

Factors Affecting Islamic Clothing Purchase Decision by the Mediating Role of Word of Mouth

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Abstract

By investigating the human life and its evolutions, it can be conceived that human, from the beginning of creature, has attempted to prepare a suitable clothes for himself. The history shows that all divine religions, particularly Islam, have paid a special attention to the human covering as a natural need and value. Accordingly, covering issue and Islamic clothing is the core problem of this research. The current study aims to investigate the factors affecting the purchase decision of Islamic clothing by the mediating role of word of mouth. This is a survey research using 5-points Likert scale to collect research data. The reliability of the research tool was acknowledged by Cronbach alpha and its validity was confirmed using face and content validity. The population of the research is the female residents of Mashhad, Iran. The sample size is 384, calculated by the Cochran's formula, which was surveyed by the convenience non-probability sampling method. Structural Equation Modeling was used for the data analysis and testing the research hypotheses by applying SMART-PLs and SPSS software. Research findings showed that customer trust and satisfaction have positive and significant effects on customer purchase decision. In addition, customer satisfaction and trust influence the customer purchase decision indirectly by the mediating role of word of mouth. It was also found

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that the word of mouth has a positive and significant effect on purchase decision. It should be noted that customer satisfaction is more influential than customer trust in affecting the word of mouth leading to customer purchase decision.

Keywords: Satisfaction, Trust, Word of mouth, Purchase decision, Islamic clothing.

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Introduction

Human covering is an issue that has been originally and innately associated with the beginning of human history from the creation of Adam and Eve. It has been variously manifested in different nations throughout continuous centuries. According to religious comparisons of the covering extent and quality, it is inferred that covering was more emphasized in Islam than other religions. Islam as the most inclusive human bliss set of rules has particularly focused on, regulated, and in some cases, has facilitated this issue. Covering is considered a necessity in Islamic instructions. According to Islamic teachings for female covering, women must cover her body in companionship with males; further, women are prohibited of coquettishness and flirtation. Therefore, not only Islam has passed laws of covering, but also it seriously made every effort to regulate any extremity over the issue of covering during the history, and appropriately presented it well fitted to the male zealousness and female nature (Ashnaei, 1994; 15).

Regarding significance of covering in the present era, clothing industry has turned into the most important shopping item for women indicating their lifestyle, which may lead to great opportunities for marketers and retailers. Thus, many large clothing companies have recently been interested in the clothing, which is manifested by different colors, fashions, and models in the market. Clothing industry consisted more than 55% of the global clothing and textile industry exportation in 2013 with 423 billion \$; it consisted 4% of the world industrial product export as well as 2.5% of the global overall export productions (Statistical center of Iran).

Iran with \$ 64 million clothing export accounts for 0.02% of the world clothing export. The world consumer market value that has obtained \$ 1200 billion in 2012 is expected to reach over \$ 2000 billion in 2025. 75% of the global clothing consumer market is assigned to the EU, the USA, China, and Japan totally accounting for 1.3 of the world population. The highest value of clothing consumer market in Iran has been approximated \$ 11 billion during the last 4 years, which is about 1% of the global clothing consumer market (Statistical center of Iran and World Trade Organization, 2013).

One of the key critical issues that must be considered to maintain customers and to attain competitive advantage is Word of Mouth (WOM). Word of mouth as a strong mean of product sale promotion plays a mediating role in customer purchase decision. Word of mouth considerably contributes in forming purchase decision attitudes. Word of mouth marketing (word of mouth) is the most significant customer reference for purchase

decision-making. According to the literature, customer cultural context is the dominant factor of information resource, reference, and dissemination (Walsh et al, 2004; 1).

Hence, regarding Iran is a Muslim community where Islamic clothing is observed; the questions raised here that to what extent Islamic clothing is valued among Iranian families? Moreover, which factors influence female purchase decision?

Hence, the present research has tried to shed light on purchase decision effective factors for Islamic clothing manufacturers and marketers so that Islamic clothing consumers, needs and requirement, as well as market sectors are clearly presented and a greater share of Islamic clothing market is achieved. Moreover, the present research also tries to study the effect of word of mouth in customer satisfaction and trust on Islamic clothing purchase decision. In addition, this study also determines that how two independent variables of trust and satisfaction may influence female purchase decision of Islamic clothing through the mediating role of word of mouth in Mashhad City, Iran.

Theoretical basics and research conceptual model

The effect of customer satisfaction on word of mouth

Expectation Disconfirmation Theory (EDT) is the main model for conceptualization and customer satisfaction measurement. This view believes that customers evaluate a service or product performance and compare it with pre-purchase or consumption expectations (Oliver, 1980). In this approach, satisfaction is referred to a judgment regarding post-purchase assessment; satisfaction is perceived through transferring particular constituents (Oliver, 1981). Apparently, other approaches view satisfaction as customer evaluation of multiple experiences from the product or service provider (Bolton and Drew, 1991). Regarding that the cumulative structure integrates prior experiences, the cumulative satisfaction structure shapes the customer attitude element (Westbrook and Oliver, 1991).

Customer satisfaction level may have two effects on customer shopping behavior; for instance, repurchase intent and word of mouth marketing may depend on the customer satisfaction because of two reasons. Firstly, to develop the product or service performance to the degree that exceeds customer expectations so that the individual (customer) is encouraged to talk to others about its positive experience. In service improvement, for instance, the experience prominence and novelty may explain that why customer satisfaction as well as enhanced motivation make customers talk about their positive experience to family and friends (Maxham and Netemeyer, 2002). Secondly, to the extent that customer expectations are not met, it may result in negative experience of regret in the customer; hence, the customer differently expresses its word of mouth marketing behavior through negative emotions such as anger and despair, reduced anxiety, warning others, and retaliation (Sweeney et al, 2005). Many studies maintain the significant effect of satisfaction on word of mouth marketing (Heitmann et al, 2007).

Word of mouth as one of the most effective and key factors of a marketing plan may lead to a branding or product achievement. In the present context where consumers lack

any sufficient trust in organizations' advertisement and dialogue, word of mouth advertisement is of effective factors creating a competitive advantage for the company that would result in increased or re-purchase. This could lead to consumer satisfaction, and consequently, consumer loyalty to the brand. In word of mouth advertising, the relationship between people (message sender and recipient) plays a fundamental role. This relationship is characterized with confidence and mutual satisfaction, as well as authentic information resources. In general, word of mouth is largely applied in intangible service industries. Thus, according to the aforementioned, it is hypothesized that:

H1: Satisfaction has a positive and significant effect on word of mouth in customer purchase decision.

The effect of customer trust on word of mouth

Word of mouth communication can be part of an effective marketing strategy. Personal relationship and service consumption experience may enhance consumers' decisions and ensure them of service evaluation at the early stages of consumption cycle. Moreover, the most suitable time to deliver word of mouth communication message or reference is when consumers psychologically feel that service is seriously required. These timely messages and service process extensive charts show more effect on consumers and make data collection whole process shorter. Thus, the relationship between word of mouth communication and trust-based services is a key opportunity for marketers to perceive the significance of trust-based service characteristics and to create positive word of mouth (Chen, 2006). Therefore, according to the aforementioned, it can be stated that:

H2: Trust has a positive and significant effect on word of mouth in customer purchase decision.

The effect of customer satisfaction on purchase decision

Studies reveal that customer satisfaction and post-purchase behavior are related to the received product or the service loyalty. Loyalty can be defined as the customer positive attitude toward a brand, its devotion to the desired brand, and re-purchase intention. Brand loyalty is directly influenced by brand satisfaction or dissatisfaction. Furthermore, it contains a multidimensional construct including purchase intention, recommendations, price fluctuations, word of mouth, complaining, and propensity to leave (Bloemer et al., 2003).

If a customer believes in the brand desired features, it would result in better attitude toward. Individuals trying to find the answer to the question that to what extent they are positively interested, committed, and trusted in the brand and may recommend it to others may assess the attitude. Behavioral loyalty concept implies re-purchasing a particular product or service assessed through purchase frequency; additionally, it is the purchase ratio, purchase recommendation and or mixed of these criteria (Hamburg and Giering, 2001).

Customer satisfaction of the delivered services or products is critical to maintain the relationship with the business. Literature shows that loyal customer attitude is less influenced by the brand negative data comparing ordinary customers. Such attitudinal loyalty indicates customer intention and willingness to purchase from a particular brand. Therefore, purchase intention and repurchase may dominate the loyalty behavioral component. Respecting post-purchase behavior, many studies have demonstrated the strong positive relationship between customer satisfactions and repurchase intention. Customers with higher level of satisfaction are more intended to the repurchase and purchase recommendations. In other word, higher customer satisfaction would result in repurchase, and may increase purchase potential by new customers coming from word of mouth (Sivadas and Beaker, 2006). An experimental study concluded that customer satisfaction might influence attitude and repurchase by others (Hallowel, 1996). Thus, according to the above discussions, it is hypothesized that:

H3: Satisfaction has a positive and significant effect on customer purchase decision through word of mouth.

The effect of customer trust on purchase decision

Satisfaction and recommendation inclination would affect the attitudinal dimension and loyalty. However, merely satisfaction is not adequate for attitudinal loyalty measurement since some satisfied customers are still in short supply. Therefore, other strong effective variables like trust must be considered, as satisfaction is not merely sufficient to ensure the absolute loyalty. Such a view comes from corporations seeking beyond satisfaction for trust development to ensure economic benefits and sustained, durable long-term relationships. While, dissatisfaction results in behavioral change, satisfaction may not necessarily lead to customer loyalty and engagement. Although, satisfaction is the most prominent factor of repurchase, it may not be the only factor. Several other factors including trust are important, too (Sharma and Patterson, 2000).

Several studies have demonstrated trust significance in customer and business relationships. Customer trust is a strong stimulus for customer maintenance and keeping it back. Trust or distrust may influence the individual subsequent behaviors, its purchase intention, and repurchase intention as well (Zhang et al, 2014).

Finally, it can be said that trust, combined with the benefit and purchase risk, may directly or indirectly influence customer; moreover, trust in long-term leads to the loyalty, which in turn creates satisfaction and affects customer repurchase behavior (Mokhtari and Soufivand, 2014). Thus, according to the aforementioned, it is assumed that:

H4: Trust has a positive and significant effect on customer purchase decision through word of mouth.

The effect of word of mouth on purchase decision

Word of mouth communication influences consumer purchase decisions so that it decreases specialized or intangible services and product perceived risk, and predicts

purchase intentions. Word of mouth communication facilitates the process of dissemination and acceptance (Chen, 2006).

In summary, it is declared that the word of mouth communication is an accessible and reliable source of information irrelevant to personal interests. It is a mean of marketing requires lower budget, too. Word of mouth communication is not only a criterion of prospective consumers' purchase decision, but also it serves as a financial and marketing enhancer for the marketing mix in organizations of varying sizes. Word of mouth communication benefits other advantages including creating new consumers, increasing service acceptance, accelerating cash flows, and maintaining current consumers through competing against negative word of mouth communication. Thus, according to the above explanations, it is stated that:

H5: Word of mouth advertising has a positive and significant effect of customer purchase decision.

Given the effect between variables and according to the aforementioned about research hypotheses, Figure 1 represents the research conceptual model. The model stems from Amron et al (2017). The model paradigm is to study effective factors of consumer purchase decision. The research conceptual model embraces the two satisfaction and trust variables where the variables effects on word of mouth mediated consumers' purchase intention and decision. Thus, according to the theoretical background, the research conceptual model is as follows.

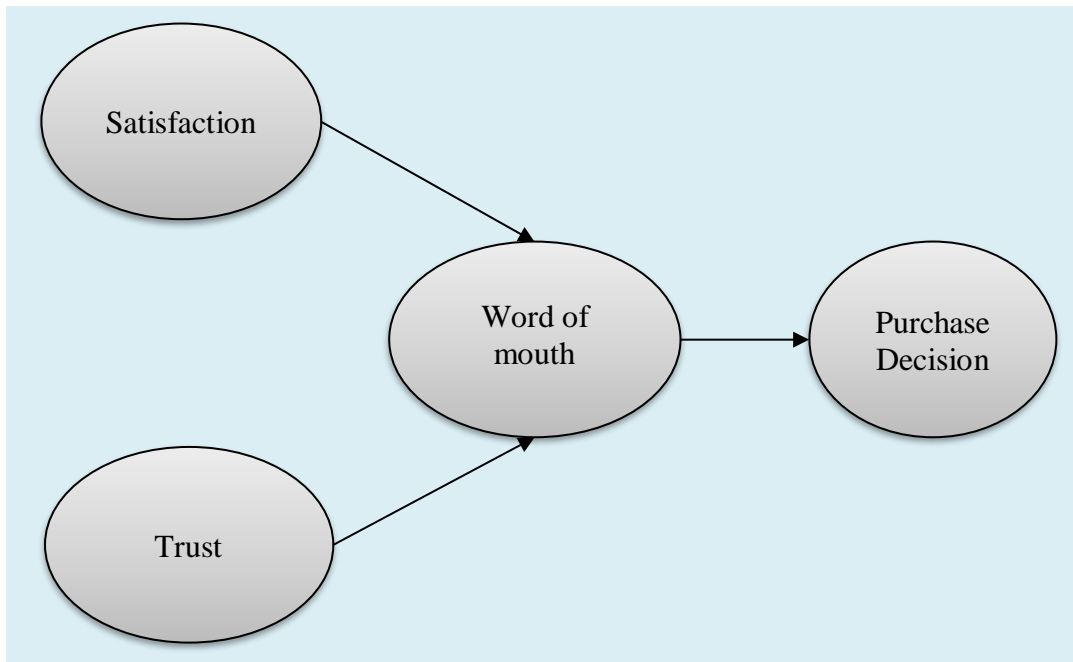


Figure 1: Research conceptual model, Amron et al (2017)

Thus, according to the above discussions and literature, and considering the research conceptual model, the current study aims to investigate the effect of satisfaction and trust

(independent variables) on women purchase decision of Islamic clothing in Mashhad by the mediating role of word of mouth.

Research methodology

In this study, the scholar intended to investigate and systematically describe the status quo, to study the characteristics and the relationship between variables, if needed. An analytical-descriptive study is characterized with lack of any intervention or manipulation in the conditions, situation, and variables by the researcher; rather, the researcher just studies, describes and explains what exists. Thus, this is a descriptive survey research in term of methodology. Moreover, it is an applied study using descriptive-inferential statistics as it solves organizational problems to get the results.

Statistical population and sample

The research statistical population included all women of Mashhad city in 2016 who were 1,497,000 according to the latest census (National Statistics Portal). Sample size was estimated 384 using Cochran formula. Regarding lack of any customer lists of Islamic clothing shops and considering cooperation of Islamic clothing shops merely through questionnaire distribution among customers; hence, non-probability convenience sampling method was used in this study.

Data collection methods

The research data were collected using an indexed library method through library books, papers and articles. In addition, the collected data were analyzed using a 5-point Likert scale measuring attendees' agreement and disagreement with each item. A questionnaire was distributed among Islamic clothing shop customers in Mashhad city by the aid of shop managers. Further, due to low probability of the questionnaire return rate, the distributed questionnaires were larger than the research sample. Hence, 419 of 450 distributed questionnaires were returned.

Research instrumentation

Research data were collected through a 12-item questionnaire based on Amron et al (2017).

The questionnaire validity and reliability

The questionnaire validity was verified using face validity and structural or construct validity. The research questionnaire items were determined respecting prior valid literature components such that all measures were referred to the associated reference. Moreover, advisor, supervisor, as well as Islamic clothing shop managers were asked to give an opinion on the questionnaire validity. Once the questionnaire was assessed by faculty and practitioners and revised based on experts' opinions, the questionnaire face validity was verified and its compliance to the research objectives was evaluated. Besides, the results also uncover that all understudied construct factors are significant for construct

measurement as t-statistic value is larger than 1.96 and factor loads are higher than 0.4. Thus, the research instrumentation validity is maintained. The questionnaire reliability was also verified using Cronbach's alpha coefficient, which is the most common significant internal consistency test for multi-factor scales. Regarding that Cronbach's alpha coefficient is larger than 0.7 for all questionnaire variables; this, the questionnaire is reliable.

Research Findings

The present research contains five hypotheses and four main variables of purchase decision, word of mouth, satisfaction, and trust. The collected data were organized into controllable units for easier analysis though using matrices designed by the researcher based on the research data and variables. Data were analyzed using descriptive and analytical statistics through SPSS. Therefore, frequency and percentage were obtained. Data were inferentially analyzed using structural equations. Research data were analyzed through using SPSS and Smart-Pls.

Descriptive analysis of demographic information

Studying the frequency distribution of demographic information including age, marital status, education, income, and profession gathered by the research questionnaire, it is shown that:

- Most respondees (45.6%) were within 20 and 30.
- Most respondees (51.3%) lack any income.
- Most respondees (36.0%) have high school education diploma.
- Most respondees (71.4%) are married.
- Most respondees (39.1 %) are housewives.

Descriptive statistics of the research main variables including mean, median, standard deviation, variance, and minimum and maximum are presented in Table 1.

Table 1. Descriptive statistics of research main variables

Variables	Mean	Median	Standard deviation	Variance	Min.	Max.
Satisfaction	4.276	4.333	0.696	0.485	1.33	5.00
Trust	4.017	4.000	0.875	0.766	1.00	5.00
Word of mouth	4.170	4.333	0.830	0.690	1.00	5.00
Purchase decision	4.200	4.333	0.766	0.602	1.33	5.00

Testing research hypotheses

The first hypothesis

- Satisfaction has a positive and significant effect on word of mouth advertising in customer purchase decision.

According to the Table 4-11, t-statistics absolute value of the effect of satisfaction on word of mouth in Islamic clothing purchase decision is 12.179, which is larger than 1.96 and positive; hence, word of mouth advertising for Islamic clothing purchase is increased by higher satisfaction level. Thus, it is inferred that satisfaction has a positive and significant effect on word of mouth for Islamic clothing purchase at 95% confidence level. This finding is consistent with Qasemi (2011), Sheen et al (2013), Kim et al (2009), Richard and Dorah Dubihlela (2014), Mehryari (2015), Huawkin Lee et al (2013), Atıl Bulut (2015), and Amron et al (2017). Therefore, if customer expectations including quality, desirability, affordability, as well as the product design and type are met, and if the customer is satisfied with purchase experience, he would recommend it to others.

The second hypothesis

- Trust has a positive and significant effect on word of mouth in customer purchase decision (for Islamic clothing).

As observed in Table 4-12, given that t-statistics absolute value of trust effect on the word of mouth in Islamic clothing purchase is obtained 5.314, which is larger than 1.96 and positive; so, enhanced trust may promote word of mouth advertising for Islamic clothing purchase. Thus, it can be stated that trust has a positive and significant effect on the word of mouth for Islamic clothing purchase decision at 95%. This is relevant to the findings of Shokouhi and Fallah (2018), Mehryari (2015), Hosseini and Ahmadinezhad (2008), Atıl Bulut (2015), Richard and Dorah Dubihlela (2014), Amron et al (2017), Kim et al (2009), Sheen et al (2013), Akhoondi (2014), and Ibrahimi et al (2015). It is irrelevant with Rezaei (2014) who concluded that trust has no effect on repurchase intention. Thus, it is said that when the customer more trusts in Islamic clothing purchase and the personnel, and once the customer expectations are met at Islamic shops, the customer would more trust in other shops; and finally, he would be more interested in shopping and recommend it to others.

The third hypothesis

- Word of mouth advertising has a positive and significant effect on Islamic clothing purchase decision.

According to the Table 4-13, t-statistics absolute value was obtained 41.537, which is larger than 1.96 and positive. Therefore, Islamic clothing purchase decision is enhanced through promoting word of mouth advertising. Thus, at 95% confidence, it is concluded that word of mouth has a positive and significant effect on Islamic clothing purchase decision. This finding is consistent with Ibrahimi et al (2015), Rafati et al (2013), Amron et al (2017), Jaliliyan et al (2012), and Shokouhi fallah (2018). As a result, it can be expressed that if a customer were satisfied with Islamic clothing and trusts, he would recommend the product by word of mouth to the relatives and friends.

The fourth hypothesis

- Satisfaction has a positive and significant effect on customer purchase decision through word of mouth.

Once the direct effect was investigated, indirect effect of satisfaction on customer purchase decision through word of mouth has been estimated using statistical formula.

According to the Table 4-14, since z statistic value by Sobel method is larger than 1.96; therefore, it is said that word of mouth plays the mediating role in the relationship between satisfaction and Islamic clothing purchase decision at the significance level of 0.05. This finding is consistent with Deh Yadegari et al (2017), Rafati et al (2013), Amron et al (2017), as well as Mehryari (2015). Accordingly, it is expressed that satisfaction has a positive and significant effect on Islamic clothing purchase decision through word of mouth. If customer expectations are met and he has a satisfied experience, he would recommend the product and encourage others.

The fifth hypothesis

- Trust has a positive and significant effect on Islamic clothing purchase decision through word of mouth.

Once the direct effect was investigated, trust indirect effect on customer purchase decision through word of mouth has been estimated using the statistical formula.

As observed in Table 4-15, z statistics is obtained larger than 1.96 by Sobel method. Therefore, word of mouth plays a mediating role in the relationship between trust and Islamic clothing purchase decision at the significance level of 0.05. It is consistent with the findings of Shokouhi fallah (2018), Ibrahim et al (2015), Rafati et al (2013), and Amron et al (2017). Thus, it is concluded that trust has a positive and significant effect on Islamic clothing purchase decision through word of mouth. If the sales clerk could attract the customer to trust in the Islamic clothing shop respecting personal preferences, expectations of quality, desirability, and affordability; then, the customer would trust in him and recommend others. Further, the customer also encourages others to choose this shop for purchase.

In this regard, according to the research results and as observed in path analysis, the satisfaction variable with the number of 574 is more effective than the trust variable. As a result, it is concluded that customer satisfaction has more effect on word of mouth and customer purchase decision than trust. The customer would recommend the product to the family and friends regarding the product satisfaction. On that account, regarding to the aforementioned, research hypotheses results are summarized in Table 2.

Table 2. Summary of hypotheses results

No.	Hypotheses	Path factor	t-statistics	Results
1	Satisfaction has a positive and significant effect on word of mouth advertising in customer purchase decision	0.574	12.179	Accepted
2	Trust has a positive and significant effect on word of mouth in customer purchase decision (for Islamic clothing).	0.294	5.314	Accepted
3	Word of mouth advertising has a positive and significant effect on Islamic clothing purchase decision.	0.824	41.537	Accepted
4	Satisfaction has a positive and significant effect on customer purchase decision through word of mouth.	0.347	11.686	Accepted
5	Trust has a positive and significant effect on Islamic clothing purchase decision through word of mouth.	0.205	5.271	Accepted

Recommendations

Regarding that this is an applied study, the scholar must give some scientific suggestions to solve the problems, to enhance repurchase, and in general, to increase customer purchase satisfaction and returning. The researcher provided the recommendations at two separate sectors of applied and implantation suggestions and research recommendations for further studies.

Applied suggestions

According to the first hypothesis and the effect of satisfaction on word of mouth in Islamic clothing purchase decision, it is recommended that producers and Islamic clothing practitioners consider the following:

1. The researcher considered the product quality during study. Almost all customers and consumers, in the questionnaire, commented to the quality and desirability of Islamic clothing such as using high quality fabrics with durable color, lin-free cloth, easily ironed and shaped. Therefore, it is advised that high quality material is used Islamic clothing textile.
2. Since the first impression is considerably important at the first shopping experience; hence, the first-time customers must be especially interested. As a result, it is suggested that Islamic clothing shops and salespersons try to provoke a positive experience in the audience. A properly ornamented interior design, brand image with a motto and a proper communication term can be some effective measures taken to create a pleasurable positive experience of participation for the customer. This may initially result in satisfaction; trust; and finally, may lead to

purchase decision. According to the researcher experience of an Islamic clothing shop, a customer asked for a typical Islamic cloth. Shopkeeper replied ‘are you looking for a good quality or poor material?’ Such conversation associated a negative meaning to the mind that some products are of poor quality in this shop. As a result, the customer left the shop after visiting the good and bad products presented by the salesperson without buying anything. The customer left the shop as he failed to appropriately communicate with the salesperson at the first sight. The researcher explained to the salesperson that he failed to create a positive enjoyable experience to the first-time customer. The researcher suggested that he could ask how much you want to spend; and then, offer the product respecting customer affordability without mentioning to the bad or good quality product. In a better word, the customer is free to choose.

3. Guarantee and after sale services of Islamic products ensures the customer and causes customer satisfaction, trust, and repurchase.
4. The salesperson provides a safe and calm environment with varied products so that the customer feels close as if he is the shop owner, and all his requirement and needs are easily met and satisfied here.
5. High-purchase customers are identified and rewarded by especial offerings.
6. Customers are rewarded in turn of purchase, which results in customer satisfaction, trust, and finally, repurchase.
7. Most Islamic product customers and consumers ask for colorful happy products. The only common color in Islamic clothing products is black. Regarding various preferences as well as consumers’ age range; it is necessary that designers and manufacturers adopt necessary measures to offer live, enchanting warm and cold colors to consumers.
8. The key to increased satisfaction is customer relationship. To this regard, managers and directors must ensure that customer expectations are met by follow-up and customer relationship. “Customer is right” is the principle of all firm directors even if they were wrong. To create customer satisfaction, companies must make their customers sure that they can meet their needs.
9. Different clothing with affordable price and high quality are provided using Iranian and Islamic style and fashion.
10. Proper and accessible production and distribution networks are created.
11. Raw materials are directly delivered to the producers and Islamic clothing shops at the reasonable price without any mediator.
12. To honor national product, create more profession opportunities, and to minimize the production cost, and finally, to deliver an affordable product to the consumer, it is suggested that national high-quality textiles are used.

13. Customer attraction through innovation and variety in model, design and color

Regarding the second research hypothesis and the effect of trust on word of mouth in Islamic clothing purchase decision, it is suggested that Islamic clothing practitioners, producers and managers try the followings:

1. Today, with an increased popularity of social media and its accessibility, it is advised that Islamic clothing shop owners and managers establish some accounts in social media such as telegram, Instagram, WhatsApp, and other national messaging applications so that customers can directly or indirectly comment. In case of negative comments, directors are suggested to solve the problems in order to attract the customer trust.
2. Islamic clothing shop directors must identify customer expectations and try to adopt some measures beyond customer expectations such as being patient responding customer questions.
3. Islamic clothing shop directors are recommended to formally and informally communicate with customers. Formal relationship such as inviting customers for the opening event, and informal relationship like presence in online media, channels and groups
4. It is suggested that the newest up to date models and designs are presented in person or through social media so that the customer feels respect.
5. It is recommended that staffs are aware of customer relationship and are trained to maintain old customers and attract new ones

According to the third hypothesis and regarding the effect of word of mouth on customer repurchase decision and intention, Islamic clothing practitioners and managers are recommended to do the followings:

1. Of features that can be easily and effectively applied by customers in the word of mouth advertising include cost-effectiveness, salesperson justified manner, the product quality, the interior design beauty, etc.
2. Since the present world is a more competitive market than before, any corporation or shop may require an appropriate marketing planning to achieve its objectives. Therefore, word of mouth, whether individual or electronic, may be viewed as a marketing strategy milestone. Hence, it is better that marketers establish word of mouth advertising rather than heavy costs for TV commercials or written ads, which are less interested by audience. As stated earlier, word of mouth requires customer satisfaction whether through a great relationship with customer, good conduct, after sale services, great discount, or offering a product regarding customer preference
3. Bonus is a tool of sale promotion and customer return. Sale promotion is an accelerating means of increased sale to the customers who may not be affected by

advertisements. This approach causes more communication between customer and the shop. The shop can realize the relationship through removing sewing fees or rewarding per purchase.

4. Promoting and encouraging Islamic clothing models to foster Iranian and Islamic clothing through social networking and personal advertisement

In addition, to support Islamic clothing producers and consumers it is recommended that:

1. The researcher found that almost all customers were looking for varied new models. Therefore, it is suggested that new varied models and designs are delivered to the producers.
2. Domestic producers in Islamic clothing area are supported in term of tax and customs exemptions or allocation of state exchange for fabric import until in-house fabric is offered in god quality.
3. Some measures are adopted to accelerate material customs release and borders.
4. An Islamic clothing model is explained and introduced using social media, and educational and religious contexts
5. Clothing designers are supported for providing new attractive designs in consistent with Islamic criteria.
6. Using academic environments to prepare new Islamic cloth design journals
7. It is tried to reform and revise community cultural model toward Islamic model through educational and academic environments as well as urban and cultural institutions, and social networking using modalism and Islamic clothing scholars
8. Extensive and permanent offering of western models and their accessibility is prevented.
9. A specific market is built for Islamic clothing fashion and models with Islamic and Iranian architecture
10. Need assessments are conducted to identify customer needs, requirement, preferences, and desires and to provide them to Islamic clothing sellers and producers

Further research

According to the results and given the effect of satisfaction in customer commitment to repurchase, and regarding other studies that other variables may also influence customer satisfaction, it is recommended that further studies investigate other variables

such as product quality, service quality, and reasonable price (affordability) as independent variables, and their effects on customer satisfaction.

1. Given that the trust and satisfaction variables are repurchase effective factors, it is advised that a study be conducted to identify and extract trust and customer satisfaction improvement factors in shops.
2. This study scrutinized the effect two variables of satisfaction and trust by the mediating role of word of mouth on purchase decision; it is proposed that further studies analyze the buyer commitment variable on the repurchase intention.
3. It is recommended that effective factors of Islamic clothing culture and promotion be studied.
4. It is suggested that a study is carried out to analyze pathological factors of young female inclination to wear uncommon clothing in a traditional and religious country.
5. It is proposed that further studies are conducted on new statistical population of men and Islamic clothing purchase decision.
6. It is advised that Islamic clothing designers consider some factors such as model, design, and color variety in term of the audience interest for Islamic clothing design.
7. It is recommended that the requirement, barriers, and solutions to promote Islamic clothing style be studied.
8. This research investigated all females in Mashhad City; hence, it is suggested that further studies are conducted in other cities of Iran.

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