The Determinants of Muslim Women’s Pro-Sport Hijab Purchase Intention: Theory of Reasoned Action and Social Identity Perspective

Umer Hussain, Texas A&M University
George Cunningham (Advisor), Texas A&M University

Marketing - Consumer Behavior (Other)  Abstract 2021-059
Poster  Mode: Synchronous
Session: Poster Session 1  Thursday June 3, 2021, 2:30 PM - 3:30 PM

Significance. The Islamic sportswear apparel market was around US$151 billion in 2015, with a likely 4 percent growth per year (Latif, 2016). Further, there is a growing trend of Muslim women purchasing sportswear in Western countries (Hwang & Kim, 2020). Due to Muslim women’s increased interest in sportswear, numerous organizations have introduced pro-sport Hijabs (e.g., Ahida, Asiya, and Raqitve). However, Nike Inc.’s introduction of the pro-sport Hijab in 2017 got an international intention (Bahrainwala, & O’Connor, 2019). Despite sport organizations’ interest in targeting Muslim women via sport products, there remains a paucity of sport management scholarship about Muslim women’s sportswear purchase intention.

Literature Review. Recently, Hwang and Kim (2020) conducted a study in the US to decipher Muslim women’s modest sportswear purchase intention. The authors claimed that functionality, expressiveness, and aesthetics are significant predictors of Muslim women’s attitude towards purchasing modest active wears. However, missing from the Hwang and Kim’s (2020) research is how personal or social factors, such as health consciousness, social identity, and cultural assimilation, can influence Muslim women’s sportswear (e.g., pro-Sport Hijab) purchase intentions in Western countries.

Purpose and Hypotheses. The study’s purpose is to explore the determinants of Muslim women’s pro-sport Hijab purchase intention via integrating the social identity theory (Tajfel 1978; Tajfel & Turner, 1979) with the theory of reasoned action (Fishbein & Ajzen, 1975). Based on the extant literature, we aim to test the following hypotheses:

H1. There is a significant positive relationship between Muslim women’s attitude towards pro-sport Hijab and purchase intention to buy a pro-sport Hijab.
H2. There is a significant negative relationship between Muslim women’s attitude towards the pro-sport Hijab and their cultural assimilation in the Western discourse.
H3. There is a significant positive relationship between Muslim women’s health consciousness and attitude towards the pro-sport Hijab.
H4. There is a significant positive relationship between subjective norms and Muslim women’s pro-sport Hijab purchase intention.
H5. There is a significant positive relationship between subjective norms of consuming a pro-sport Hijab and Muslim women’s social identity.

Methodology and Data Analysis. In the ongoing study, we are collecting data via an online survey from Muslim women in the USA. The participants are recruited through Qualtrics research service. Bower and Landreth’s (2001) three-items, Hwang and Kim’s (2020) six-items, and Fitzmaurice’s (2005) three-items scales are adapted to measure purchase intention (DV), attitude, and subjective norms, respectively. While Randel and Jaussi’s (2003) three-items, Barry’s (2011) eight-items, and Gould et al.’s (1988) nine-items scales are adapted to measure social identity, cultural assimilation, and health consciousness, respectively. The structural equation modeling (SEM) approach will be used to test hypotheses in the STATA 16.00.

Contribution. This study will contribute to the limited knowledge about the determinants of Muslim women’s pro-sport Hijab purchase intention in the USA. Further, this study will add to the previous scholarship by integrating the theory of reasoned action (Fishbein & Ajzen, 1975) with the social identity theory (Tajfel 1978; Tajfel & Turner, 1979) to decipher religious community (Muslim women) sport products purchase intentions.