



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

بسم الله الرحمن الرحيم



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جامعة عين شمس التوثيق الإلكتروني والميكروفيلم

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Extending Brand Personality Scale to Islamic Apparel Industry

“An Applied Study on the Egyptian Market”

امتداد لمقياس شخصية العلامة الي صناعة الملابس الإسلامية
"دراسة تطبيقية علي السوق المصري"

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the degree of Doctor of Philosophy in Business Administration

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Declaration

I hereby declare that the research work reported in this thesis is my own work and effort, except where otherwise indicated and acknowledged. It is submitted for the fulfillment of the requirements for the degree of Doctor of Philosophy in Business Administration, Ain Shams University. This Thesis has not either in whole or in part, been submitted anywhere for any degree or diploma.

Rana Magdy Refaat Zaki

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Dedication

I would like to dedicate this thesis to my father *Magdy Refaat* who always believed in me. To my mother, without her sacrifice, support and constant encouragement I wouldn't have been standing here today, and to my brother *Mohamed*, thank you for your constant empowerment and being part of my life.

Abstract

Extending Brand Personality Scale to Islamic Apparel Industry

“An applied Study on the Egyptian Market”

PhD Thesis, 2021

Although brand personality has been studied on various product brands, limited research has been done on Muslim products, especially Islamic modest apparel. The Islamic modest fashion industry is growing rapidly and becoming more competitive within an increasing number of brands available in the market. Both marketers and designers need to create differentiation in their brands that target Muslims. Islamic laws, regulations, and beliefs mainly influenced Muslim consumers. Thus, this study develops a reliable measure of Islamic apparel personality that incorporates the relevant dimensions/traits Muslim females attribute to their apparel. Besides developing an Islamic apparel brand personality model, this study explored religiosity's influence on brand personality. This study is one of the first that explores the links between religiosity, Islamic brand personality in the light of the theory of planned behavior.

A quantitative methodology was employed to collect the data from the Greater Cairo area through a survey. After verifying raw data accuracy, and data were tested for normality. Exploratory factor analysis, followed by confirmatory factor analysis was used. The hypothesized relationships were tested by employing structural equation modeling using AMOS 23. The findings yielded a unique Islamic apparel brand personality with five dimensions namely: simplicity, feminine, modesty, Islamic, and righteousness. The influence of religiosity on the brand personality measure was observed to be stronger than anticipated by this study. Significant influence of religiosity on attitude, subjective norms, and purchase intention was noticed. Islamic brand personality was influenced by subjective norms and has a significant influence on both attitude and purchase intention. Also surprisingly it was found that attitude was the only TPB component that has a significant relationship with Islamic apparel purchase intention.

Keywords: *Islamic Branding, Islamic Brand Personality, Islamic Apparel, Religiosity, Theory of Planned Behavior.*

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