion marketing the management of the fashion production position and price of the fashion production
Fashion Marketing Element	Different kinds of tasks which are related to the promotions, advertising, retailing, branding, affiliate marketing, and distribution generate marketing strategies.

Branding in Fashion Industry

To recognize the different kinds of products and goods, name, sign, symbol, design or all of them play a significant role in the marketing competition. Actually brads are special values that make the consumers satisfied and intend them to keep contact with the brand.(okonkwo, **2007**)Brand was extracted from the biased behavioural response which has been found out through ages. According to the psychological process meaning decision making and evaluating, one or more selective brands have been chosen out of a set of such brands.Brand has psychological influence on consumers.(Jacoby **1973**) Brand attachment can be called psychological variable that shows how long the consumers use the brand and what changes they desire to make. This fact introduces the relationship between consumers and the brand.(Cristau, **2006**)

MATERIALS AND METHODS

Research Methodology

Our main purpose in this research is to constructan Islamic fashion model in IRAN with the main factors which impact on it so for.According to this purpose we have initiated with exploratory research which used qualitative data and then gradually shifted to descriptive research with respect to the quantitative

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data. The instruction method for collecting the primary data was a questionnaire. The questionnaire has just been designed with 70 questions (we have conducted pilot testing in order to study the respondent perception from question, that there were not any ambiguous to them). The methods of interview and drops off/pick up, library studies and internet searcheshave been used for data gathering (primary & secondary data); (Mehdi, 2013) furthermore we have used five- point Likert-scale in our questionnaire to measure consumer preferences about tangible and intangible aspect of fashions product and respondent opinion about fashion and Islamic fashion concept (Deliana, 2012**;** Orzan, 2013). The consumer response from 1 indicates very poor and 5 indicates very good, in addition some open ended questions have been designed to question about the continuous recommendation of respondent about the subject. Researcher used SPSS V.21 software for analysingtheprocess. We distributed the 1154 questionnaires among our respondents to conduct this study. Therfore 1154 questionnaires have been distributed randomly in 2 major cities (Tehran and Hormozgan), and because some questionnairswere uncomplete, finally we gathered corrective data from 1143 questionnais which final data collection tool about two month (Nandita, 2012).

Research Objectives

Hypothesis for Proposed Model:

Hypothesis 1: is there any association between fashion variable & consumption, thinking and promotion variables

Hypothesis 2: is there any association between consumption variable & q1,q3 , q4 ,q5 ,q7

Hypothesis 3: is there any association between thinking variable & q2, q8, q9, q10

Hypothesis 4: is there any association between promotion variable & q11, q13, q14

Hypothesis 5: is there any association between promotion variable & consumption variable

Hypothesis 6: is there any association between promotion variable & thinking variable

Hypothesis 7: is there any association between thinking variable & consumption variable

Hypothesis 8: is there any linear association between q5and q5-1, q5-2, q5-3, q5-4, q5-5, q5-6, q5-9

Hypothesis 9: is there any association between q10 and q10-1, q10-2, q10-4, q10-5, q10-6, q10-7, q10-8, q10-9,   q10-10, q10-11, q10-12, q10-13

Hypothesis 10: is there any association between q11 and q11-1, q11-2, q11-3, q11-4, q11-5, q11-7, q11-8, q11-9, q11-10 , q11-11, q11-12, q11-13, q11-14, q11-15

Hypothesis 11: is there any association between Islamic fashion variable & q15, q16, q17, q18, q19, q20, q21, q22, q23

Hypothesis 12: is there any association between q21 & q21-1, q21-2, q21-4, q21-5, 21-6

Hypothesis 13: is there any association between loyalty & Islamic fashion

Hypothesis 14: is there any association between loyalty variable & brand attachment and perceived differentiation

Hypothesis 15: is there any association between brand attachment variable & q28, q30

Hypothesis 16: is there any association between perceived differentiation & q24, q26, q27

Hypothesis 17: is there any association between fashion & Islamic fashion

Hypothesis 18:The entire respondent had a moderate acceptance about Islamic fashion

Hypothesis 19: All respondent had a moderate acceptance about element for following fashion, important factor for following fashion, effective element in promoting fashion

Hypothesis 20: Do variables of (Gender, Age, Family, Education, Level of income, Discount, WOM and Friends) have an impact on following fashion

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Table 4: Construct Attributes inProposed Model

Variable & Indexes		Variables& Indexes	
Consumption		**Islamic Fashion**	
		Q20	Helping Islamic Countries by Buying Islamic Brand
Q1	Fashion	Q21-1	Informative Advertising
Q3	Spending Money on Fashion	Q21-2	Usage of Product With Celebrity
Q4	Fashion by Increasing Income	Q21-4	Promoting Islamic Brands by Discount Method
Q5-1	Fashion in(Cosmetic)	Q21-5	Promoting Islamic Brands by Coupons Method
Q5-2	Fashion in(Garment)	Q21-6	Competition for Promoting Islamic Brands
Q5-3	Fashion in(Bag & Shoe)	Q22	New Fashion Model Discount
Q5-4	Fashion in(Mobile)	Q23	Customer Satisfaction with Shariea Rule
Q5-5	Fashion in(Computer &IT Area)	**Thinking**	
Q5-6	Fashion in(Perfume)	Q2	Culture and Acceptance of New Fashion
Q5-9	Fashion in(Car &Accessories)	Q10-1	Offering Beauty in Fashion
Promotion		Q10-2	Absorbing Attention
Q11-1	Friend onFashionPromotion	Q10-4	Superiority to others
Q11-2	Gentry onFashionPromotion	Q10-5	Growth & Progress in Fashion
Q11-3	Educated People on Fashion Promotion	Q10-6	Freedom of Choice
Q11-4	Parent on Fashion Promotion	Q10-7	Natural Tendency on Fashion
Q11-5	Advertising onFashion Promotion	Q10-8	Popularity in Fashion
Q11-7	Show on Fashion Promotion	Q10-9	Obtained Approval from others
Q11-8	Personal Selling on Fashion Promotion	Q10-10	Community in Fashion
Q11-9	Satellite Advertising on Fashion Promotion	Q10-11	Jealousy Importance in Fashion
Q11-10	Social Environment on Fashion Promotion	Q10-12	Self-Confidence in Fashion
Q11-11	Internet onFashionPromotion	Q10-13	Luxury-Oriented in Fashion
Q11-12	TV on Fashion Promotion	**Loyalty**	
Q11-13	Discount Methods on Fashion Promotion	Q24	Islamic Brand on Decision Making
Q11-14	WOM onFashion Promotion	Q27	Just Noticeable Difference(JND) ofIslamicBrands
Q11-15	PrintMedia onFashionPromotion	Q28	Commitment To Current Islamic Brands
Q13	Discount For Brands on Fashion Promotion	Q30	Influence of Islamic Brands on Consumer Loyalty
Q14	National Brands on Fashion Promotion	**Brand Attachment**	
Islamic Fashion		Q28	Commitment To Current Islamic Brands
Q15	Religious	Q30	Islamic Brands Influence on Consumer Loyalty
Q16	Attractive Design	**Perceived Difference**	
Q17	ShariahRule	Q24	Islamic Brand on Decision Making
Q18	Islamic Design	Q26	BuyingIslamicBrand in the Presence of Other Brands
Q19	Islamic Fashion Product Shopping Centre	Q27	Just Noticeable Difference in Islamic Brand

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Data Analysis And Interpretation

Measurment

Table 5: Reliability Analysis

Variable	Numbers of items	Cronbach`sAlpha	KMO& Bartlett
Consumption	6	0.847	0.896
Thinking	4	0.799	0.850
Promotion	4	0.853	0.912
Islamic Fashion	9	0.880	0.921
Total		0.864	0.877

The data collected from respondents were tested for its reliability applying the Cronbach Alfa test (Miremadi, 2013). Variables derived from test instruments are declared to be reliable only when they provide stable and reliable responses over a repeated administration of the test (Alireza, 2015) The test results showed high reliability ($\alpha = 0.864$),and tolerable validity, which measured by KMO& Bartlett test (more than 0.6 is acceptable) on an average for all observations included for analysis in reference to all variables pooled under different segments and for each variables which we use in our model the Cronbach alpha and (KMO& Bartlett test) showed in table5)

Profile of Respondent

Table 6: Profile of Respondents

Gender	Frequently	Percentage	Job	Frequently	Percentage
Man	546	48.4%	*Full time*	443	42.8%
Woman	583	51.6%	**Numbers of family**		
Age			*Four*	355	33.5%
21-28	474	42.7%	**Level of monthly income**		
Education			*1000.000 – 1500.000*	277	26.7%
BA	409	37.7%	*Marital status*		

As the results of the questionnaire profile have shown, we nearly have the same frequency of respondents in gender index which most of them placed in the age range of 21 to 28. About one third of our respondents have a bachelor degree that shown this study gained the opinion of educated people. About the 43% of people in this study have worked in a full time jobs and the medium size of their families were four.

About the half respondents' answers to the question of marital status said that they were single and near of 27% of people who answered the question of level of monthly income reveals that they earned between ("1000.000 to 1500.000 ") Tomans every month.

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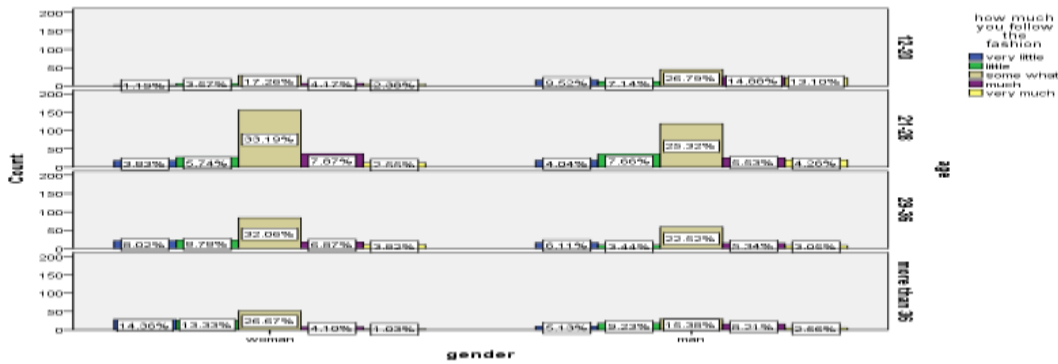
Figure 1: Gender& Fashion interest

Success or failure of fashion apparel and accessories depends strongly on designer of this industry. It is a fact that the demographic and psychographic drivers impacts frequency and levels of expenditure on purchasing fashion ornament.female buying tendencyfor fashion product is more than male and particularly different on yearly expenditure, fashion *fan ship*, attitudes and impulsive buying. The youth as the research reveals has higher purchase frequency, fashion *fanship*, and impulses buying compared to other generation (Rajagopal, 2010).

Hypothesis 1 to 17 for Proposed Model

H0: there isn`t any linear association between two variable.

H1: there is a linear association between two variables.

Table 7: Statistical Inferences for Proposed Model

Indexes	Durbin Watson	R	R square	StdDev	Sig	Accept	Reject
Hypothesis 1	1.923	0.988	0.987	0.956	0.00	✓	
Hypothesis 2	1.734	0.988	0.988	0.995	0.00	✓	
Hypothesis 3	1.795	0.975	0.975	0.992	0.00	✓	
Hypothesis 4	1.881	0.982	0.982	0.991	0.00	✓	
Hypothesis 5	1.789	0.016	0.015	1.00	0.00	✓	
Hypothesis 6	1.847	0.132	0.131	1.00	0.00	✓	
Hypothesis 7	1.793	0.089	0.088	1.00	0.00	✓	
Hypothesis 8	1.808	0.972	0.971	0.996	0.00	✓	
Hypothesis 9	1.761	0.991	0.991	0.994	0.00	✓	
Hypothesis 10	1.902	0.996	0.996	0.993	0.00	✓	
Hypothesis 11	1.866	0.994	0.994	0.993	0.00	✓	
Hypothesis 12	1.919	0.976	0.976	0.998	0.00	✓	
Hypothesis 13	1.835	0.473	0.471	0.998	0.00	✓	
Hypothesis 14	1.960	0.851	0.851	0.998	0.00	✓	
Hypothesis 15	1.869	0.467	0.466	0.999	0.00	✓	
Hypothesis 16	1.944	0.830	0.830	0.998	0.00	✓	
Hypothesis 17	1.750	0.047	0.046	1.00	0.00	✓	

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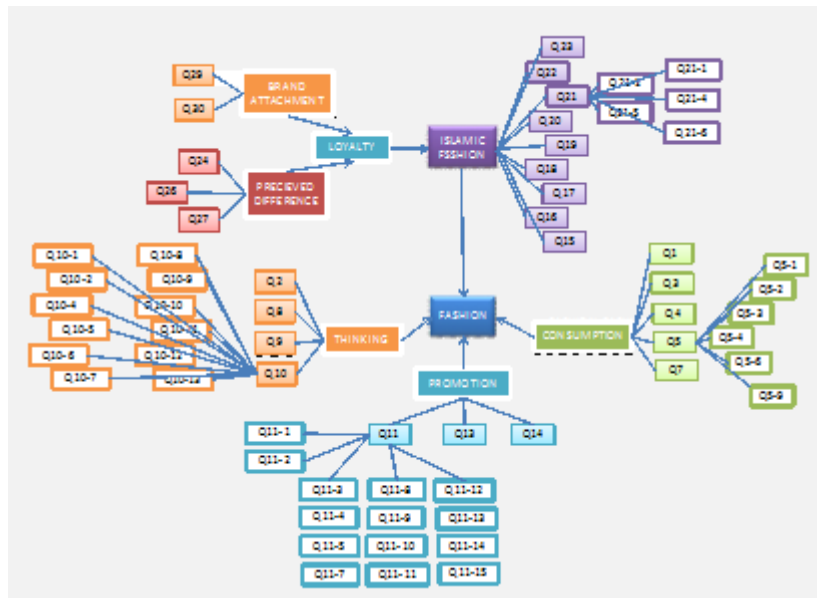
Figure 2: Framework of Islamic Fashion Marketing

As you can see in the above figure, we could gain the comprehensive model about the concept of fashion, the elements which have impact on the fashion and Impressible factors on Islamic fashion and as a result it measures the impact of Islamic fashion on the fashion phenomenon in Iran through analysis of some hypothesis and usage of regression test.The result of our analysis reveals that Islamic fashion could have very negligible impact on a fashion trend in a society but it could be successful .If it runs through niche-marketing which targets the respondent that religion is an important factor for them for choosing the new fashion, and we can see this fact in a following hypothesis which we measure the acceptance of Islamic fashion from the view point of all respondents at first and then measure this factor with the people that their religion is very important factor for them to choose the new fashion.

Hypothesis 18: The Entire Respondent Had A Moderate Acceptance About Islamic Fashion
Results: as the result of the test shows in (table8) , sign of hypothesis is 0.00 , H0has been rejected which means the respondents have a different idea about the Islamic fashion acceptance in the society and their opinions are near to moderate as the mean is 40.57.Repeating hypothesis 18 by filtering the respondent mentioned that the religion has a very important impact on the people's choice of new fashion. (Q15 ≥3), as the result of test reveals the mean of test exceeds to 50.1044 which means that the acceptance of Islamic fashion is more than moderate to this respondent.

Table 8: T - Test for offering New Fashion

Test type	N	df	Mean	Std.Deviation	Mean Difference	Sig (2 – tailed)
T – test before filtering	1133	1132	40.5755	11.37953	37.57546	0.000
T – test after filtering	182	181	50.1044	10.36703	8.10440	0.000

Table 9: Normality Test

K - S Normality Test	Sign	Result
Q5 (Element for following fashion)	0.000	Normal
Q10 (Important factor for following fashion)	0.000	Normal
Q11(Effective element in promoting fashion)	0.000	Normal

Hypothesis 19: All respondents had a moderate acceptance about the elements for the following fashion which are effective elements in promoting fashion.

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Table 10: Compare Means of Attributes Between Genders

Indexes	Male				Female			
	N	Mean	Std,dev	Sign	N	Mean	Std,dev	Sign
Q5 (Element Of Islamic Fashion products)								
Q5-1 (Cosmetic)	539	2.8163	1.1954	0.000	578	2.9083	1.1834	0.063
Q5-2 (Garment)	540	3.3333	1.0707	0.000	578	3.3322	1.0199	0.000
Q5-3(Bag & Shoe)	536	3.1660	1.1374	0.001	577	3.2288	1.0654	0.000
Q5-4 (Mobile)	540	3.2037	1.2436	0.000	576	2.7143	1.1797	0.000
Q5-5 (Computer And IT Appliance)	544	3.3548	1.2126	0.000	570	2.8930	1.2368	0.039
Q5-6 (Perfume)	540	3.3333	2.5152	0.002	573	3.1518	1.2246	0.003
Q5-7 (Home Appliance)	537	3.0266	1.1731	0.607	568	3.0246	1.1801	0.619
Q5-8 (Interior Decoration)	539	3.1540	1.1934	0.003	565	3.2867	1.1153	0.000
Q5-9 (Car & Accessories)	540	3.3352	1.2246	0.000	571	2.8722	1.1844	0.010
Q5-10 (Higher Education)	537	3.7803	1.1197	0.000	576	3.6979	1.2154	0.000
Q10 (Islamic Fashion Reason to use)								
Q10-1 (Offering Beauty)	541	3.7320	1.0293	0.000	574	3.7544	1.5442	0.000
Q10-2 (Capturing others Attention)	527	3.4839	1.2205	0.000	545	3.3615	1.3379	0.000
Q10-3 (Enjoying)	531	3.5292	1.0481	0.000	560	3.4714	1.1329	0.000
Q10-4 (Superiority to Others)	530	3.4906	1.1037	0.000	561	3.5865	1.1339	0.000
Q10-5 (Growth & Progress)	521	3.3455	1.0577	0.000	548	3.2573	1.1558	0.000
Q10-6 (Freedom of Choice)	520	3.7192	1.0096	0.000	550	3.5818	1.1290	0.000
Q10-7 (Natural Tendency)	526	3.4943	1.0118	0.000	551	3.6007	1.0567	0.000
Q10-8 (Popularity)	521	3.7044	1.6551	0.000	559	3.6780	1.0317	0.000
Q10-9 (Approve From others)	525	3.5924	1.0527	0.000	553	3.6203	1.1117	0.000
Q10-10 (Community)	527	3.6509	1.0660	0.000	555	3.5423	1.0995	0.000
Q10-11 (Jealousy)	520	3.1308	1.4432	0.039	553	3.1356	1.4835	0.032
Q10-12 (Self-Confidence)	524	3.6431	1.1218	0.000	555	3.7207	1.9468	0.000
Q10-13 (Luxury-Oriented)	522	3.3238	1.2331	0.000	554	3.4116	2.0144	0.000
Q10-14 (Alignment With People In A Progressive Country)	493	3.2252	1.1704	0.000	519	3.1214	1.2107	0.023
Q11(Effective Promotional Strategies in Islamic fashion)								
Q11-1 (Friends)	531	3.9831	0.9345	0.000	570	4.0386	0.9859	0.000
Q11-2 (Gentries)	525	3.8248	1.0555	0.000	562	3.9502	0.9852	0.000
Q11-3 (Educational People)	528	3.7102	1.0424	0.000	558	3.7903	1.0571	0.000
Q11-4 (Parent)	529	3.8847	2.2696	0.000	563	3.8437	1.0673	0.000
Q11-5 (Advertising)	528	3.8902	1.0843	0.000	561	4.0570	0.9803	0.000
Q11-6 (Fashion Show)	526	3.9506	1.0960	0.000	565	4.0761	1.0945	0.000
Q11-7 (Sales Person)	526	3.6236	1.0469	0.000	557	3.6320	1.0825	0.000
Q11-8 (Famous Persons)	529	3.5104	1.0994	0.000	556	3.7050	1.0984	0.000
Q11-9(Satellite Advertising)	527	3.8197	1.2050	0.000	559	4.0089	1.1523	0.000
Q11-10(Social Environment)	525	3.9943	0.8984	0.000	567	4.0688	0.9824	0.000
Q11-11(Internet)	526	3.6521	1.1899	0.000	563	3.8721	1.1309	0.000
Q11-12 (Television)	527	3.5806	1.1456	0.000	557	3.7397	1.1310	0.000
Q11-13 (Discounts)	524	3.3740	1.1441	0.000	550	3.5291	1.1727	0.000
Q11-14 (WOM)	524	3.4561	1.1027	0.000	555	3.4632	1.0624	0.000
Q11-15 (Magazine & Newspaper)	529	3.1947	1.1620	0.000	563	3.2966	1.1548	0.000
Q11-16 (Behaviour of People Who Had Experience Abroad)	525	3.2495	1.1225	0.000	555	3.3081	1.0933	0.000

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Table 11: The first Five Priorities

Female	Male
Q5 (Attributes For Fashion)	**Q5 (Attributes For Fashion)**
1: Higher Education	1: Higher Education
2: Garment	2: Computer & It's Appliance
3: Interior Decoration	3: Car & Accessories
4: Bag & Shoe	4: Perfume
5: Perfume	5: Garment
Q10 (Important factor for fashion)	**Q10 (Important factor for fashion)**
1: Offering Beauty	1: Offering Beauty
2: Self – Confidence	2: Freedom Of Choice
3: Popularity	3: Popularity
4: Approve From Others	4: Community
5: Natural Tendency	5: Self – Confidence
Q11(Effective ways In Promoting Fashion)	**Q11(Effective ways In Promoting Fashion)**
1: Fashion Show	1: Social Environment
2: Social Environment	2: Friends
3: Educational People	3: Fashion Show
4: Friends	4: Advertising
5: Satellite Advertising	5: Parent

We could name Fashion magazines and television fashion shows as a perfect mediums which have impact on the fashion adaptation within societies direction towards fashion.(Tay, **2009**)

Hypothesis 20: Various Respondents'profile (Gender, Age, Family, Education, Level of Income, Discount, WOM and Friends) Have An Impact on Fashion Industry.

ANOVA test used to measure this hypotheses which Q5(amount of money have been spent for the following fashion as anindependents variable) and variables of (Gender, Age, Family, Education,Level of income , Discount, WOM, Friend as a dependent variables).

Table 12: Fashion in different group

Variable	ANOVA test sign	Accept	Reject
Gender	0.273		✓
Age	0.000	✓	
Culture	0.042	✓	
Family	0.811		✓
Education	0.372		✓
Level of monthly income	0.088	To some extent	
Discount	0.02	✓	
WOM	0.01	✓	
Friends	0.048	✓	

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Table 13: Practical Results for Managerial Implication:

	Percent		Percent
Q1:relationship between the culture and acceptance of new fashion		**Q5:**How much encouraged discount to buy a new fashion(for brands product)	
Greater than	**42.6%**	**More than 30%**	**49.5%**
Q2: Are your view align with your family		**Q6:**How much of a discount you are encouraged to buy a new fashion(for non-brands product)	
Much	**41.7%**	**More than 30%**	**43.1%**
Q3: new fashion show		**Q7:**How much of a discount you are encouraged to buy a new fashion(for Islamic brands product)	
Seasonally	**42.4%**	**More than 30%**	**39.2%**
Q4:factors influence on purchasing Islamic brands			
Quality	**37.09%**		

According to the table 13, in question1, we try to measure the relationship between culture and acceptance of a new fashion which the result shows that there is high association between mentioned items from the consumer perspective. In question 2, as the result of questionnaire reveals respondents confirm much alignments between their desire about fashion and their family taste.As other researches shown customers need identification could be started by promotional coverage, including word of mouth. The customer may have seen a friends , families or celebrities using a product or service, or have exposed to the advertising campaign (Sunil, 2012).

If you want to know about the best distance time for providing a new fashion, from our respondent point of view, seasonally fashion show has the most popularity; from the variety of items like: quality, cost, country of origin, religion and style that mentioned in question 4, the factors of quality, cost and style have most influence on purchasing Islamic brands.

Through the questions 5 to 7, we asked from respondent about the amount of discount which encouraged them in buying a new fashion for each of branded product, non-branded product and Islamic branded product that as illustrated in the table -13, for all of the questions5 to 7, consumers have a similar respondent, they said that more than 30 percentare more desirable.

CONCLUSION
It is discovered that we should target at first famous persons and take advantage of WOM with respect to the high ADV and sales promotion in the second place, furthermore, the study shows that male with age range of 12-28 is the best segment for fashion marketing. According to our findings, the best markets for fashion are garment, bag & shoes and perfume which are more attractive for Iranian`s people, especially young people which have a big portion of population structure. Higher education is the most interesting element for fashion attractiveness. According to the consumers' culture and tradition, market attractiveness is significant and it can provide a new style. They will recommend the new style to others especially to family and friends, if they are satisfied of what they use. Family and friends are kinds of influential groups to make a market share. This strategy really works in Iran. E-selling is not that practical in Iran. But in future it really works. E-shopping can be used to inform people about new fashion. In some extend, custom is the same as being modern. A target market is being selected and analysed by a marketing strategy. A target market is the group that the organization wants to reach. A marketing mix will be created and kept to make the customers satisfied. To make a successful marketing plan, a marketing strategy is really significant. The marketing strategy contributes organizations to achieve their goals and use their resources in the best way. Marketing managers pay attention to the marketing mix and target market. They evaluate the possible markets to assess the firm's cost, sales, and profits. They try to

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meet all needs and make the customers happy. Size and number of companies are important to be considered. The term "atarget market" refers to a group of people that a firm tries to meet their needs and preferences (Pride, 1985). Designer brands, store brands, personalization, advertising and ethnicity differentiate the consumer market for fashion apparel (Rajagopal, 2010). Target consumers' preferences can be identifies by the target consumers' preferences. Charting, learning, mobilizing, and realigning are four elements that induce changes in consumers' culture. These four elements are based on the understanding of mix-task-related, emotional, and behavioural factors. When the huge changes are going to happen, managers should set in motion a series of processes at the beginning. To build strong and popular fashion brands, stores and celebrities, different kinds of customer groups should be connected by developed platforms (Roberto, 2005).

Young users pay more attention to arousal when they want to decide what to buy. Five elements including attributes, awareness, trial, availability and repeat are considered by a company to create an integrated promotion strategy for new brands. It is necessary for a firm achieve its long term profit optimization strategy. It would be possible by AATAR, the principles that found out customer preferences and arousal driven retailing approach towards new products.To have an effect on the buying decision, it is essential to pay attention to the managerial judgment and experience of the consumers and extend the right point of sales strategies.

The loyalty of fashion brands and stores will be generated by value for money, and competitive product advantage at the retail point of purchase convergence of customer loyalty.To plan the sales promotion programs effectively, the manager need to measure the purchasing potential of customers over the periods of time. It is also necessary to take care of merchandise in retail store.

Customer satisfaction, brand value, and the repeat buying behaviour make the growth of fashion apparel successful. They also increase the sales of products by considering to the price and cognitive stigma in shopping (Rajagopal, 2010).

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