

Forecasting Consumer Behavior Towards Saudi Identity-Influenced Fashion: An Application of the Theory of Planned Behavior

Sarah Aldaadi, Dr. Amal Basafar

King Abdulaziz University

Email: saldaadi0007@stu.kau.edu.sa, abasaffar@kau.edu.sa

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Abstract

This study aimed to examine the predictive ability of consumers' behavioral intention towards fashion associated with the Saudi identity, and if modifying their behavior by strengthening the Saudi identity is possible. The questionnaire-based study utilized a descriptive approach to collect data on social variables and surveyed 218 Saudi and 56 non-Saudi individuals. The questionnaire had three axes: consumer identity in fashion, consumer awareness, and preserving fashion associated with the Saudi identity. The study found that nationality, gender, region, monthly income level, and educational level had a statistically significant effect on the dimensions of the study, except for age. The first hypothesis of the study, which suggested a positive and statistically significant correlation between the dimensions of the study and each of the nationality, gender, age, region, monthly income level, and educational level at (0.05), was confirmed. These results suggest that different levels of these variables can influence consumers' attitudes towards behavior, including their emotional connection to the Saudi identity and the extent to which it affects their retention of fashion. Furthermore, social pressure can also influence the consumer's behavior, and strengthening the Saudi identity can enhance the behavior. Therefore, the study suggests that there is potential to modify consumer behavior by reinforcing the Saudi identity in fashion.

Keywords: Consumer Behavior, Saudi Identity, Theory of Planned Behavior, Fashion

Introduction

"The fashion industry, as the second largest environmental polluter, contributes significantly to global environmental impacts due to the rapid turnover of clothing purchases and disposals. This has been further exacerbated by the recent shift towards fast fashion, amplifying the environmental footprint throughout the clothing lifecycle. It underscores the urgent need for protective measures and sustainable development within the fashion industry. Projections suggest that global waste could reach an alarming 3.40 billion tons annually by 2050. This escalation in clothing waste necessitates a search for alternative disposal methods (Sohn et al., 2021)."

"Consequently, numerous fast-fashion brands are facing backlash for their production of low-quality, short-lived clothing, which exacerbates post-consumer waste and perpetuates

unsustainable practices (Cooper & Claxton, 2022). In contrast, the slow fashion movement advocates for durable and sustainable clothing (De Oliveira et al., 2022). Emerging as the latest sustainability-focused trend in the industry, slow fashion is a conscious movement aimed at shifting consumer mindsets from quantity to quality. It encourages consumers to prioritize purchasing high-quality goods and embraces slower production and consumption rates (Cooper, 2019)."

"Additionally, slow fashion embodies a sustainable environmental ethos, symbolizing a harmonious coexistence between humans and nature due to its distinct characteristic of intentional, slowed production (Xue et al., 2022). Fashion that resonates with an individual's identity can significantly impact consumer behavior towards clothing. Thus, the alignment between brand identity and consumer identity plays a crucial role (Roggeveen et al., 2021)."

"Motivating consumers to adopt specific behaviors through elements that bolster their fashion identity can aid in extending the lifespan of clothing. This, in turn, promotes non-disposal practices within the context of sustainability (McNeill et al., 2020). The Theory of Planned Behavior is a pivotal tool in facilitating positive behavioral changes. This theory operates on the premise that, given the right information, consumers can be motivated to change their behavior. It emphasizes the role of internal factors such as beliefs and attitudes in explaining and predicting consumer behavior (Ajzen, 2020)."

"The Theory of Planned Behavior posits that 'behavioral intention' is the precursor to actual behavior, referring to a consumer's readiness to respond to a situation with a specific behavior (Sun, 2020). The behavioral intention in this model is linked to several variables:

1. **Behavioral beliefs:** These encompass the consumer's guiding beliefs that direct their actions (Ajzen, 2020). Consequently, the attitude towards behavior incorporates the consumer's emotional connection, which can be tied to the Saudi identity that either promotes or inhibits their inclination to retain fashion items.
2. **Normative beliefs:** These beliefs offer a measure of personal standards, encompassing the consumer's beliefs about the appropriateness of performing the behavior (Ajzen, 2020). The subjective or personal norm represents the consumer's awareness of society's sustainable desires and goals regarding their behavior. It includes the source of personal norms, referring to the perceived sustainable social pressure faced by the consumer to perform or not perform the behavior.
3. **Perceived behavioral control:** This refers to the consumer's awareness and perceived ability to carry out the behavior (Ajzen, 2020). The decision to retain or discard fashion items in a specific situation is a direct influence on the construction of the consumer's behavioral intention."

Thus, the Theory of Planned Behavior suggests that an intention towards positive behavior is stronger when the consumer harbors positive sentiments related to emotion, identity, and societal values, while also possessing a robust personal norm that facilitates successful execution of the behavior. This underlines the importance of aligning sustainable fashion practices with consumers' emotional connections, identity affiliations, and societal values to foster a more sustainable consumer behavior pattern in the fashion industry."

Statement of the Problem

In the sphere of societal human behavior, issues pertaining to environmental sustainability have taken center stage in the fashion industry. Key practices involve substituting harmful chemicals with eco-friendly materials, and mitigating waste through recycling. However, in the Kingdom of Saudi Arabia, it was reported that clothing and textiles accounted for 35% of

the total waste in 2020 (General Authority for Statistics, 2020). Meanwhile, Vision 2030 aims to enhance quality of life by fostering collective efforts towards creating a sustainable future. This vision integrates economic development with environmental preservation as a unified priority (Vision 2030, 2016). The significant proportion of waste generated by clothing and textiles presents a pressing environmental issue that directly conflicts with the sustainability goals of Vision 2030."

Research Objectives

This research seeks to achieve the following objectives

1. Analyze the predictive capacity of the Theory of Planned Behavior in determining Saudi consumer's behavioral intention towards fashion associated with the Saudi identity.
2. Examine consumer behavior in relation to preserving fashion items, with an exploration of potential behavior modification through reinforcement of the Saudi identity.

Research Significance

This research holds significance in several ways

1. It reinforces the Saudi identity through fashion, tapping into the passion of Saudi consumers. By exploring how fashion choices are intertwined with national identity, the study can help foster a more sustainable approach to fashion consumption.
2. It contributes to enhancing the quality of life and preserving the environment, thereby supporting the Kingdom's Vision 2030 and the broader goals of sustainable development. By focusing on reducing fashion waste, this research aligns with global efforts to curb environmental damage and promote sustainable living."

Hypothesis

This research proposes the following hypotheses

H1/ There is a positive and statistically significant correlation at the 0.05 level between the study's dimensions and each of the following variables: nationality, gender, age, region, monthly income level, and educational level.

H2/ The dimensions of the study significantly influence the behavior of owning clothes that bear the Saudi identity."

Scope of the Research

"The scope of this research is defined by the following boundaries:

1. **Objective boundaries:** The focus of this study is to predict consumer behavior towards fashion associated with the characteristics of the Saudi identity, using the framework of the Theory of Planned Behavior.
2. **Human boundaries:** The study will examine a sample of citizens and residents across the regions of the Kingdom of Saudi Arabia, with a minimum of 200 participants.
3. **Spatial boundaries:** The geographical scope of this research is limited to Saudi Arabia.

Statistical Processing

The collected data will be processed using the Statistical Package for the Social Sciences (SPSS) software. This will facilitate the extraction of results and the testing of the research hypotheses. SPSS is a powerful tool that provides a range of statistical techniques, such as

descriptive statistics, inferential statistics, and hypothesis testing, which will allow for a comprehensive analysis of the data.

Research Terms

- **Identity:** In philosophy, identity is the essence of a thing or what differentiates one person from others (Anis et al., 2004). Operationally, in this research, it is defined as the Saudi identity that includes Saudi heritage motifs and inscriptions, Saudi landmarks, Saudi initiatives, and achievements.
- **Fashion:** Fashion encompasses everything that a person wears or uses to cover their body from head to toe, including clothes, bags, shoes, and jewelry (Dong et al., 2020). In an operational context, Saudi fashion identity is what distinguishes Saudi fashion from others by incorporating the Saudi identity into various costumes for both genders, through embroidery, printing, or adding textile works.
- **Fashion Waste:** Fashion waste refers to costumes that are discarded after their consumption period has expired (Cooper & Claxton, 2022). Operationally, fashion waste is defined as clothing and accessories that are discarded upon reaching a state of disuse, losing their primary function, or not being recyclable.
- **Theory of Planned Behavior (TPB):** TPB is a social psychological theory that explores the links between behavioral beliefs and an individual's behavioral intentions, focusing on the relationship between attitudes and behavior (Ajzen, 2020). Operationally, in this research, TPB is used to predict consumer behavior towards slow fashion and its longevity in their wardrobe after incorporating the Saudi identity, as a product purchase tracking service to reduce fashion waste."

Research Sample

The sample consists of an intentional or purposive group of individuals, specifically citizens and residents of various cities within the Kingdom of Saudi Arabia. The age group of the participants ranges from 18 to 60 years. In total, the sample includes 218 Saudi participants and 56 non-Saudi participants.

Research Methodology

The study is grounded in the Theory of Planned Behavior (TPB). According to TPB, the intention of human behavior is guided by several considerations, including beliefs about the presence of factors that can facilitate the performance of the behavior, and the perceived power of these factors (Ajzen, 2020).

Consequently, the research will adopt a descriptive approach to analyze the results of a questionnaire designed to collect descriptive data on social variables and survey consumer decisions. Descriptive research provides an accurate portrayal of characteristics of particular individuals, situations, or groups, and is particularly useful for studying attitudes, values, beliefs, and social trends.

The data collected from the questionnaire will be analyzed by calculating the arithmetic mean, standard deviation, skewness, and kurtosis (Haydam & Steenkamp, 2020). These statistical indicators will provide insights into the central tendency, dispersion, and shape of the distribution of responses.

As defined by Mohajan (2018), 'description is, in essence, a method of analyzing in a scientific and organized manner for a specific aim of a social situation.'

Research Tool

The primary research tool for this study is a structured questionnaire distributed to the survey sample. The questionnaire is divided into three main sections:

1. **Consumer Identity in Fashion:** This section aims to gauge how participants perceive their identity in relation to fashion and how this influences their choices.
2. **Consumer Awareness:** This part focuses on the participants' understanding and awareness of fashion trends, sustainable fashion practices, and the significance of fashion associated with the Saudi identity.
3. **Preserving Fashion Associated with the Saudi Identity:** This section aims to understand participants' attitudes towards preserving and promoting fashion that reflects the Saudi identity.

The questionnaire also includes demographic variables such as age, gender, and educational level. These variables will allow for an analysis of how these demographic factors might influence responses to the other sections of the questionnaire.

As Mohajan (2018) suggests, there are various ways to collect data, and the method chosen often depends on factors such as cost, time, and other resources available to the researcher.

Face Validity of the Questionnaire

Face validity is a type of validity assessment that refers to the extent to which a questionnaire appears to measure what it is intended to measure based on the judgments of experts and laypersons. According to DeVellis (2017), face validity is "the degree to which a measure 'looks like' it measures what it is supposed to measure.

To verify the face validity of the questionnaire, the questionnaire was reviewed by eight experts in the field to assess the clarity of the wording of the questions, ensure the questions are relevant and appropriate to the construct being measured, ensure the format and structure of the questionnaire are appropriate for the target population, ensure the questionnaire covers all relevant aspects of the construct being measured and is likely to be acceptable and meaningful to the target population.

The researchers in this study used a method of agreement among eight specialists. Each specialist was asked to record his observations independently of the others, and the number of times they agreed or disagreed with each other was determined using the Cooper equation. To determine the level of agreement among the observers, the researchers calculated the agreement ratio by dividing the number of times that the observers agreed by the sum of the number of times they agreed and disagreed. This ratio was then multiplied by 100 to obtain a percentage of agreement. The results showed that the specialists' agreement percentage ranged from 93.3% to 100%, indicating a high level of agreement in their observations. Modifications have been made based on the opinions of the eight experts.

Table (1)

The coefficient of agreement of the specialists on the items of the questionnaire

Assessment items	Number of times of agreement	Number of times of disagreement	Coefficient of agreement
Clarity of the wording of the questions.	8	0	100%
The questions are relevant and appropriate to the construct being measured.	7	1	93.3%
The format and structure of the questionnaire are appropriate for the target population.	8	0	100
The questionnaire covers all relevant aspects of the construct being measured.	8	0	100%
The questionnaire is likely to be acceptable and meaningful to the target population.	7	1	93.3%

Theoretical Framework and Review of Previous Studies

According to the Theory of Planned Behavior (TPB), a seminal psychological construct proposed by Icek Ajzen in 1991, human behavior is primarily influenced by three types of considerations:

1. **Behavioral Beliefs:** These are the beliefs about the likely outcomes of a behavior. They form the basis of an individual's attitude towards the behavior, which can be either positive or negative depending on the perceived consequences.
2. **Normative Beliefs:** These beliefs revolve around the normative expectations of others. They create what is known as the 'subjective norm', or the perceived social pressure to perform or abstain from a certain behavior.
3. **Control Beliefs:** These pertain to an individual's beliefs about the factors that may facilitate or impede the performance of a behavior. These beliefs give rise to 'perceived behavioral control', or the sense of self-efficacy, which gauges an individual's confidence in their ability to perform the behavior.

Ajzen (1991) posits that the impact of attitudes towards the behavior and subjective norms on an individual's intention to perform the behavior is moderated by their perceived behavioral control. In essence, if an individual believes they have the capability to perform a behavior, they are more likely to intend to do so.

First Behavioral Beliefs: Attitude towards the Behavior

Attitude, as defined within the context of behavioral beliefs, encapsulates an individual's overall positive or negative sentiment towards performing a specific behavior. This sentiment is derived from an individual's beliefs about the potential consequences of the behavior, with each belief being weighted by its desirability. Consequently, the individual's attitude is a summation of these weighted beliefs.

In the realm of consumer behavior, for instance, the emotional response of consumers towards fashion and its long-term retention can be evaluated within this framework (McNeill

et al., 2020). The Theory of Planned Behavior (TPB) employs the concept of expected value to elucidate the formation of attitudes towards behavior.

Under this theoretical lens, the attitude towards behavior — such as a consumer's emotional response to characteristics of Saudi identity in fashion — is viewed as a function of accessible beliefs concerning that behavior, referred to as behavioral beliefs. These beliefs drive the consumer towards adopting a specific behavior resulting in a particular outcome, such as owning fashion that embodies the Saudi identity, or the contrary.

In this context, the personal standard of behavior, which represents the consumer's personal benchmark, comes into play when integrating the Saudi identity into fashion. This personal standard reflects how a consumer's behavioral beliefs can shape their attitude towards incorporating cultural identity into their fashion choices.

Second: Normative Beliefs: Subjective Norm

The subjective norm, in the context of normative beliefs, pertains to a consumer's perception of the social pressures related to the behavior in question. This perception is often influenced by both internal and external controls that can either promote or restrict the behavior.

Internal controls might include a consumer's personal capacity or motivation to own fashion items that represent the Saudi identity, or the opposite. External controls, on the other hand, could refer to the availability of necessary resources (like time, money, or access to particular fashion items) that enable the execution of this behavior.

The Theory of Planned Behavior (TPB) acknowledges that while individuals may intend to perform a certain behavior, they might lack the resources to do so. Consequently, it proposes that perceived behavioral control can exert a direct influence on behavior, as well as an indirect effect through intention.

An example of this can be seen in the relationship between the longevity of clothing ownership and the promotion of personal values in consumers (Yan et al., 2021). Here, even if a consumer values sustainable practices and intends to keep clothing for a longer time, their actual behavior may be influenced by external factors such as the availability of durable, fashionable clothes or the financial resources to purchase them.

Third: Control Beliefs: Perceived Behavioral Control

While actual behavioral control, which refers to a person's real resources and opportunities, undeniably influences the likelihood of behavioral achievement, perceived behavioral control holds a more significant psychological impact. This entails an individual's belief in their ability to perform a given behavior, and it can affect both their intentions and actions.

Therefore, the link between consumers' identity, regional culture, and the emotional connection between the consumer and fashion is largely contingent upon the extent of consumer awareness (Roggeveen et al., 2021). This awareness determines their perceived behavioral control, which in turn influences their decisions — whether to buy or not buy fashion that embodies the Saudi identity.

Perceived behavioral control plays a crucial role in the Theory of Planned Behavior. It posits that an individual's perception of their ability to perform a behavior, coupled with their awareness and understanding of the behavior, significantly influences their intention to perform that behavior and the actual performance of the behavior itself.

Fourth: Intention

According to the Theory of Planned Behavior (TPB), behavioral intentions are influenced by three key factors: attitude towards the behavior, subjective norms related to the behavior, and perceived behavioral control. The theory suggests that a positive attitude and a supportive subjective norm can cultivate the motivation to perform a behavior. However, the formation of a concrete intention to perform the behavior occurs only when there is sufficient perceived control over the behavior.

In the context of consumer behavior towards fashion, understanding these components can help predict consumers' intentions (West et al., 2020). For example, a consumer might have a positive attitude towards sustainable fashion and feel social pressure (subjective norm) to buy sustainable products. However, the intention to purchase could only be strong if they also believe that they have the ability (perceived behavioral control) to find and afford such products.

Further studies on the motivations and intentions behind behavior towards fashion provide deeper insights into the dynamics of consumer decision-making processes (Xue et al., 2022).

Fifth: Behavior

Behavior, the final component in the Theory of Planned Behavior (TPB), is the culmination of the preceding factors: behavioral beliefs, normative beliefs, control beliefs, and intention. Alterations in behavioral, normative, and control beliefs could potentially lead to less favorable attitudes and subjective norms, as well as diminished perceived behavioral control. These shifts might cause an individual to abandon their initial intention, resulting in negative behavior.

For example, the influence of a consumer's identity and culture on their fashion consumption behavior might fade away (Kwon et al., 2020). This could obstruct the integration of consumer identity and the investigation of post-purchase consumer behavior in the realm of fashion (De Oliveira et al., 2022).

Consequently, the current study aims to examine consumer behavior intention by incorporating the element of Saudi identity, as depicted in Figure 1. By understanding these behavioral components, researchers can explore how cultural identity influences consumers' attitudes, norms, perceived control, and ultimately, their behavior.

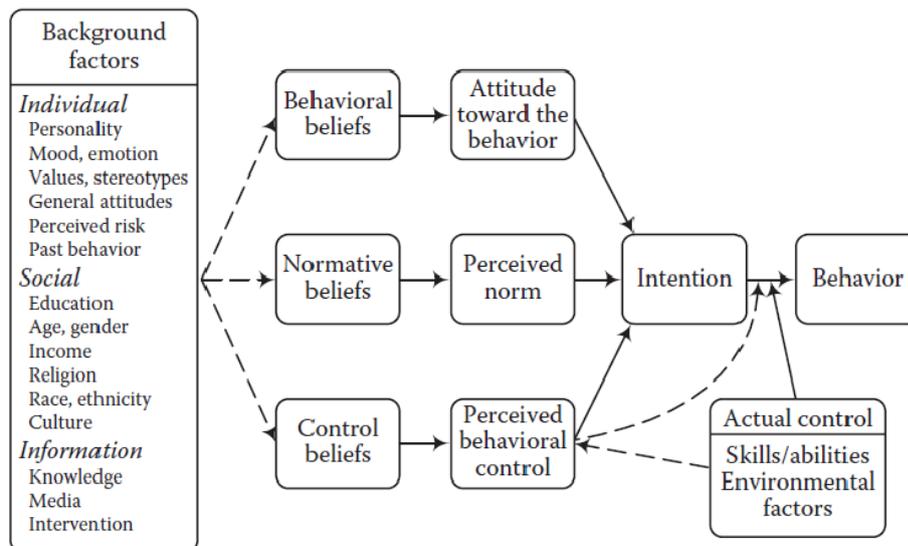


Fig 1: Ajzen's Theory of Planned Behavior (Ajzen, 2020)

Results and Discussion

First: Demographics:

Table (2)

Presents the frequency and percentages of the different levels of demographic variables represented in the research sample

Variable	Levels	Frequency	Percentage (%)
Nationality	Saudi	218	79.6
	Non-Saudi	56	20.4
Gender	Male	45	16.4
	Female	229	83.6
Age	18-25 years old	57	20.8
	26-30 years old	101	36.9
	31-35 years old	46	16.8
	36-40 years old	32	11.7
	41-45 years old	16	5.8
	46-50 years old	16	5.8
	51-55 years old	5	1.8
	56-60 years old	1	0.4

Variable	Levels	Frequency	Percentage (%)
Region	Central region	66	24.1
	Western region	186	67.9
	Eastern Region	8	2.9
	Northern District	4	1.5
	Southern District	10	3.6
Monthly income	Less than 5000	7	2.6
	5001-10000	244	89.1
	10001-15000	23	8.4
Education level	Secondary or less	35	12.8
	University	221	80.7
	Graduate studies	18	6.6

Prepared by the Authors

Table (2) presents the frequency and percentages of the different levels of demographic variables in the research sample. The demographic variables include nationality, gender, age, region, monthly income, and education level.

In terms of nationality, the sample consisted of 218 Saudi individuals (79.6%) and 56 non-Saudi individuals (20.4%). Regarding gender, the majority of the sample were female (229 individuals, 83.6%) compared to male (45 individuals, 16.4%).

In terms of age, the sample was diverse, with the largest group being individuals aged 26-30 years old (101 individuals, 36.9%), followed by individuals aged 18-25 years old (57 individuals, 20.8%). The smallest group was individuals aged 56-60 years old (1 individual, 0.4%).

Regarding the region, the majority of the sample were from the Western region (186 individuals, 67.9%), followed by the Central region (66 individuals, 24.1%). The smallest number of individuals were from the Northern District (4 individuals, 1.5%).

In terms of monthly income, the majority of the sample had an income between 5001-10000 (244 individuals, 89.1%), followed by an income between 10001-15000 (23 individuals, 8.4%). The smallest group had an income less than 5000 (7 individuals, 2.6%).

Regarding education level, the majority of the sample had a university degree (221 individuals, 80.7%), followed by secondary education or less (35 individuals, 12.8%). The smallest group had graduate studies (18 individuals, 6.6%).

Second: The Stability Coefficients for the Dimensions of the Study and the Overall Scale

Reliability analysis of the questionnaire was conducted by calculating the Cronbach's alpha coefficients for each dimension of the study and for the overall scale. As demonstrated in

Table 3, all of the Cronbach's alpha coefficients exceeded 90%, indicating a strong internal consistency within each dimension and across the entire scale.

The highest Cronbach's alpha value was recorded for items within the fourth dimension, "Intention: Intentions to Keep Clothes that Bear the Saudi Identity," ($\alpha = 0.978$). Conversely, the lowest value was observed for items within the second dimension, "Personal Criterion of Behavior: The Personal Measure of the Integration of the Saudi Identity in Fashion," ($\alpha = 0.721$).

Overall, the Cronbach's alpha coefficient for the entire scale was exceptionally high ($\alpha = 0.980$). This high reliability underscores the validity of the data collected and supports the use of this questionnaire for exploring the study's dimensions.

Table (3)

Values of Cronbach's Alpha Coefficients to Measure Dimensional Stability and Scale

Dimensions	Number of Items	Cronbach's Alpha Coefficient
Attitude towards behavior: consumer sentiment towards the characteristics of the Saudi identity	5	0.975
Personal Standard of Behavior: The Personal Scale of Integrating the Saudi Identity into Fashion	5	0.961
Controlling perceived behavior: buying clothes that bear the Saudi identity	5	0.955
Intention: Intentions to keep clothes that bear the Saudi identity	5	0.978
Behavior: owning clothes bearing the Saudi identity	5	0.976
Scale as a whole	25	0.980

Prepared by the authors

Third: testing the hypothesis

H1/

The first hypothesis of the study proposed a statistically significant positive correlation at the 0.05 level between the dimensions of the study (behavioral beliefs, normative beliefs, control beliefs, intention, and behavior), and various demographic factors, including nationality, gender, age, region, monthly income, and educational level.

To examine this hypothesis, the researcher utilized the Mann-Whitney U test to investigate the dimensions of the study in relation to nationality and gender. Additionally, the Kruskal-Wallis H test was conducted to analyze the association between the study's dimensions and age, region, monthly income level, and educational level.

Table 4

Mann-Whitney U Test Examining the Relationship between Study Dimensions and Both Nationality and Gender

Study Dimensions	Nationality		Gender	
	Test Statistic	Sig.	Test Statistic	Sig.
Attitude: Consumer sentiment towards the characteristics of the Saudi identity	4960	0.010	2461	0.000
Personal Standard: Integration of Saudi Identity in Fashion	4691	0.002	2478	0.000
Perceived Control: Buying Saudi Identity Fashion	5043	0.015	2511	0.000
Intention: Intentions to keep clothes that bear the Saudi identity	4991	0.017	2474	0.000
Behavior: Owning clothes bearing the Saudi identity	4839	0.003	2046	0.000

Prepared by the authors

The Mann-Whitney U test was employed to examine the statistical relationship between the study's dimensions and both nationality and gender. The results revealed a significant difference according to nationality across all dimensions, with a significance value less than 0.05.

In terms of gender, all dimensions demonstrated statistical significance at the 0.01 level. Therefore, it is evident that there is a significant relationship between the study's dimensions and both nationality and gender. These findings underscore the impact of demographic factors on attitudes towards, and behaviors related to, fashion that bears the Saudi identity.

Table 5

Kruskal-Wallis H Test Examining the Relationship between Study Dimensions and Both Age and Region

Study Dimensions	Age			Region		
	Kruskal-Wallis H	df	Sig.	Kruskal-Wallis H	df	Sig.
Attitude: Consumer sentiment towards the characteristics of the Saudi identity	15.955	7	0.026	14.754	4	0.005
Personal Standard: Integration of Saudi Identity in Fashion	14.933	7	0.037	18.800	4	0.001
Perceived Control: Buying Saudi Identity Fashion	17.331	7	0.015	18.839	4	0.001
Intention: Intentions to keep clothes that bear the Saudi identity	12.355	7	0.089	15.158	4	0.004
Behavior: Owning clothes bearing the Saudi identity	10.946	7	0.141	21.873	4	0.000

Prepared by the authors

Upon examining the relationship between the study's dimensions and age, it was found that the significance value for the fourth (Intention: Intentions to keep clothes bearing the Saudi identity) and fifth (Behavior: Owning clothes bearing the Saudi identity) dimensions exceeds 0.05. This suggests that there is no significant effect of age on these two aspects. These findings are consistent with Al-Damen's (2005) study, which asserts that the decision-making process for buying locally made women's clothing does not vary according to age.

However, for the first three dimensions – Attitude, Personal Standard, and Perceived Control – the significance value was less than 0.05, indicating a significant effect of age.

As for the variable of region, it was found to significantly affect all dimensions, with a significance value less than 0.01 in each case. This suggests that the region of residence has a significant influence on attitudes towards, and behaviors related to, Saudi identity fashion.

Table 6

Kruskal-Wallis H Test Examining the Relationship between Study Dimensions, Monthly Income Level, and Educational Level

Study Dimensions	Income Level			Educational Level		
	Kruskal-Wallis H	df	Sig.	Kruskal-Wallis H	df	Sig
Attitude: Consumer sentiment towards the characteristics of the Saudi identity	17.636	2	0.000	7.751	2	0.021
Personal Standard: Integration of Saudi Identity in Fashion	14.926	2	0.001	12.978	2	0.002
Perceived Control: Buying Saudi Identity Fashion	19.234	2	0.000	6.487	2	0.039
Intention: Intentions to keep clothes that bear the Saudi identity	8.345	2	0.015	10.392	2	0.006
Behavior: Owning clothes bearing the Saudi identity	19.425	2	0.000	19.564	2	0.000

Prepared by the authors

The Kruskal-Wallis H test results reveal a significant relationship between the study dimensions and both income and educational levels. The significance value was less than 0.05 for all dimensions, indicating that changes in income and educational levels significantly affect each dimension of the study.

This result aligns with Al Daman's (2005) study, which suggests that women's decisions to buy locally made clothing are influenced by their education and income levels. However, these findings contradict the conclusions drawn by Al-Ajaji (2021); Sejini (2011), who found no relationship between monthly income and the preference for traditional dress.

The second hypothesis posits that the dimensions of the study significantly impact the behavior of owning clothes that bear the Saudi identity.

To validate this hypothesis, we first examined the correlation between the study dimensions (independent variables) and the behavior of owning clothes bearing the Saudi identity (dependent variable). Following this, we employed multiple linear regression and stepwise regression techniques, enabling us to quantitatively assess the impact of the study dimensions. This also facilitated the identification of the most influential dimension on consumer behavior concerning the ownership of clothes that embody the Saudi identity.

Table 7

Pearson Correlation Coefficient between Behavior and Study Dimensions

Study Dimensions	Correlation Coefficient	Significance
Attitude: Consumer sentiment towards the characteristics of the Saudi identity	0.722	0.000
Personal Standard: Integration of Saudi Identity in Fashion	0.683	0.000
Perceived Control: Buying Saudi Identity Fashion	0.736	0.000
Intention: Intentions to keep clothes that bear the Saudi identity	0.733	0.000

Prepared by the authors

Table 7 displays the correlation coefficients and their significance levels for the first four dimensions with behavior. It reveals that the relationships between these dimensions and behavior are strong and positive, with all correlation coefficients being significant.

The dimension 'Perceived Control: Buying Saudi Identity Fashion' exhibited the highest correlation coefficient value (0.736), followed closely by 'Intention: Intentions to keep clothes that bear the Saudi identity' (0.733). The dimension with the lowest correlation coefficient is 'Personal Standard: Integration of Saudi Identity in Fashion' (0.683).

Table 8

Multiple Linear Regression Model Illustrating the Impact of Study Dimensions (Independent Variables) on Behavior: Owning Clothes Bearing the Saudi Identity (Dependent Variable)

Dependent Variable	Independent Variables	Regression Coefficients B	T-test		F-test		Coefficient of Determination R ²
			V.	Sig.	V.	Sig.	
Behavior: Owning clothes bearing the Saudi identity	Constant	-2.587	-7.366	106.9	106.9	0.000	0.615
	1	0.121	0.648	0.517			
	2	0.199	1.563	0.119			
	3	0.562	3.587	0.000			
	4	0.633	5.346	0.000			

Prepared by the Authors

Table 8 presents the results of the multiple linear regression model, demonstrating the effect of the study dimensions (independent variables) on the behavior of owning clothes bearing the Saudi identity (dependent variable).

The model's constant (intercept) is -2.587, and the regression coefficients for the independent variables range from 0.121 (Independent Variable 1) to 0.633 (Independent Variable 4). The T-test scores indicate the significance of these variables in the model, with Independent Variables 3 and 4 showing significant values ($p < 0.05$). The F-test value demonstrates the overall significance of the model.

The coefficient of determination (R^2) is 0.615, indicating that approximately 61.5% of the variability in the dependent variable (behavior) can be explained by the independent variables in this model.

Table 8 presents several key insights

- The coefficient of determination (R^2) suggests that the independent variables, i.e., the study dimensions, explain 61.5% of the total variability in the behavior of owning clothes bearing the Saudi identity. The remaining 38.5% could be attributed to random error or other independent variables not included in this model.
- The significance of the independent variables was tested using the t-test. It was found that the third (Perceived Control: Buying Clothes Bearing the Saudi Identity) and fourth (Intention: Intentions to Keep Clothes Bearing the Saudi Identity) dimensions significantly influence the behavior, with p-values less than 0.01. The first (Attitude: Consumer Sentiment towards the Characteristics of the Saudi Identity) and the second (Personal Standard: Integration of Saudi Identity in Fashion) dimensions did not significantly influence the behavior, as their p-values (0.517 and 0.119 respectively) are greater than 0.05. These two dimensions will therefore be excluded from the model.
- The overall fit of the regression model was tested using the F-test. The model was found to be significant, with a p-value less than 0.05, indicating that the behavior is dependent on the study dimensions as a whole.

The regression model can therefore be expressed as follows:

Behavior = -2.587 + 0.562 (Perceived Control) + 0.633 (Intention)

The results suggest that the fourth dimension (Intention) has the most significant impact on behavior, with a regression coefficient of 0.633, followed by the third dimension (Perceived Control) with a regression coefficient of 0.562.

Table 9

Stepwise Regression to Determine the Impact of the Third and Fourth Study Dimensions on Behavior: Owning Clothes Bearing the Saudi Identity (Dependent Variable)

Model	Independent Variables	Regression Coefficients B	T-test		F-test		Coefficient of Determination R ²
			V	Sig	V	Sig	
1	Constant	-2.014	-5.539	0.000	320.9	0.000	0.542
	3	1.389	17.91	0.000			
2	Constant	-2.660	-7.545	0.000	206.6	0.000	0.605
	3	0.793	6.821	0.000			
	4	0.731	6.537	0.000			

Prepared by the Authors

Table 9 presents the results of a stepwise regression analysis, showing the effect of the third and fourth study dimensions on the behavior of owning clothes bearing the Saudi identity.

In Model 1, only the third dimension is considered. The constant (intercept) is -2.014 and the regression coefficient for the third dimension is 1.389. The T-test score for this dimension is highly significant (17.91), and the model as a whole (as indicated by the F-test) is significant as well. The third dimension explains approximately 54.2% of the variability in the behavior.

In Model 2, both the third and fourth dimensions are included. The constant is -2.660, and the regression coefficients for the third and fourth dimensions are 0.793 and 0.731, respectively. Both dimensions have significant T-test scores (6.821 and 6.537 respectively). The model as a whole remains significant (F-test p-value < 0.001), and the two dimensions together explain about 60.5% of the variability in the behavior.

These results suggest that both the third (Perceived Control: Buying Clothes Bearing the Saudi Identity) and fourth (Intention: Intentions to Keep Clothes Bearing the Saudi Identity) dimensions have a significant impact on the behavior of owning clothes bearing the Saudi identity. However, the addition of the fourth dimension to the model only increases the explained variability by about 6.3%, indicating that the third dimension has a more substantial impact.

Results

This study aimed to investigate the predictive potential of consumer intent towards fashion that aligns with the Saudi identity. The focus was on understanding consumer behavior related to retaining such fashion and examining the possibility of behavior modification through the enhancement of the Saudi identity.

The study explored relationships between various study dimensions (including nationality, gender, age, region, income level, and educational level) and consumer behavior. The results demonstrated that all these variables, except age, had a statistically significant impact on the study dimensions. This supports the first hypothesis, which posits a positive and statistically significant correlation between the study dimensions and each of the demographic variables (such as nationality, gender, region, monthly income level, and educational level), at the 0.05 level of significance.

The findings suggest that consumer behavior intention is influenced by various demographic factors, barring age. These factors shape the consumer's attitude towards behaviors associated with the Saudi identity. Such behaviors include emotional attachment to the Saudi identity, the decision to retain or discard Saudi fashion items, and the level of social pressure consumers face to adopt or reject these behaviors. The results indicate potential for enhancing consumer behavior through reinforcing the Saudi identity.

By examining the relationships between the study dimensions and behavior (with behavior as a dependent variable), it was found that there is a direct and significant correlation between them. A regression analysis of behavior on the study dimensions (as independent variables) revealed the regression model to be significant, supporting the second hypothesis: "There is a significant effect of the study dimensions on the behavior of owning clothes bearing the Saudi identity."

A deeper regression analysis revealed that while the first and second dimensions had no significant impact on behavior, the third and fourth dimensions did. This underscores the importance of the third (Perceived Control: Buying Clothes Bearing the Saudi Identity) and fourth (Intention: Intentions to Keep Clothes Bearing the Saudi Identity) dimensions as key indicators affecting behavior. Notably, the fourth dimension (Intention) demonstrated predictive capacity for consumer behavior towards fashion associated with the Saudi identity, indicating potential areas for intervention and influence.

Conclusion

This study offers significant insights into consumer behavior concerning fashion associated with the Saudi identity. It shows that such behavior is shaped by various factors, including nationality, gender, region, income, and education level, all of which except age, significantly influence the dimensions of attitude, personal standard, perceived control, and intention.

The findings reveal a strong correlation between these dimensions and the behavior of consumers in retaining fashion associated with the Saudi identity. The regression analysis points out that the perceived control of buying, and the intention to keep clothes bearing the Saudi identity, play a critical role in influencing behavior. Specifically, the intention dimension has predictive power over consumer behavior.

From these results, it can be concluded that consumer behavior towards Saudi-associated fashion is not random but is influenced by both personal factors and broader demographic characteristics. The exception of age as a significant variable suggests that attitudes towards Saudi identity in fashion may span across different age groups.

The significant impact of the third and fourth dimensions (perceived control and intention) on consumer behavior provides potential areas for intervention. Strategies to boost consumers' perceived control over buying and their intention to retain Saudi-associated fashion could be effective in promoting these fashion items.

In summary, this study illuminates the complex influences on consumer behavior towards Saudi-associated fashion and provides valuable guidance for strategies aimed at enhancing the Saudi identity in fashion. However, further studies may be required to delve deeper into these influences and the potential mechanisms for behavioral change.

Based on the findings and conclusions of this study, the following recommendations are proposed

1. **Further Research on the Correlation:** The study uncovered significant relationships between consumer behavior and the Saudi identity in fashion. As a next step, it would be beneficial to conduct more in-depth research into the correlation between the integration of the Saudi identity in consumer fashion and the consumer's behavioral intention to retain such fashion items for a longer period. This could involve exploring the emotional and cultural attachments to Saudi identity in fashion and how these influence the longevity of fashion item ownership.
2. **Generalization to Similar Societies:** The insights from this study could potentially be applied to societies similar to the Saudi society, particularly those where cultural identity plays a significant role in consumer fashion choices. Future research could aim to generalize these findings, investigating how the enhancement of a society's identity in fashion influences and predicts consumers' intentions towards fashion. This could offer valuable insights for fashion marketers and designers looking to incorporate cultural elements into their offerings in a way that resonates with consumers and encourages longer-term ownership.

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