

JAM

Jurnal Aplikasi Manajemen
Journal of Applied Management
Volume 21 Issue 1
March 2023

21 | 1 | 2023

Received November '22
Revised November '22
December '22
January '23
Accepted March '23

**INDEXED IN**

DOAJ - Directory of Open
Access Journals
ACI - ASEAN Citation Index
SINTA - Science and Technology
Index
Dimensions
Google Scholar
ResearchGate
Garuda
IPI - Indonesian Publication
Index
Indonesian ONESearch

CORRESPONDING AUTHOR

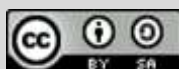
Nina Deskartika Miwa
Faculty of Economics and
Business,
Brawijaya University,
Indonesia

EMAIL

helloninamiwa@gmail.com

OPEN ACCESS

e ISSN 2302-6332
p ISSN 1693-5241



Copyright (c) 2023 Jurnal Aplikasi Manajemen

THE INFLUENCE OF FASHION INNOVATIVENESS ON BEHAVIORAL INTENTION MEDIATED BY BRAND IMAGE AND BRAND LOVE

Nina Deskartika Miwa

Ananda Sabil Hussein

Mintarti Rahayu

Faculty of Economics and Business, Brawijaya University, Indonesia

Abstract: The study aimed to investigate the impact of fashion innovation, brand image, brand love, and behavioral intention on Customers of Ria Miranda products in Malang. The research sample consisted of 200 purposively selected Customers of Ria Miranda products, with the data being analyzed using the partial least squares (PLS) methodology through SmartPLS. The research methodology involved an assessment of the internal consistency of the measurement models, the examination of outer models, the construction of path diagrams, and the testing of hypotheses. The study's findings suggest that fashion innovation directly impacts customer behavioral intention toward Ria Miranda products. Additionally, brand image and love mediate between fashion innovation and customer behavioral intention towards Ria Miranda products. To conclude, the study demonstrated the significant impact of fashion innovation on customer behavioral intention towards Ria Miranda products and the mediating role of brand image and brand love in this relationship. The high satisfaction level of these customers results in strong brand loyalty, further strengthened by brand love. The findings of this study indicate that customer behavioral intention can be formed if the fashion product management focuses on exploring the existing advantages of the brand, such as the dimension of fashion innovativeness while considering the brand image and the emotional feelings of the customer. When processed, a high-quality brand image and the emotional feelings of the customer play a full role as mediators in affecting behavioral intention.

Keywords: Fashion Innovativeness, Brand Image, Brand Love, Behavioral Intention

CITATION

Miwa, N. D., Hussein, A. S., and Rahayu, M. 2023. The Influence of Fashion Innovativeness on Behavioral Intention Mediated By Brand Image and Brand Love Jurnal Aplikasi Manajemen, Volume 21, Issue 1, Pages 261-271. DOI: <http://dx.doi.org/10.21776/ub.jam.2023.021.1.19>.

INTRODUCTION

The fashion industry has seen significant growth in Indonesia in recent decades, driven by the rise of local designers, improved economic conditions, and retail sector growth. Fashion has become a lifestyle for many individuals who seek to look attractive and different from others and are often willing to pay extra for fashionable and up-to-date clothing. Customers in the Indonesian fashion market choose clothing products based on the function and brand alignment with their style and lifestyle. Fashion companies and brands must develop marketing strategies to attract customers and drive buying intentions by providing product information and creating positive associations (Ar-sinta and Purnami, 2015).

Marketing is crucial in driving sales and customer satisfaction, as companies must adjust their strategies accordingly. Marketing strategy is logic where the company can create value for the customers and achieve a mutually beneficial relationship with them (Kotler and Armstrong, 2012). Logic plays a vital role for Ria Miranda, a top 10 Hijab Fashion Brand in Indonesia. The brand uses it to form behavioral intentions from the customers. As Olson and Peter (2008) define, behavioral intention is a proportion that connects one's self to future actions. The strategy used by Ria Miranda is Fashion Innovativeness, differentiating its products from others, leading to repurchases by customers. Innovativeness refers to tendency to be the first to adopt new products, services, and brands (Rogers, 1983). The brand positions itself as a middle-up hijab fashion brand targeting the middle and upper classes in cities like Jakarta, Surabaya, and Malang with higher price points than competitors. The presence of Ria Miranda Lovers Communities, which consists of people who bought their products in previously mentioned cities, indicates that brand has loyal customers. The group of this loyal customer is known for doing events like meetings, workshops, discussions, and even social services among its members. Based on the things mentioned above, Ria Miranda has created a phenomenon related to Fashion Innovativeness Intentions through Brand Image and Brand Love.

As per Zhang and Kim (2013), fashion innovativeness involves two sub-processes: imitation and differentiation. Fashion innovators differentiate themselves by seeking new styles while fol-

lows imitate. Fashion innovation positively affects attitudes toward repurchasing luxury goods (Zhang and Kim, 2013). High fashion innovativeness is linked with interest in fashion styles and brands (Beaudoin and Lachance, 2006; Workman and Cho, 2012). Customers with high fashion innovativeness actively seek information about new products/brands (Muzinich et al., 2003) and experience pleasure and enjoyment while shopping (Muzinich et al., 2003). These cognitive, sensory, and affective associations form the brand image, which is an antecedent of a lovemark (Cho et al., 2017), with the strength of a lovemark positively related to brand loyalty (Cho et al., 2017; Roberts, 2005).

Fashion innovativeness has a positive impact on customer behavioral intention, according to research by Cho et al. (2017). However, the relationship between fashion innovativeness and behavioral intention is inconsistent, as shown by Nasution and Astuti's (2012) study. Their research concluded that fashion innovativeness does not directly affect behavioral intention, suggesting the need for further research in diverse product domains. The current study examines the effect of fashion innovativeness on the customer behavioral intention of Ria Miranda products through brand image and brand love. Based on the above, it can be concluded that there are differences from previous studies between fashion innovativeness, brand image, brand love, and behavioral intentions. These differences then give rise to a gap for new research that focuses on understanding the significance of the influence of these variables to provide benefits both theoretically and practically in general and for the Ria Miranda brand in particular.

LITERATURE REVIEW

Fashion Innovativeness

Innovativeness is the tendency to adopt new products, services, and/or brands first (Rogers, 1983). Cognitive innovativeness is seeking new experiences that stimulate thinking, while sensory innovativeness is searching for new experiences that are sensory in nature (Venkatraman and Price, 1990). The innovation is described as innate or domain-specific, meaning general personality traits reflect search for stimulation and uniqueness (Rohrich, 2004). The specific innovativeness refers to buying new products or obtaining new information from the specific product categories (Goldsmith

and Hofacker, 1991; Roehrich, 2004). For example, a customer may have a high level of innovation related to technology products but not clothing or music. Consumers with high fashion innovativeness make efforts to gather the information on prices and promotions before buying fashion products to achieve utilitarian benefits such as cost efficiency and savings (Kim and Hong, 2011; Workman and Cho, 2012).

Brand Image

The brand image represents the overall perception of a brand, resulting from information and the past experiences. A positive brand image leads to favorable attitudes and an increased likelihood of purchases. The characteristics can be associated with the attributes, benefits, and attitudes (Shimp in Tjiptono, 2014). These associations, such as design, color, and functional benefits, are what customers associate with the brand in particular.

Brand Love

Fournier (1998) stated love is crucial in customer-brand relationships and is expressed in a self-oriented manner by customers. Love's emotional aspect attracts attention from marketing practitioners as it influences customer behavior and is important in creating quality customer-brand relationships (Turgut, and Gultekin, 2015; Huang, 2018). Brand love is the attachment and emotional arousal of satisfied customers (Carrol and Ahuvia, 2006) and a combination of emotions and passion that leads to commitment and loyalty (Roy et al., 2012). It is an affective response from customers toward a brand (Niyomsart and Khamwon, 2016).

Behavioral Intention

One of the developments of Behavioral loyalty is the existence of Repurchase Intention / Behavioral Intentions, characterized by Repurchase Intention / Behavioral Intention, which refers to customers' intentions towards products and services based on their level of satisfaction. Behavioral intention is the desire to own, dispose of, and use products or services, which can lead to behaviors such as finding information, promoting the product, and buying or disposing of it. According to Peter and Olson (2008), behavioral intention is linked to future actions and is the frequency of purchases by the loyal buyers (Schiffman and Kanuk,

2010). The satisfaction process that leads to behavioral intention can be classified into economic and social behavior (Liestyana, 2009).

HYPOTHESIS DEVELOPMENT

Cho et al. (2017) explained that customers with high fashion innovativeness could contribute to a brand's long-term success by increasing brand awareness and maintaining positive brand associations during the product/brand purchasing stage. Fashion innovativeness is linked to the desire for three dimensions of brand image: cognitive, sensory, and affective associations. These dimensions, in turn, lead to brand love and appreciation, which significantly contribute to the formation of loyalty, including behavioral intention. Fashion innovativeness, the process of fashion adoption, involves imitation and differentiation (Zhang and Kim, 2013). The fashion innovators aim to differentiate themselves by seeking new styles, while followers imitate (Zhang and Kim, 2013). Fashion innovation positively affects attitudes toward repurchasing luxury fashion goods (Zhang and Kim, 2013). A high level of fashion innovativeness is linked to a positive direct relationship with behavioral intention, according to research by Cho et al. (2017).

H1: Fashion innovativeness has a significant positive effect on behavioral intention.

According to the research of Cho et al. (2017), customers with high fashion innovativeness make many efforts to seek information about prices and promotions before buying fashion products to achieve utilitarian benefits such as shopping efficiency and saving money (Kim and Hong, 2011; Workman and Cho, 2012). The mental activities involved during the purchase process include the evaluating product fashion intrinsic signals (brand image and store), design signals (style and product fit), and product use (utility, comfort, and suitability). Purwianti and Tio (2017) stated that brand image significantly impacts behavioral intention. Forming a brand image is difficult, and it is hard to change once established. The brand image represents the overall perception of a brand and is shaped by past information and experiences. According to Shiau (2014), the most fundamental characteristic of the product innovation is changing the basic attributes of the product, making it appealing to consumers, and inducing them to pur-

chase it.

H2: The role of brand image is able to mediate the influence of fashion innovativeness on behavioral intention.

Carrol and Ahuvia (2006) define brand love as the level of attachment and emotional excitement that satisfied customers have towards a particular brand. It is similar to the definition of brand love by Roy et al. (2012), who conceptualize it as an emotional feeling and enthusiasm towards a brand, leading to commitment or loyalty. Brand love is a combination of emotions and excitement that interact and arise from the customer's affective response (Niyomsart and Khamwon, 2016). Thus, the brand love is an affective aspect that represents the emotional excitement bond between customers and a brand. (Cho et al., 2017) highlight the positive feelings like joy, happiness, and pleasure that customer's associate with a brand through affective associations. The affective dimension of brand image captures customers' enjoyment from own-

ing and interacting with fashion brands, similar to long-term customers. The benefits from the experiences gained align with the affective dimension, reflecting the feelings from using a product. Customers with high fashion innovativeness have shopping experiences for pleasure and consider shopping for fashion products as enjoyable and recreational (Workman and Cho, 2012). It highlights the experience benefits for those with high fashion innovativeness, resulting in a positive relationship between fashion innovativeness and affective association (feelings of love for the brand). In fashion, brand image is used to strengthen emotional ties with customers. If successful, it led to positive word-of-mouth and increased customer use, bringing benefits to the company (Spinelli and Ismail, 2011). It is backed by research that shows brand love positively impacts behavioral intention (Shen, 2016; Carrol and Ahuvia, 2006).

H3: The role of brand love is able to mediate the influence of fashion innovativeness on behavioral intention.

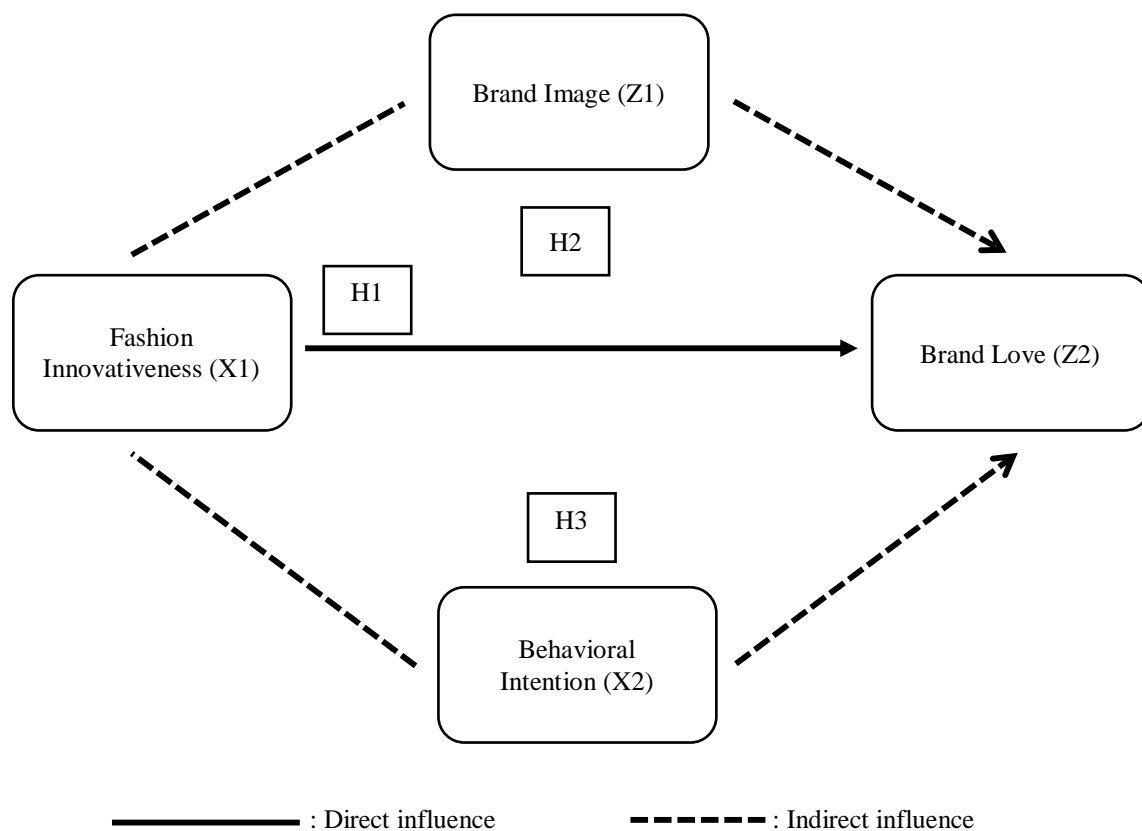


Figure 1. Conceptual Framework

METHOD

This study uses a quantitative approach to examine the relationship between fashion innovation, brand image, brand love, and behavioral intention. The sample includes 200 female customers of the Ria Miranda boutique in Malang, selected to ensure accurate data. Primary data is collected via a structured online questionnaire distributed

to female customers of Ria Miranda Malang, and secondary data is obtained from books, articles, and previous research. The study uses a questionnaire to collect data. SPSS (Statistical Program for Social Science) and SmartPLS 2.0 were used to perform the validity and reliability data test and provide the inferential statistical analysis approach of Partial Least Square (PLS) to test the hypothesis.

Table 1. Definition of Variable Definition of Variable Fashion Innovativeness (X)

Indicator	Item
The interest on the new product	1. If there is an update on the latest fashion products of the brand concerned, be willing to buy directly.
Being the pioneer for the new product	2. Be the first to wear the latest fashion products.
Collecting many products	3. Collecting many products from several editions.

Source: Nasution dan Astuti (2012); Cho et al. (2017)

Table 2. Definition of Variable Definition of Variable Brand Image (Z1)

Indicator	Item
Saliency.	4. This brand has an important meaning.
Reputation.	5. This brand has a good reputation.
Familiarity.	6. This brand is easily recognizable / familiar.
Trustworthy.	7. This brand can be trusted.
Excellency.	8. This brand is a superior brand.

Source: Fianto et al. (2014)

Table 3. Definition of Variable Definition of Variable Brand Love (Z2)

Indicator	Item
Passion for a brand.	9. Passion or passion using the brand.
Brand attachment.	10. Interest in the brand.
Positive evaluation of the brand.	11. Positive evaluation of the brand.
Positive emotions in response to the brand.	12. Positive feelings due to enthusiasm for the brand.
Declarations of love toward the brand.	13. Consumer willingness to express love for the brand.

Source: Carrol dan Ahuvia (2016); Drennan (2015); dan Huang (2018)

Table 4. Definition of Variable Definition of Variable Behavioral Intention (Y)

Indicator	Item
Purchase Intention.	14. Intend to buy a product when viewing it. 15. In the future, you will repurchase the product. 16. This brand will be your first choice when you shop for products.
Willingness to pay more.	17. Willing to pay more for this product. 18. Will continue to shop for this product even if other products have a sale.
Brand recommendation.	19. I often share information about the Ria Miranda brand with relations. 20. Spread positive experiences about the product. 21. Always recommend this brand to relatives who ask for opinions about a brand.
Purchase Intention.	22. Intend to buy a product when viewing it.

Source: Turhan and Ozbek (2013)

RESULTS**Table 5. Result of Coefficient Determination (R²)**

Variable	Coefficient Determination (R ²)
Brand Image	0,338
Brand Love	0,390
Behavioral Intention	0,658

Source: Processed Primary Data (2020)

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2) \\
 &= 1 - (1 - 0,114)(1 - 0,152)(1 - 0,433) \\
 &= 1 - 0,426 \\
 &= 0,574
 \end{aligned}$$

Note:

Q² = predictive relevanceR₁² = coefficient of determination of brand satisfactionR₂² = coefficient of determination of brand loveR₃² = coefficient of determination of brand loyalty

Based on the above calculation results, it can be concluded that this research model is categorized as a strong model (Ghozali and Latan, 2015). It means that 57.4% of behavioral intention variables can be predicted by innovativeness, brand image, and brand love variables. The remaining 42.6% is explained by other variables not found in this research model. Based on the table 6, it can be concluded the results of the direct influence hypothesis test are as follows. H1 Fashion Innovativeness significantly influences behavioral intention: the value of the H1 path coefficient is 0.057 with a t-statistics value of 0.109 and a significance level (p-value) of 0.369. Looking at the parameter provisions of the t-statistics value <1.96 and the significance level <0.05, the H1 results are significant. It shows that fashion innovativeness significantly affects behavioral intention; H1 is accepted.

Table 6. The Analisis Result of Direct Effect Hypothesis

Hypothesis	Relationship Between Variables		Path Coefficient	t- statistics	p- value	Note
	Independent Variable	Dependent Variable				
H1	Fashion Innovativeness	Behavioral Intention	0,057	0,109	0,043	Significant

Table 7. Hypothesis Test Results of the Mediation Effect

Relationship	Indirect Coefficient	t- statistics	p- value	Note
<i>Fashion Innovativeness -> Brand Image -> Behavioral Intention</i>	0,254	2.301	0,005	Significant
<i>Fashion Innovativeness -> Brand Love -> Behavioral Intention</i>	0,555	4.653	0,010	Significant

Based on the analysis results from the table 7, it can be concluded that the results of the hypothesis of indirect influence are as follows. H2 Brand Image is able to mediate the influence of Fashion Innovativeness on Behavioral Intention; it shows that the relationship of fashion innovativeness to behavioral intention mediated by brand image has t-statistics value greater than t-table (> 1.96), which is equal to 2.301 so that it can be declared significant. It shows that brand image is able to mediate the influence of fashion innovativeness on behavioral intention. Thus H2 is accepted. The influence between fashion innovativeness with brand image and behavioral intention with the brand image that is equally significant supports the influence of partially mediated, according to Hair et al. (2010). H3 Brand Love is able to mediate the influence of Fashion Innovativeness on Behavioral Intention; it shows that the relationship of fashion innovativeness to behavioral intention mediated by brand love has a t-statistics value greater than t-table (> 1.96), which is 4.653 so that it can be declared significant. It shows that brand love is able to mediate the influence of fashion innovativeness on behavioral intention. Thus, H3 is accepted. The influence between fashion innovativeness with brand love and behavioral intention with brand love is equally significant in favor of partially mediated influence, according to Hair et al. (2010). And the findings also illustrate that brand love has a more dominant role in influencing the relationship of fashion innovativeness to behavioral intention because it has a greater t-statistics value when compared to brand image.

DISCUSSION

Fashion Innovativeness and Behavioral Intention

The findings indicate that fashion innovativeness has a significant influence on behavioral

intention. The study's results contradict Nasution and Astuti (2012), who found that innovativeness does not always positively affect behavioral intention. In other words, the desire to innovate Customers from the Ria Miranda brand can directly influence the intention to buy back Ria Miranda brand products. The previous research shows that innovation has different domains. A study by Nasution and Astuti (2012) used electronic goods as their innovativeness domains, while this research focused on fashion domains. This domain-specific innovativeness can have a significant impact on customer behavior. Hirunyawipada and Paswan (2006) found that domain-specific innovativeness is a mediating factor in the relationship between innovativeness and the intention to adopt new products.

Sensory associations are the most substantial relationship between brand image and fashion innovativeness, while love relationships have a stronger relationship with cognitive and affective associations. Lovemark influences brand loyalty related to fashion. Lovemark and fashion innovativeness significantly affect behavioral intention, a dimension of loyalty. To strengthen the relationship between the two, mediation is needed (Cho et al., 2017). Ria Miranda's high fashion innovativeness leads to repeat orders and increased brand loyalty. Fashion innovativeness is an interest in fashion style and products. As this interest increases, so does the customer's purchasing intention, leading to repeat orders. Customers who make their innovations on Ria Miranda products show that the brand is superior and favored. Marketers of the Ria Miranda should utilize this advantage. The fact that customers are taking the initiative toward Ria Miranda products shows the brand's superiority and popularity. Based on these findings, the Marketers of Ria Miranda can take advantage of and utilize it properly.

The Mediation Role of Brand Image

Fashion innovativeness significantly influences behavioral intention, and brand image has a mediating role in this relationship, according to this study. The results support partial mediation where brand image affects fashion innovativeness and behavioral intention. The results of this study are consistent with the statement of Cho et al. (2017) about fashion innovators. Those with high fashion innovativeness were involved before (Kim and Hong, 2011; Workman and Cho, 2012) and during product purchases (Venkatraman and Price, 1990). Mental activities involved during purchasing process include evaluating extrinsic cues for fashion products (brand image and stores), design cues (style and suitability of a product), and product usability (utility, comfort, and suitability) (Muzinich et al., 2003). Today's product purchases are also heavily influenced by brand awareness and brand image, which will directly affect repurchase intentions (Esch, 2006). According to Dharmesta (2007), the behavior of individuals can be estimated based on their intentions. In contrast, more precisely, it is estimated from their attitudes towards attitudes and subjective norms, so they decided to visit again (behavioral intention) (Carlson and O'Cass, 2010). It follows the role of mediation; according to Hair et al. (2010), full mediation will occur if the effect of mediating variables on the dependent variable is significant, while the impact of the independent variable on mediation is not significant. Conversely, suppose the influence of the dependent variable on the mediating variable is significant, and the effect of the independent variable on the mediating variable is also significant. In that case, it can be interpreted that the findings support the partially mediated effect. The study supports that Customers with high fashion innovativeness prefer products with a good brand image. Ria Miranda is considered to have high fashion innovativeness and a strong brand image in the Moslem fashion market, making them loyal customers who use their products.

The Mediation Role of Brand Love

Another finding in this study is that brand love is mediating in the relationship between the influence of fashion innovativeness and behavioral intention. In this study, fashion innovativeness directly impacts behavioral intention, but it is ex-

pected that the mediation of brand love will strengthen the relationship. According to Hair et al. (2010), partial mediation was found with brand love as a mediator having a significant effect on behavioral intention and fashion innovativeness variables. Following the C-A-B (cognition-affect-behavior) theory proposed by Holbrook and Batra (1987), the cognitive state of the customer can affect their affective state, which then influences customer behavior. When customers get positive experiences from the Ria Miranda brand, deep emotional feelings (love) emerge, increasing customer loyalty to the Ria Miranda brand. Love is an essential emotional dimension in shaping the quality of the relationship with the brand, creating a strong long-term relationship between the customer and Ria Miranda. With the emergence of the Ria Miranda brand community, the brand has become beloved by some. Customers' love of the brand causes the research respondents to choose to repurchase and spread positive associations about Ria Miranda.

IMPLICATIONS

The study theoretically provides an overview of the relationship between customers and brands regarding aspects that can influence customer behavioral intention for fashion products, such as fashion innovativeness, brand image, and brand love. The theoretical implications suggest that fashion innovativeness as a variable, which has not been widely studied, can be influenced by brand image and brand love through a direct effect on behavioral intention. Building a long-term relationship between customers and brands (loyalty) requires cognitive and emotional aspects that can provide quality to the relationship. As emotional aspects, brand image and brand love play a full role as mediators that can influence fashion innovativeness to behavioral intention. Among these two mediating variables, brand love is dominant in creating a long-term relationship between customers and brands. The findings of this study indicate that customer behavioral intention can be formed if the fashion product management focuses on exploring the existing advantages of the brand, such as the dimension of fashion innovativeness while considering the brand image and the emotional feelings of the customer. When processed, a high-quality brand image and the emotional feelings of the cus-

tomers play a full role as mediators in affecting behavioral intention.

RECOMMENDATIONS

This research focuses on the brand, particularly in forming a behavioral intention, so many other variables still have yet to be revealed in influencing behavioral intention. It becomes an opportunity for future research to add other variables that can clarify aspects related to the brand, specifically in influencing behavioral intention. Furthermore, the researcher chose Ria Miranda as one of the data collection locations, which may not be effective because Ria Miranda is not a top-ranked brand in Indonesia. By researching other brands with a higher ranking than Ria Miranda, it is hoped that a more satisfying result will be obtained.

This research was conducted in 2019 when Covid-19 had not yet spread in Indonesia. The pandemic emerged and spread in Indonesia in the early 2020 and has been indicated to affect various aspects of daily life, including the economy. The relevance of this research may vary depending on the perspective used, before or after the Covid-19 pandemic in Indonesia. Thus, it will be better if future research that discusses similar variables or objects to this research considers the impact of the Covid-19 pandemic on the used variables or similar industrial sectors. It will support the currentness of the research and its relevance to the actual community and can be used as a reference or guideline for relevant parties who need it.

Further research should look into other factors that impact loyalty, such as brand ambassadors and celebrity endorsements. Ria Miranda's management should focus on maintaining and improving the brand's identity, latest products, marketing strategies, and marketing environment to build the strong customer relationships. Consistent improvement in fashion innovativeness and brand love will enhance the quality of the customer-brand relationships and increase brand loyalty.

CONCLUSIONS

The high fashion innovativeness of Ria Miranda's customers directly impacts their behavioral intention. It is due to their high fashion innovativeness and being part of the brand's community, reinforcing their fashion-forward mindset. The brand image acts as a mediator between fashion innova-

tiveness and behavioral intention. Customers who see Ria Miranda as a Muslim fashion brand are more likely to make repeat purchases and talk positively about the brand. The high satisfaction level of these customers results in strong brand loyalty, further strengthened by brand love.

REFERENCES

- Arsinta, G. A. P. and Purnami, N. M. 2015. The Role of Perceived Value in Mediating the Influence of Celebrity Endorser Credibility on Purchase Intent of Maybelline Cosmetic Products in Denpasar City. *Matrix: Journal of Management, Business Strategy and Entrepreneurship*, 9(2), pp. 123-134.
- Beaudoin, Pierre and Lanchance, M. J. 2006. Determinants of Adolescents' Brand Sensitivity to Clothing. *Family and Consumer Sciences Research Journal*, Vol. 34, No. 4, pp. 312-331. DOI: 10.1177/1077727X06286418 © 2006 American Association of Family and Consumer Science.
- Carlson, Jamie and O'Cass, A. 2010. Exploring the Relationships between E-Service Quality, Satisfaction, Attitudes and Behaviours in Content-Driven E-Service Web Sites. *Journal of Services Marketing*.
- Carrol, B. A. and Ahuvia, A. C. 2006. Some Antecedents and Outcomes of Brand Love. *Market Lett*, 17, pp. 79-89: Springer Science Business Media, Inc.
- Cho, E., Fiore, A. M., and Yu, U. F. 2017. Impact of Fashion Innovativeness on Consumer-Based Brand Equity. *Journal of Consumer Marketing*, 35/3 (2018) pp. 340-350: Emerald Publishing Limited [Issn 0736-3761].
- Dharmesta. 2008. *Modern Marketing Management, Second Edition*. Liberty. Yogyakarta
- Drennan. 2015. Examining the Role of Wine Brand Love on Brand Loyalty: A multi-Country Comparison. *International Journal of Hospitality Management*, 49 (2015) pp. 47-55: Elsevier Ltd.
- Esch, Franz Rudolf. 2006. Relationships Affect Current and Future Purchases. *Journal of Product and Brand Management*, ISSN: 1061-0421. 1 February 2006.
- Fianto, Achmad Yanu Alif. 2014. The Influence of Brand Image on Purchase Behaviour through Brand Trust. *Business Management*

- and Strategy, ISSN 2157-6068 2014, Vol. 5, No. 2.
- Fournier, Susan. 1998. Special Session Summary Consumer Resistance: Societal Motivations, Consumer Manifestations, and Implications in the Marketing Domain. In *Na - Advances In Consumer Research*, Volume 25, Eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, Ut: Association For Consumer Research, pp. 88-90.
- Ghozali, I. and Latan, H. 2015. *Concept, Techniques, and Applications of Using Smart PLS 3.0 for Empirical Research*. BP Undip. Semarang.
- Goldsmith, R. E. and Hofacker, C. F. 1991. Measuring Consumer Innovativeness. *Journal of the Academy of Marketing Science*, 19(3), pp. 209–221. DOI: 10.1007/bf02726497.
- Hair, J. F., Black, W. C., Babin, B. J., and Anderson, R. E. 2010. *Multivariate Data Analysis*. Seventh Edition. Prentice Hall, Upper Saddle River, New Jersey.
- Hirunyawipada, T. and Paswan, A. K. 2006. Consumer Innovativeness and Perceived Risk: Implications for High Technology Product Adoption. *Journal of Consumer Marketing*, 23, pp. 182-198.
- Holbrook, M. B. and Batra, R. 1987. Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. *Journal of Consumer Research*, 14. December 1987.
- Huang, Tseng-Lung. 2018. Psychological Mechanisms of Brand Love and Information Technology Identity in Virtual Retail Environments. *Journal of Retailing and Consumer Services*, 47 (2019) pp. 251–264, Elsevier Ltd.
- Kim, H.-S. and Hong, H. 2011. Fashion Leadership and Hedonic Shopping Motivations of Female Consumers. *Clothing and Textiles Research Journal*, 29(4), pp. 314-330. DOI: 10.1177/0887302x11422819.
- Liestyana, Yuli. 2009. Customers' Perception of Banking Services: The Influence of Service Failure and Service Recovery Strategy on Behavioral Intentions. *Jurnal Keuangan dan Perbankan*, Vol. 13, No. 1 Januari 2009, pp. 165 – 175.
- Muzinich, N., Pecotich, A., and Putrevu, S. 2003. A Model of the Antecedents and Consequences of Female Fashion Innovativeness. *Journal of Retailing and Consumer Services*, 10(5), pp. 297–310. DOI: 10.1016/s0969-6989(02)00060-7.
- Nasution, R. A. and Astuti, N. C. 2012. Consumer Innovativeness Model of Indonesian Young People in Adopting Electronic Products. Business Strategy and Marketing Group, School of Business and Management, Institut Teknologi Bandung. *Asean Marketing Journal*, June 2012, Vol. IV, No. 1.
- Niyomsart, S. and Khamwon, A. 2016. Brand Love, Brand Loyalty, and Word of Mouth: A Case of Airasia. *Conference of the International Journal of Arts and Sciences, Cd-Rom*. ISSN: 1943-6114: 09(01): pp. 263–268.
- Peter, J. P. and Olson, J. C. 2008. *Consumer Behavior and Marketing Strategy (8th Ed.)*. Singapore: Mcgraw-Hill.
- Purwianti, L. and Tio, K. 2017. Factors Influencing Behavioral Intention. *Maranatha Management Journal, Management Study Program, Faculty of Economics, Maranatha Christian University*.
- Roehrich, G. 2004. Consumer Innovativeness. *Journal of Business Research*, 57(6), pp. 671–677. DOI: 10.1016/s0148-2963(02)00311-9.
- Rogers, Everett M. 1983. *Diffusion of Innovations*. London: The Free Press.
- Roy, S. K., Sarkar, A., and Eshghi, A. 2012. Antecedents and Consequences of Brand Love. *Journal of Brand Management*, pp.1–8: 2012 Macmillan Publishers Ltd. 1350-23ix.
- Schiffman, L.G. and Kanuk, L. L. 2010. *Consumer Behaviour (10th ed)*. New Jersey, Pearson Prentice Hall.
- Shen, Ye. 2016. *Examining the Role of Satisfaction and Brand Love in Generating Behavioral Intention*. Conference Ttra Canada Fall 9-28-2016.
- Shiau, H.-C. 2014. The Impact of Product Innovation on Behavior Intention: The Measurement of the Mediating Effect of the Brand Image of Japanese Anime Dolls. *The Anthropologist*, 17(3), pp. 777–788. DOI: 10.1080/09720073.2014.11891492.
- Spinelli, Gabriella and Ismail, A. R. 2011. Effects

- of Brand Love, Personality and Image on Word of Mouth: The Case of Fashion Brands among Young Consumers. *Article in Journal of Fashion Marketing and Management*, September 2012.
- Tjiptono, Fandy. 2014. *Service Marketing - Principles, Implementation, and Research*. Andi Offset, Yogyakarta.
- Turgut, M. U. and Gultekin, B. 2015. The Critical Role of Brand Love in Clothing Brands. *Journal of Business, Economics, and Finance*, Vol. 4, No. 1.
- Turhan, G. and Özbek, A. 2013. *Factors Affecting Consumers' Behavioural Intention towards Apparel Stores: A Test of the Mediating Role of Brand Satisfaction*. Article in *Fibres and Textiles in Eastern Europe*, February.
- Venkatraman, M. P. and Price, L. L. 1990. Differentiating Between Cognitive and Sensory Innovativeness Concepts, Measurement, and Implications. *Journal of Business Research*, 20, pp. 293-315: Elsevier Science Publishing Co., Inc. 655 Avenue of the Americas, New York, NY 10010.
- Workman, J. E. and Cho, S. 2012. Gender, Fashion Consumer Groups, and Shopping Orientation. *Family and Consumer Sciences Research Journal*, Volume 40, Number 3, pp. 267–283.
- Zhang, B. and Kim, J. H. 2013. Luxury Fashion Consumption in China: Factors Affecting Attitude and Purchase Intent. *Journal of Retailing and Consumer Services*, 20, pp. 68–79.