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Brand coolness effects on Brand Love, Purchase Intention and Word of mouth: Application to Indonesian Women Modest Sportswear

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Abstract

This dissertation analyzes the effect of brand coolness on brand love, purchase intention, and word of mouth in Indonesian market applied to the modest sportswear. Considering the perceptions of Indonesians' millennials and generation Z, this study contributes with another cultural dimension to the existent literature, which is focused on the western culture.

As one of the most populated country in the world along with the highest Muslim population, Indonesian possesses a modest sportswear market with a huge potential to growth, as well as provides different perspective of culture and a specific type of product for the feminine target. The differences could be seen in its characteristic that covers most of the skin of the wearer and focusing on the value of religion or modesty.

A questionnaire has been conducted by online email and social media and has collected the total of 507 answers of Indonesian young women. Data analysis methodology is correlation analysis, linear and multiple regression analysis. The results suggests that purchase intention has been positively affected by luxury brand perception and brand love while the relationship between brand coolness and purchase intention has been rejected. Moreover, there is also a positive relationship between brand coolness and brand love, purchase intention and word of mouth, and brand love and word of mouth.

Keywords : Brand Coolness, Brand Love, Purchase Intention, Word of Mouth, Indonesian women, millennials, generation Z

JEL Classification System: M31 – Marketing, M37 - Advertising

Sumário

A presente dissertação analisa a influência da marca "*cool*" no sentimento de amor à marca, na intenção de compra e no comportamento de passa-palavra no mercado Indonésio de roupa desportiva. Considerando as perceções de Indonésios das gerações do milénio e Z, este estudo acrescenta outra dimensão cultural à literatura existente muito focada na cultura ocidental.

Sendo um dos países mundialmente mais populosos e de maior dimensão da população muçulmana, a Indonésia possui um mercado de roupa desportiva com elevado potencial de crescimento, bem como uma diferente perspetiva cultural e especifico tipo de produto para o target feminino. As diferenças referem-se ao cobrir a maior parte da pele da pessoa e no enfoque no valor da religião ou modéstia.

Um questionário foi submetido via email e redes sociais, tendo sido recolhidos 507 respostas de jovens mulheres Indonésias. A metodologia de análise de dados consistiu na análise de correlação, regressão linear e múltipla. Os resultados mostram que a intenção de compra é influenciada positivamente pela perceção de ser marca de luxo e marca amada (*love brand*), enquanto se rejeita a relação entre marca cool e intenção de compra. Ainda, verifica-se uma relação positiva entre a marca cool e o amor à marca (*brand love*), entre a intenção de compra e o passa-palavra entre o amor á marca (*brand love*) e o passa-palavra

Palavras-chave : Marca "*cool*", Amor à marca (*Brand Love*), Intenção de compra, Passa-palavra, Mulher Indonésia, milénios, geração Z

JEL Classification System: M31 – Marketing, M37 - Publicidade

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1. Introduction

1.1 General Background

Brand coolness has become an important differentiator attribute and competitive advantage among competitors brands. Brand coolness is highly correlated with a product's brand image (Rahman, 2013). Coolness within a brand has been researched within the scope on how it can influence consumer's perspective where its measurements include brand love, brand attitude, word of mouth, willingness to pay, brand love, and self-brand connection (Loureiro et al., 2020a; Warren et al., 2019). Brand coolness, holds a positive influence on consumers' attitude and satisfaction toward a brand, as well as motivates spread by Word of Mouth (WOM), and willingness to pay for the brand (Warren et al., 2019),

Sportswear have advertised their brands from just a utility product into a luxury product. It is able to satisfy the customer's needs not only for their functionality but also because of their prestige. Several companies who have explicitly pushed their brand to become a luxury apparel are Nike and Adidas, who have teamed up with renowned designer in an attempt to expand their brand perception into luxurious product (Gosselin, 2021). Not only that, highly renowned sportswear brands is also utilized for their aesthetical characteristic to signify status and prestige, that millennials and generation Z grow to consume this product more (Tseng et al., 2020).

Companies can utilize the variables above in order to develop a brand to become more competitive and a significant growth especially for new companies that will emerge, that with the additional support by the governments through flexible regulations and policies to adhere growth (Fiarani, 2019). Within academic perspective, the brand coolness concept still needs to be explored more in a broader geographical scope that can cover a much wider understanding of cultural influence. This concept is mostly researched in countries that have western culture, whereas in Indonesia, which adopted a different culture, may deepen the conceptual knowledge of brand coolness, that which include Muslim fashion such as burkha and niqaab. The differences between the research are based on the culture, types of products, and brands in Indonesia. The products that have been published in the west typically didn't adhere to the principle of modesty. While in Indonesia, specifically in this study, the products that have been researched are mostly the one that has been focused on the modesty principle. The modesty principle focuses on covering

most of the wearer's skin, with the exception of their head. In comparison with the western focused sportswear, the wearer didn't have to cover some parts of their body. The contribution of academic research within Indonesian market is inherent as the topic that is still scarcely researched within Indonesian context will provide an understanding of brand coolness.

Among of the literature that has been published, there were few researchs that focused on certain generations, especially on millennials and generation Z. That generation is one of the customers pools which hold a potential to become a future customer. In Indonesian demographic, the population of gen Z is 75.49 million people or roughly 27.94 percent while the population of gen Y or millennial is 69.38 million or 25.98 percent during the citizen census at 2020 (Idris, 2021). In Indonesia, millennial has the tendency to save their money in order to fulfill their hedonistic wants (Sitorus, 2016) and Gen Z too have the tendency to consume luxury products especially within fashion needs (Philip, 2019). Crafting a branding strategy to millennial and Gen-Z have the tendency to have a personalized message in which there are several dimensions needed to be fulfilled, such as excitement, sophistication, and righteousness, which are contained within Halal brand personality dimensions that has a significant relationship with brand loyalty (Zainudin et al., 2019). Moreover, there is a tendency for millennial to have a high fashion consciousness and positive attitude toward prestige brands in which fashion consciousness mediate the role on the relationship between fashion self-congruence and attitude toward prestige brands (Casidy et al., 2015). When purchases fashion, generation Z shows high level of brand consciousness, perfectionism, high quality consciousness, recreational, hedonistic consumer, impulsiveness, confused by over choice, fashion-conscious novelty, habitual and brand loyal orientation but gen Z is not sensitive on price value consciousness which is apparent in the online shopping market (Santoso & Triwijayati, 2018).

1.2 Research Problem

Previous research has been conducted mainly from Europe and American continent. Regarding this subject it is scarce the study on the Asian region . Within the culture itself, the existence of subcultural appeal which consist on a niche market in addition with the perceived functionality, attractiveness and originality, which are the characteristics of perceived coolness, have positive effect on the functional, hedonic, economic, and social value have positive effect on the functional, hedonic, economic, and social value that also affect consumer's attitude, which is

the stronger predictor of continuance usage, but didn't include the social value variable (Ashfaq et al., 2020).

The competitors that operate in Indonesia in the modest sportswear industry have proposed strong rivalries, were both local and international brands attempt to gain market share. One of the attempts to gain a competitive advantage is through brand distinctiveness. Brand distinctiveness is a consumer's perceived state of oneness with the brand in order to establish one's identity alongside with a brand (Stokburger-Sauer et al., 2012). The pursue of a customer's identity to a brand will allow a brand to be able to induce a customer's willingness to be identified with a brand's inherent value by utilizing a brand itself. One of the factors that a consumer wants to be identified within the scope of positive image association. The positive image can be satisfied with brand coolness as it provides an alleviated brand image through association of a self with brand. The self-association makes brand coolness become an important differentiator within rivalries in fashion industry. Although the concept of brand coolness has become prevalent and important in the West(Loureiro et al., 2020; Warren et al., 2019), it is scarcely explored in east countries, such as within Indonesian market. The differences with the Indonesian market, that provides different types of products as well as the consumer's culture is also a differentiation factor for this thesis too. As such, the present dissertation wishes to answer the following research question: Does brand coolness can become the differentiator in choosing modest sportswear brand in Indonesian millennial and generation Z?

1.3 Research Objectives

This research analyzes the effect of brand coolness on the brand that the respondents have reported to be purchased the most. The preferred brand of their choosing will become the best indicator whether they choose to purchase it based on the characteristic of brand coolness or not. In addition to that, the following list contain the goals:

1. To identify the influence of brand coolness in purchase intention,

2. To identify the influence of brand coolness in brand love,

3. To identify the influence of brand love in purchase intention,

4. To identify the influence of brand love and word of mouth

5. To identify the influence of perceived luxury brand and purchase intention,

6. And to identify the influence of purchase intention in word of mouth,

1.4 Dissertation Organization

This document is divided in the following chapters. The chapter one explains the context and the interest of the research as well as the research question and the specific goals. Chapter two focuses on the supporting theories and building conceptual model that will be analyzed in this research. Chapter three focuses on the research methodology and pre-test. Chapter four explains about the analysis of data that has been gathered and its result. Lastly, chapter five focuses on the discussion, conclusions, and limitation of this research.

2. Literature Review

2.1 Indonesian Fashion Industry

Indonesia is one of the biggest market for fashion industry that is based on its economic growth as well as its population (Fiarani, 2019). Indonesia is one of the most populated country as Indonesian population is amounted as much as 270 million people and has a good prospect in its economy, observed by its steady growth in its population as well as its growth in GDP which already amounted as much as 1.119 Trillion US$ in 2019 (Bank, 2020). Moreover, it is also considered as the country with the highest Muslim population in the world (CIA, 2021).

The amount of Indonesia's influence in the fashion global industry has become apparent with its textile and apparel export in Indonesia that has reached almost 12 Billion USD and has employed almost two million people, in which it has categorized as one of the world's to ten textile and garment exporters (Tewari, 2017). In addition to Indonesia's contribution in the international market, the local market has shown a growth in its economical contribution as the Indonesian market in the fashion industry has grown by 52.5% in 2018 and 40.6% in 2019, with the total revenue amounted as 9.813 Trillion USD (Statista, 2020). Moreover, the government has set a target of growth in this industry in which they expect a tremendous growth as much as 75 Billion USD by the year 2030 which highly supported by the initiative and future funding (Wirdana, 2017). The increasing support from the government as well as the steady growth in the market has promised Indonesian growth in the future in the fashion industry which will be supported by its demographic advantage.

2.1.1 Modest Fashion Industry

The development of modest fashion is started as a niche market that only a small portion of consumers have interest in it. However, as the market expands and more consumer are interested in the modest fashion, it has progressed from niche to mainstream industry (Laura & Javier, 2019). The development of modest fashion globally has been initiated by the London fashion week (Modanisa, 2017) which has been used to promote modest fashion for international audiences within international event (Casadei & Lee, 2020), followed by a fashion week that was held at Dubai in 2017 (Brace, 2017). The widespread interest of modest fashion not only within offline audiences but also reached an online searching context where the utilization of search engines

promote and bridging the interest of modest fashion. Pinterest at UK has reported that the search for a modest fashion related queries has went up 500 percent starting from 2018 (Nayeem, 2018). In addition to that, generally there is an increase in modest fashion searches by 90% in 2019 (Lyst, 2020).

Modest fashion market has been developed globally as its market value and international development signified growth and revenues. Globally, Muslim spend on apparel and footwear estimated to be worth $283 billion in 2018. Robust market spends growth. Global Muslim spend on modest fashion has increased by 4.8% from $270 billion to $283 billion in 2018 with Turkey, UAE and Indonesia the top three countries by spend. Muslim spend on clothing and apparel is projected to grow by 6% to reach $402 billion by 2024(Standard, 2019). Within these countries, the market are the most prominent which attracted investors, new businesses, and designers alike to create a new business, develop new products, and contributing to the market developments. Specifically, burkha and naqaab segment, which are some of the part of modest fashion garments, is expected to expand at a CAGR of 5.4% from 2017 to 2025 owing to increasing demand from Middle Eastern countries including Saudi Arabia, UAE, and Iraq. Asia Pacific contributed to over 31.3% revenue share in 2017 owing to the presence of over 63% of global Muslim population in Indonesia, Pakistan, India, Bangladesh, Myanmar, and Morocco (Research, 2018). There were some instances where mainstream brand have participated in the modest fashion industry, which makes modest fashion becomes more mainstream. Some of the brands such as Macy's, Adidas, Nike and American Eagle Outfitters have recently introduced modest clothing for Muslim women. The British multinational retailer Marks and Spencer (M&S) launched full-cover modest swimsuits called "burkinis" to cater to the needs of Muslim women. Dolce and Gabbana introduced the hijab and abaya collection for the Muslim women in January 2016. Recently, H&M also launched the first mainstream modest fashion line called LTD (Islam & Chandrasekaran, 2019).

2.1.2 Indonesian Modest Fashion

Indonesia is a country in which Islamic religion dominates the country as 87.2% of its population holds Islam as their religion which is amounted as much as 229 million people in 2020 (RedaksiIB, 2020). This population and their lifestyle have contributed in the growth of modest fashion industry that had been growing ever since. In 2017, the modest fashion industry has contributed as much as 270 Billion USD in Indonesian customer spending and has continuously

growing by 5% annually that it forecasted that the amount will be as much as 361 Billion USD in 2023, which has attracted several renowned brands to promote the consumption of modest fashion in Indonesia such as H&M, Dolce & Gabbana, CH Carolina Herrera, Michael Kors and Net-A-Porter (Maulia, 2019) as the domestic market of Indonesia is ranked as the 5th biggest local market in the world (Sari, 2019) that it is predicted that Indonesia will become one of the largest modest fashion market in the world (Amed et al., 2016).

2.2 Modest Fashion

Modest fashion is a clothing that conceals the shape of a body rather than accentuate it (The Independent, 2019). A modest fashion comes from the religious teaching that focused on the principle of modesty in opposite of glamorous lifestyle, which can be traced from religious belief or culture. This fashion is also considered a line of fashion that refers into garments that aligned with which includes not only Islamic principles but also Orthodox Jewish, conservative Protestant, and Mormon women which underlined the principle of modesty that arises not only from political but also economic reasons (Genç, 2016). The inclusion from numerous parties adheres to each of their belief that can generate growth such as their influence in generating new businesses in a new market from the pool of customer available. In Indonesia, the practice of modest fashion differs with the other countries. In Iran and Turkey, the woman are expected to dress modestly that refers to dress while covering most of their bodies but the current development of this fashion suggest that the fashion are already shifting toward a more modern design that still adheres within a strict constraint. However, in Indonesia, modesty is seen as being tasteful and attractive while still discouraging the sexual attention from men (Rinaldo, 2019).

Modest fashion has developed from what it originally was into what it is right now which are not only used in an exclusive community but also by other consumer who consider it as a fashion choice. One of the phenomenon is where there is a trend where modest fashion is not only seen as a mean of fulfillment of people's desire on religious needs, but widened into where modest fashion is seen as a fashion trend that facilitates its popularity that supported by the increasing number of modest fashion designers who promotes modern modest fashion and in turn becoming more mainstream (Indarti & Peng, 2017). The development of modest fashion into becoming a mainstream fashion consumption also facilitates the fashion knowledge, which promotes a more modern dressing style, fashion motivation, and fashion uniqueness, which in turn influence fashion

consciousness and indirectly influence purchase (Hassan & Harun, 2016). This research has explained the phenomenon in which the modest fashion has become mainstream media as the more popular a modest fashion become, the more consumer's taste has shifted into considering to purchase modest fashion garments which explains the rising market value of modest fashion in the recent decade.

Indonesia as one of the countries in which its majority of populations are muslim have suggested that they are interested in a modest fashion. As of that, religiosity affect the purchase decision within Indonesian muslim society (Praswati & Prijanto, 2017). However, prior research suggested that the stronger a knowledge or ideology of religion a person has, the more they inclined toward a duller fashion (Farrag & Hassan, 2015). This suggests that Indonesian are more interested into a traditional sense of modest fashion which are mostly dominated by the non-attractive fashion. However, as explained before that Indonesian mostly seen modest fashion as a mean of discouraging sexual attention, rather than adhering to religious ideology, this phenomenon implies that Indonesian are still interested in modern modest fashion garments. This perception explains their inclination toward having an intention to purchase a modern modest fashion as prior study has explained a positive relationship between expectation, perception, the subjective norm, perceived behavioral control and customer's attitude into purchase intention (Leonnard et al., 2019). Indonesian's perception and subjective norm explains about the common conception on how a muslim should wear which didn't restrict them into a traditional sense of modest fashion but rather allows a flexibility in their personal fashion decision. The phenomenon of the influence of culture and religiosity on luxury fashion goods implies about how a culture can shape consumer's taste in consuming fashion goods, in which consumer are inclined toward fashion goods that are appealing for them in the terms of modern modest fashion instead of traditional one (Aksoy & Abdulfatai, 2019).

With the existence of huge market provided by the majority of Indonesian population that are Muslim, companies from the international market and local alike has catering the needs of population by providing modest sportswear. The development are initially focused on the modest fashion in general, but companies started to focus the market on the modest sportswear specifically. There are local brands that have given the sportswear that adhered to the modest principle and also international companies too. Examples of Indonesian modest sportswear provider are Nay

Sportwear, Noore, Arktiv, Odette Moslem Sportsline and Nusseyba (Anisalestari, 2019) while international brand such as Nike with Pro Hijab has accomplished to sell well in Indonesia (Maulia, 2019).

Figure 2.1 Nay Sportswear (Source: Nay)   Figure 2.2 Nike's Pro Hijab (Source: Nike)

2.3 Brand Coolness

One of the early research explained that coolness is a characteristic that observed within objects that are perceived or highly associated with newness, uselessness, and youthfulness (Chisholm, 2010). It suggested that for a product to be considered as cool, it has to provide a different capabilities or characteristics that has never been realized before on the market that can be easily observed and cater the need of consumer in a state-of-the-art manner. A cool product's highly association with youth linked with the idea that it is a culture that only the young can possess and not within the other generation. In addition to that, the uselessness characteristic that refers highly to a novelty that associated within a product within its initial stage in which an innovation delivered to the market that has yet to be discovered its practicality.

Recent research focused more on a broader concept of coolness itself and how it can be linked into another variables as well as on how it contradicts the initial perception on how cool product is. Initially, a product deemed to be useless in which it provides a novelty proposition can be

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considered as cool which differs from the recent research that suggest a product's usefulness is one of the important factor in influencing consumer's perspective that a product is cool (Dar-Nimrod et al., 2012; Tiwari et al., 2021; Warren et al., 2019) as well as how it relates to a culture of the society that it resides in rather than an established understanding of how something is cool globally (Ferguson, 2011; Keller & Kalmus, 2009; Runyan et al., 2013) and how a brand in which initially cool only for a subculture it resides in to become adopted by the majority of people (Warren et al., 2019).

Brand coolness can be measured by using 10 items that has been analyzed thoroughly by Warren et.al. in 2019, which are extraordinary, aesthetically appealing, energetic, high status, original, authentic, rebellious, subcultural, iconic, and popular.

2.3.1 Extraordinary

Extraordinary is defined as a positive quality that sets the brand apart from its competitor or offering superior functional value (Warren et al., 2019). Values offered between a brand and its competitor is detrimental for a brand's success within the business industry's rivalries as the one who are able to satisfy a consumer's specific demand will be able to manifest profits. The extraordinary within coolness perceived by a consumer is detrimental for a brand's successes as stakeholders within the industries. Cool is highly sought for brand owners and agencies alike which attributed to people that are perceived as extraordinary and discuss or communicate values that are perceived to be so (Southgate, 2003). Extraordinary can also be perceived not only within a product but also in a person, with the example of Barrack Obama that has been perceived as cool as he is perceived as an extraordinary candidate of presidency (Williamson, 2008). A demographic that are highly interested in the extraordinary values is a younger person, who are attracted to extraordinary (Benham, 2007).

2.3.2 Aesthetically Appealing

Aesthetically appealing means having an attractive and visually pleasing appearance (Warren et al., 2019). For a brand or product to be seen as aesthetically appealing, there are some characteristics that needs to be adhered. An effective aesthetic appeal must adhere to vivid perceptual stimuli characteristics (sound, colour, imagery, odor, texture, etc.) which can influence consumers emotionally (Brown, 2000). The aesthetical appeal not only can be seen in products or

brands but also be found or built in another substance such as advertisement that possess several characteristics. Aesthetically appealing advertisement can be built by focusing on characteristics such as its simplicity, focus, and having traditional peripheral cues (music, colour, and models) (Brown, 2000)

2.3.3 Energetic

For a brand to be classified as energetic, it must adhere to a specific characteristic, can be defined as possessing strong enthusiasm, energy, and vigor (Warren et al., 2019). The energetic brand has been linked with the extroversion and excitement, that derived from big five personality theory (Aaker, 1997). While the characteristic of big five personality theory are mainly used as a mean of personality characteristic of a person, the similar characteristic also can be found within a brand.

2.3.4 High status

Brand status refers to consumer's perception of quality, prestige, price of a brand and its capability to act as a status or success symbol (O'Cass & Choy, 2008). The status that is inherent within a brand denotes the inherent quality of an individual that has acquired a certain product that will imply the status of a person. High status is defined as an attribution linked to social class, prestige, sophistication and esteem (Warren et al., 2019). An individual that possessed a certain brand or product with a perceived characteristic or value as a high status will be likely to be perceived as an individual that belongs to a certain economy, taste, and community group that is unique and indistinguishable from the other person. The individual that has high status products will generate positive characteristics which in line with their self-perception and self-identity. In fashion products, high status apparel brand that are considered as symbolic, generating stronger positive feelings, and more aligned with consumer's self-image. (O'Cass & Frost, 2002). The identity of a brand also linked and attached to the consumer that the brand itself have similar characteristic with a human as high status brands have similar privileges and limitations as human of high status (Kim & Kramer, 2015).

2.3.5 Original

Originality means a tendency to be different, creative, and to do things that have not been done before (Warren et al., 2019). A brand strives in attaining the original status which denotes the value of differentiation between one brand and another as a differentiated brand set it apart from other competitors. Brand originality also means as the concept of original brands, brand heritage and differentiated brands which the meaning of branding is difficult to imitate in other brands (Gilmore & Pine, 2008). The quality of the brand itself also determine its originality, in which brand originality also means a unique brand story, brand image, and technical know-how compared with competitors (Lee & Chung, 2019). Originality also one of the characteristic of brand personality, which defined as the extent to which consumers perceive the brands personality to be novel and distinct from other brands in the same product category. (Freling et al., 2010).

2.3.6 Authentic

Authentic means behaving in a way that is consistent with or true to its perceived essence or roots (Warren et al., 2019). The value of authenticity implies that there are several inherent values that are being provided by the brand and the intrinsic value that is attached to the brand creates its own identity which serves as the core value of the brand. Authenticity have three meanings that are based on objective, experiental, and self-authenticating form (Leigh et al., 2006). The objective authenticity is represented by the concept of ideal object (an absolute criterion). Experiental authenticity is derived from interaction between consumer and an object. Self-identity authenticity reflects the fulfilment of self-identity benefits that originated from social roles of consumer. The three meanings of authenticity signify the relationship between a brand and the authenticity of a brand. More than that, there are also another two types of authenticity, indexical authenticity (i.e. whether or not the entity is genuine) and iconic authenticity (something that is understood to be aspirational to the customers) (Grayson & Martinec, 2004), which signifies more on the symbolic meaning implied in a brand.

2.3.7 Rebellious

Rebellious can be defined as a tendency to oppose, fight, subvert, or combat conventions and social norms (Warren et al., 2019). The degree of rebelliousness within a brand postulate that the brand is inherently different with the social expectation and major culture that is innate within a

certain environment. Rebelliousness can also defined as the degree to which individuals believe that a product stands out from the rest (Bruun et al., 2016). A rebellious product differentiated from the other brand as the tendency of the rebellious product to not conform with the expectation of general consensus or expectation. Rebellious also can be perceived as a belief that the mainstream mores of society don't have legitimacy and don't apply to the believer, which characterised by a self-contained and individualistic attitude (Pountain & Robins, 2000)

2.3.8 Subcultural

The definition of subcultural can be perceived differently with the subject that it is being studied upon. The general definition of subcultural can be stated as an association with an autonomous group of people who are perceived to operate independent from and outside of mainstream society (Warren et al., 2019). The more focused definition of subculture proposed is that subculture is defined as cultural variants displayed by certain segments of population (Yinger, 1960). The focus of this definition heavily inclined toward culture that is contained within a society, which can comprise by many cultures that is incorporated by numerous combinations of social, norms, and values interaction. However, the more focused definition of subcultural that is focused on the marketing has been established, that subculture can also be defined as a distinctive subgroup of society that self-reflects on the basis of a shared commitment to a particular product class, brand or consumption activity (Schouten & Mcalexander, 1995). The small but numerous group of people inside a society will focused on a certain products with its liking that is highly linked by its demographical stance, which a brand can utilize to differentiate its product to fit with the specific demand of a certain consumer group.

2.3.9 Iconic

Iconic can be defined as a cultural symbol that is widely recognized (Warren et al., 2019). The symbol that has been widely acknowledge by the general public will be able to be understood as the symbol itself has been embedded deeply into the culture of each society. According to the Oxford English Dictionary, icon is defined as a person or thing regarded as a representative symbol or as worthy of veneration (Oxford, n.d.-b). This definition focused more within a specific object that are either a certain individual or thing that can be clearly seen and materialized. However, despite the focus of object that has been clearly defined, it doesn't encompass the cultural aspect

and other symbolic object that can be regarded as not having a physical means, such as brand. Iconic also can be defined in another way which is an object that is widely known and acknowledged especially for distinctive excellence (Merriam-Webster, n.d.) that the crux of iconicity is that the person or the thing is widely regarded as the most compelling symbol of a set of ideas or values that a society deems important (Holt & Holt, 2005).

2.3.10 Popular

Popular can be defined as fashionable, trendy, and liked by most people (Warren et al., 2019). In another definition by Oxford Dictionary, popular can also be defined as liked, admired, or enjoyed by many people or by a particular person or group (Oxford, n.d.-a). both of the definition's common ground explained how a popular object has the characteristic of being highly rated and accepted by the public, which makes it highly sought as it matches with the public's preference. The transition of popularity can be observed within cool brand which typically begin as scarce and subcultural but later become more popular as they are discovered and transition from niche cool to mass cool (Warren et al., 2019). Cool brands which adopted more by the public becomes more popular for the majority of society. In cool brands, cool brand that are popular are more likely to be exposed to consumer, shared, and discussed by consumer (Warren et al., 2019).

2.4 Purchase Intention

Behavioral intention is a person's subjective probability that he will perform some behavior (Fishbein & Ajzen, 1975). A certain type of behavior that a person will conduct is affected by the intention of a person itself toward a certain object or activity. The intent itself is one of a strong predictor in projecting future behavior such as purchasing behavior which is derived from a customer's intent to purchase a product (Chandon et al., 2005). The intent to purchase of a customer will predict how a customer will be likely to behave in which they one will be likely to purchase a product in the future. As of that, the measurement of purchase intention will be measured by the strength of intention to purchase a product in the future, the likeability of their purchase, and an effort for a consumer to purchase it (Hwang & Kim, 2020).

A purchase probability or purchase behavior can be derived from the purchase intention a customer has, adjusting it to the true intention (someone who really need a product and will be likely to purchase it), transformed it into an unadjusted purchase probability and becoming the

adjusted purchase probability or the purchase behavior that will be likely to be conducted by customers (Morrison, 1979). The purchasing behavior can be influenced within among customers, which the factors that influence purchase intention are based on each individual's perception which are based on their socio-cultural and personality-related factors (Rajagopal, 2011). This phenomenon can be seen within the modest fashion, in which that if the product is correlated within their need which also influenced by socio-cultural and personality factors, the customer will have an intention to revisit the retailer again in the future to repurchase modest fashion (Kusumawati et al., 2020). In the fashion apparel industry generally, the brand, style, price, and social identity are the most important factor for gen-Y or millennial consumer to have an intention to purchase of fashion apparels. (Valaei & Nikhashemi, 2017). On the other hand, gen-z generally have a tendency to purchase products online mainly because of impulsive buying, followed by trust, purchase experience, and quality orientation while brand orientation does not affect online purchase intention within the case of Malaysian customer (Isa et al., 2020).

Purchase intention also being affected by the brand coolness (Ferreira, 2020; Jäkel, 2020). The effect of brand coolness on purchase intention are both direct and indirect. However, the relationship hasn't been analyzed in the context of purchase intention of the modest sportswear in Indonesian culture. The lack of literature makes it scarce for this relationship to be thoroughly discussed. As such, this study explains how the relationship are between this variables in Indonesia.

2.5 Brand Love

Brand love is the degree of passionate emotional attachment a satisfied consumer has for a particular trade name which involves passion for the brand, attachment for the brand, positive evaluation of the brand, and declaration of love for the brand (Carroll & Ahuvia, 2006). A consumer who loves a brand will have a positive attitude toward it and will have a tendency to share what one like about it which can include its characteristics, values, features, and other attributes that affiliates with a brand. Brand love has a most prevalent positive result in affecting brand attitude and generating positive word-of-mouth (WOM) (Palusuk et al., 2019). Moreover, it also affect a customer's intention to purchase a product in the future (Arafah & Lukito, 2019; Verma, 2021).The characteristic analysis of brand love that entail the passion, attachment, evaluation, and declaration of love toward the brand is necessary to deepen the understanding on how a customer have love toward a particular brand.

Passion for the brand is defined as a primarily affective, extremely positive attitude toward a specific brand that leads to emotional attachment and influences relevant behavioral factors (Bauer et al., 2007). For a consumer to have a positive attitude toward the brand, it has been highlighted that there has to be a positive perspective of a consumer toward a brand that includes the inherent characteristics which in turn influence the cognitive and affective factors that influence the manner of actions that is or will be taken by the consumer in the future. The consumer will even engage in an intense emotional relationship with the brand and miss the brand or feel loss when the brand is unavailable when they are passionate toward the brand (Matzler et al., 2007). This feeling of loss is comparable to the consumer who feel the fear of missing out which is highly associated with an individual who feels being absent from desired experiences (Zhang et al., 2020).

One of the earliest attachment theory depicts attachment as an affectional tie that one person forms to another specific individuals (Ainsworth, 1969). The attachment that formed between individuals formed a comes from the dependency of an infant and the mother itself. However, the concept of attachment can also be broadened than the relationship between a mother and a child. The attachment can also happen between a person and objects. The attachment objects can also include gifts, collectibles, places of residence, brands, or other types of specials or favorite objects. (Thomson et al., 2005). Despite that there are numerous brands that are available in the market, the emotional attachment only rise for a very limited amount of brand (Schouten & Mcalexander, 1995). There is a difference between the concept of attachment as general and brand attachment, where brand attachment is the strength of the cognitive and affective bond connecting the brand with the self (Park et al., 2006) while general attachment didn't include the cognitive aspect. As the brand attachment is able to influence cognitive and affective of an individual, it can make consumer vocal and loyal toward the brand too (Arya et al., 2019).

Brand evaluation is defined as the amount and quality of information processing that happened in context of brand choice at the time of purchasing to reach one evaluation or consideration of its quality of brand (Nurcahyo et al., 2011). Brand evaluation is reshaped and reconstructed frequently within a customer as it happened frequently as brand evaluation is developed after every interaction a consumer has with the brand (Stern et al., 2001). For a customer to be able to have a basis of brand evaluation, there are several consideration that can be used as ground for analyzing a the brand, several examples are brand image and brand reputation, which can be used as a basis of

brand evaluation (Veloutsou, 2015). Evaluating the brand will have numerous consequences, that if the evaluation for the brand is positive, it can generate a positive attitude which comes from the influenced cognitive and affective factor in a consumer. In turn, it will also influence the conative or behavior aspect in a customer, that comes from the attitude of a consumer as consumer's attitude and attitude is one of the many elements used in brand evaluation used in purchasing decision (Laroche & Toffoli, 1999).

2.6 Word of Mouth

Word of mouth is defined as oral, person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial, concerning a brand, a product, or a service (Arndt, 1967). The characteristic of non-commercial communication between individuals highlights the differences of the intention, where both parties are not concerned with profits, but rather as a medium of exchanging information that are perceived as advantageous for them. Word of mouth advertising is mostly used in the evaluation stage by the consumer in order to mitigate or manage some risks associated when a consumer intent to purchase a product (Fisk, 1969). The usage word of mouth implies the unwanted characteristic that might be unwanted with the products that might be detrimental with the other person who haven't tried it by the individual who have either tried the product or know the product very well to spread the information about it. However, the usage of word of mouth as explained before is not limited as a mean of risk mitigation or negative explanation in unwanted aspects of a brand. As such, there are three types of word of mouth, which can be categorized as positive, negative, and neutral word of mouth (Anderson, 1998). The positive word of mouth will focus more on the pleasant experiences and will give recommendations to others. The neutral word of mouth didn't focus on any particular pleasant or displeasure experiences which didn't give a strong recommendation either.

Different with the valence nature of word of mouth, the action of word of mouth can be categorized as three types in accordance with the purpose of the communication which are service information gathering and guidance, subjective personal experience, and personal advice (Patti & Chen, 2009). The stages can be understood with the process of pre-purchase and after purchase. Before purchasing the product, consumers will be likely to seek information regarding about the product that they will be likely to buy, whether it will serve its purpose with a low risk or doesn't satisfy the consumer. In the after-purchase stage, consumers will tell the others about the

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experience they have regarding the product, whether it is satisfactory or not and will be more likely to give advices to others about whether the product will serve its purpose with an evaluation in accordance to their satisfaction.

2.7 Luxury Brand Perception

A luxury brand is a premium priced brand purchased by consumers for their psychological values (hedonic and symbolic), and not primarily for their functional or economic value. (Doss & Robinson, 2013). Thus, the focus of consumer when they purchase a luxury brand is primarily for their status that has been attached to the brand aside from the utility that has been provided with the product itself. Nevertheless, the functionality of the product has not regarded as a focus when a consumer purchases the product, it also serves as one of the factors that influence the value of a luxury brand (Hennigs et al., 2013)

Luxury brand are not naturally luxurious by themselves but they need to be perceived as luxurious by the consumer (Hudders, 2012). The value of the luxury brand is highly dependent on the image that has been created by the customer by the certain characteristics that a luxury product has. There are some differences between a luxury brand and the regular brands. Luxury brand, compared with the regular brands, tend to be perceived as costly, rare, and unique, which signify something that is infrequent or uncommon (Pathak et al., 2019). The qualities of luxury product that is perceived as atypical with conventional product creates a point of difference which prompt a consumer to purchase it with the additional values that has been attached to the product. In addition to that, a product will have a challenge in creating the perception of luxury in a customer as the concept of luxury is highly subjective, situational contingent and depends on the experience and individual needs of the customer (Hennigs et al., 2013). Moreover, there is an influence of the degree of perceived luxury in a brand based on the personal and interpersonal perception toward the brands (Vigneron & Johnson, 2004). The experience that a customer has with a luxury brand will thus highly dependent on the experience that a customer will have on the product as well as the purpose that it will serve, whether to satisfy their personal needs and/or social needs.

As explained by Berthon, consumer' perceptions toward luxury fashion have symbolic, experiential, and functional dimensions (Berthon et al., 2009). The functional dimension focused on its material embodiment, in which a brand has physical manifestation and accoutrements. The

experiential dimension, the focus is the individual's subjective value, where a person's subjective taste becomes the main factor to determine the valuation of a luxury brand which consists of personal and hedonic value. The last is the symbolic value, which signifies the value of signal to the others as well as the value of that signal to the signaler.

2.8 Online and Offline Indonesian Purchasing Behavior

There is a big market in Indonesian online shop. Nowadays, 30 millions of Indonesians have online transaction that have a market value for at least 8 Billion USD annually (Das et al., 2018). The huge market has a potential for incumbent and new companies to be utilized for its market potential can give the opportunity for them to create value that can be used by the Indonesian. Moreover, the potential in the future can give companies opportunities to expand their business in Indonesian market. The potential growth of Indonesian e-commerce industry is forecasted to grow from the year 2020 which valued at IDR 351.1 trillion into IDR 707.6 trillion in 2024 despite pandemic that struck the country (Data, 2021). After the pandemic, Indonesian still prefer to purchase for the products in the physical store after they know the products by trying the product beforehand instead of having online purchases (Nurhayati-Wolff, 2021). However, despite the massive growth of online commerce, Indonesian still have the tendency to purchase fashion products in offline, instead in online before the pandemic has begun (Suleman et al., 2020).

2.9 Research Framework

One of the earliest construct models of brand coolness that has been analyzed and rigorously researched by Warren and associates in 2019, which has resulted in characteristics of brand coolness which are useful/extraordinary, aesthetically appealing, energetic, high status, original, authentic, rebellious, subcultural, iconic, and popular. Moreover, the study also explains the development of cool brand in which it originated from a niche market that will be adopted by masses in the future. Other research that has been conducted to analyze brand coolness is from Loureiro in 2020. The study contributes in expanding the luxury brand knowledge correlated with the brand coolness. Moreover, the study founds potential antecedents and the outcomes of brand coolness in luxury products. Lastly, it also covers the mediating power of brand coolness between luxury values and consumer' intentional response within luxury fashion brands usage. From Warren (2019), there are positive effect of brand coolness on brand love and the willingness to pay

a higher price for the product. This study seeks to reaffirm whether brand coolness has an effect on brand love. Moreover, this research is going to confirm whether the consumer intent to purchase the product given that they are willing to pay the product for a higher price.

Study conducted by Caroll and Ahuvia in 2006 discussed about brand love construct which focused on its antecedents and the outcome of brand love. In this study, the concept of brand love is distinguised from the feeling of satisfaction toward the brand. The feeling of satisfaction is different than preferring or liking an object. The construct of brand love is being measured with the degree on how a consumer is personally identified with a product as well as possessing a positive feeling toward it. The self-identification of a consumer with a brand is focused on the characteristics or attributes of a brand, in which consumer will internalize a brand's characteristic or attribute into consumer, as in turn it will change consumer's self-perception. The absence of feeling toward a brand, however, signals that a consumer have a weak satisfaction, which is an indicator of low brand love score. In contrary, having a strong satisfaction toward a brand can serve as an indicator strong brand love. In the same research, they explained about the effect of brand love towards word of mouth and in another research that has been conducted by Verma (2021) explained that brand love also have an effect on purchase intention too. As such, this study seeks to confirm the said effects from those researches. In this research, the items for analyzing brand love were taken from Carroll and Ahuvia (2006).

The study that has been conducted by Hwang and Kim in 2020 focused on the purchase intention on muslim apparel within a sportwear could be adopted into this study. The question within the study makes the adoption possible which measures how strong a consumer's intention and imagined attempt and effort to purchase the product in the future. In the past literature (Bloemer, 1995; Tsiotsou & Alexandris, 2009) purchase intention will influence word of mouth behavior. As such, this research aims to explain the relationship between the said variables.

Word of mouth was analysed by Rageh Ismail and Spinelli in 2012 was conducted with the focus of British nationality. With the quantitative study analysed by path analysis method, this study emphasized on the measurement on a seven-point Likert scale. The demographic focuses are mostly between the age of 16 until 22, with the rest of the samples are aged above 22.

Perceived luxury brand has been researched by Hang et al in 2011, which focused on the Taiwanese nationality, analyzed with principal component analysis with the object of the research on luxury fashion brand. The measurement of this researched used a five-point measurement Likert scale. This researched has analyzed the survey employed to 1380 respondents, with the majority of the respondent aged below 31.

The concept of brand coolness, brand love, perceived luxury brand, purchase intention and word of mouth has given a clear conceptualization based on the previous studies. Conceptualization based on the relationship is therefore able to be visualized. The relationship based on the previous explanation is displayed in the figure below.
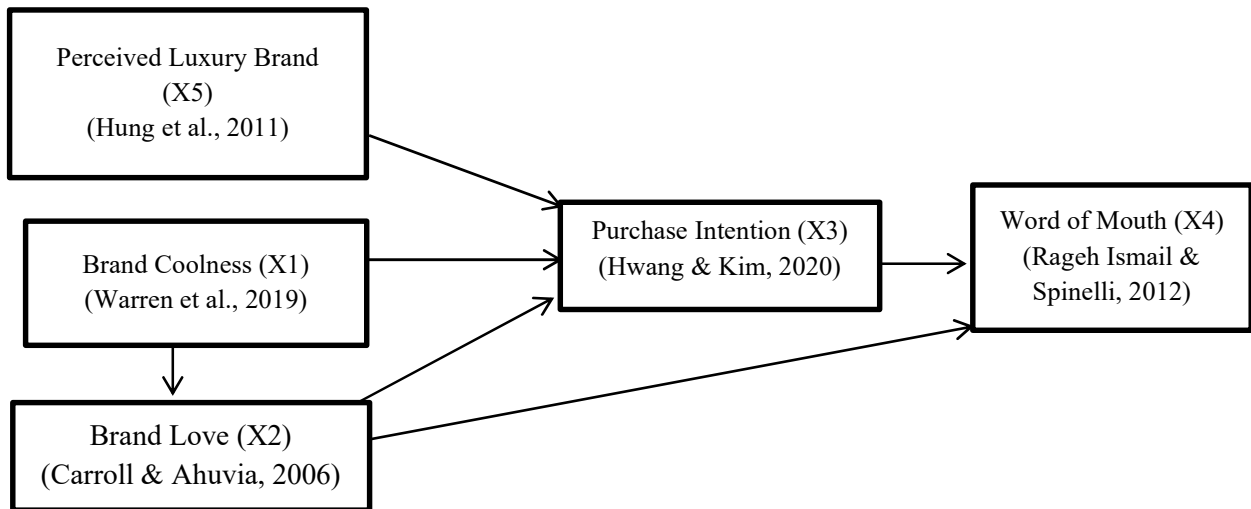
Figure 2.3 – Research Model Design

As such, from the conceptual research model design that has been proposed before, there are hypotheses that can be derived as follows:

H1 : There is a positive relationship between brand coolness and brand love,

H2 : There is a positive relationship between brand coolness and purchase intention,

H3 : There is a positive relationship between brand love and purchase intention,

H4 : There is a positive relationship between perceived luxury brand and purchase intention,

H5 : There is a positive relationship between brand love and word of mouth,

H6 : There is a positive relationship between purchase intention and Word of Mouth,

3. Research Methodology

3.1 Introduction to research methodology

In order to test the research model that has been proposed as well as the hypotheses that has been listed, an empirical study was conducted. This study is empirical by nature, which allows for the investigation of the main variables and to understand the relationship between independents and dependents variables as well as the relationships among variables.

This thesis is conducted by utilizing the quantitative analysis approach, by gathering primary data directly from the respondent, which is the main source of data on this research. The questionnaire was employed to the consumer of Indonesia who have known about the modest sportswear. The respondents was woman who belong to gen-z and millennials generation. The questionnaire was published by online questionnaire service, which was spread by social media (such as Line, Whatsapp, Instagram, Telegram and Facebook) in order to reach a wider audience during the period between July and August of 2021.

The sampling design used for this research was the non-random probability sampling, more specifically the snowball sampling. A snowball sampling is applied when the respondents are also requested to ask other individuals to be potential survey respondents, who are highly accessible to the previous respondents (Goodman, 1961).

The questionnaire has several sections, divided by its functionality. The first part of the questionnaire asks about the demographic of the respondents, to determine their eligibility, in which this thesis is focused, i.e. on the women respondents of generation Z and Millennia. In addition to this selective information, their current occupation and their education are also asked. The second part of the questionnaire describe the modest sportswear that has been circulating in the Indonesian market is presented. The third part of the questionnaire asks the respondents about the modest sportswear brand that they have known. Then the next part asks the respondent about the model constructs in order to understand their perspective about the brand that they have listed before. These questions are measured using a 5-point Likert scale (1 indicates strongly disagree and 5 indicates strongly agree) as indicated in the Warren et al. (2019).

The sample size was calculated based on the number of items which measure the model constructs. The recommended minimum respondents are in line with the ratio of 5 to 1, i.e. there has to be a minimum of 5 respondents for each item in the questionnaire (Broekhuizen, 2006). As per that, there are 54 items presented in this study, which amounted for minimum of 270 respondents that this study requires.

Pre-test

The pretest was focused on the Indonesian women consumer, who have purchased a modest sportswear before. This pretest had 30 respondents which answers were used as a base of justification on whether the questionnaire has the desirable effect in accordance with the proposed theory or not. The pretest was conducted through an online questionnaire platform which was Google Form.

The questionnaire was translated into Indonesian in order to be more understandable and acceptable to the general mass as opposed to giving the questionnaire in English which have the tendency to be misunderstood by the public. Cronbach's coefficient alpha (Cronbach's α) was calculated to test the reliability of the data of each scale. Cronbach's coefficient alpha estimates the reliability by using data from a single test administration (Cho & Kim, 2014). In each scale, Cronbach's alpha measures the internal consistency, the degree of interrelatedness among the items (Cortina, 1993), which resulted in a number between 0 and 1. A general acceptable result of alpha is ranged between 0.6 – 0.7 that indicates an acceptable level of reliability and 0.8 or greater is considered as a very good level (Ursachi et al., 2015).

Hereby is the result of the pre-test Cronbach's α that has been conducted:

Table 3.1 Brand Coolness' Reliability Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.949	39

Table 3.2 Brand Love's Reliability Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.855	10

Table 3.3 Purchase Intention's Reliability Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.906	3

Table 3.4 Word of Mouth's Reliability Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.879	4

Table 3.5 Luxury Brand's Reliability Result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.875	.881	9

4. Data Analysis

4.1. Respondents' Characterization

The final sample is composed by 507 respondents. The following tables allow the characterization of the respondents of this study.

Table 4.1 Respondents Characterization Based on Age

Age	Amount	Percentage
15 to 19	58	11.4%
20 to 24	163	32.1%
25 to 29	133	26.2%
30 to 34	79	15.6%
35 to 40	51	10.1%
Others	23	4.5%
Total	507	100%

Based on the number of the respondents, the highest number of respondents came from the age of 20 to 29, that amounted as much as 58.3% of respondents, followed by those who have age between 30 and 34, which are 15.6%.

Table 4.2 Respondent's Characterization Based on Education Level

Education Level	Amount	Percentage
High School	68	13.4%
Bachelor Degree	310	61.1%
Master Degree	101	19.9%
Doctorate Degree	5	0.9%
Others	23	4.5%
Total	507	100%

Most of this research's respondents have the level of education of bachelor degree (61.1%), followed by master degree (19.9%) and high school (13.4%).

Table 4.3 Respondent's Characterization Based on Length of Study

Length of Study	Amount	Percentage
Less than 1 year	13	2.6%
1 year	3	0.6%
2 years	43	8.5%
3 years	144	28.4%
4 years	231	45.6%
More than 4 years	73	14.4%
Total	**507**	100%

Most of the respondents finish their study in 4 years, presumably dominated by those who are pursuing the bachelor degree as signified by the previous table. The second highest one is 3 years, which consisted of those who have finished their study in the high school degree or master degree, which could take up to 3 years.

Table 4.4 Money Spent on Personal and Entertainment Purposes

Amount of Money	Amount	Percentage
Less than Rp 500,000	94	18.5%
Rp 500,000 – Rp 1,000,000	209	41.2%
Rp 1,000,000 – Rp 1,500,000	96	18.9%
Rp 1,500,000 – Rp 2,000,000	78	15.4%
More than Rp 2,000,000	30	5.9%
Total	**507**	**100%**

The average wage of Indonesian that has gotten a bachelor degree are 4.59 Million Rupiah and for high school degree are 2.73 Million Rupiah per month (Kompas.com, 2020a). The minimum wage of Indonesian ranged variably, however, it highly depends on the region and province the

employees worked in, which means that the wage could be considerably lower. The majority of respondents, which would consist of those who have gotten bachelor degree, on minimum spend 10.58 percent and on maximum spend 21.7 percent of their income for entertainment purpose. Within the pandemic, the expectation of the government of Indonesia in citizen's expenditure and purchasing power has been considerably lower, which is being derived from Income Expectation Index of Indonesian, as much as 25%, which signifies the decreased amount of income that will be used (Elena, 2021).

Table 4.5 Preferences in Modest Sportswear Products for International Brand

Likert Scale	Amount	Percentage
Strongly Disagree	9	1.8%
Disagree	86	16.9%
Neutral	117	23.1%
Agree	281	55.4%
Strongly Agree	14	2.8%
Total	**507**	

The brand that the respondents would like to purchase is categorized in the international brand one, which can be seen by the respondents' tendency to agree to like international modest sportswear product as much as 55.4 percent. The next one is to have a neutral feeling toward the international brands as much as 23.1%. Respondents rarely observed to not prefer the international brand, as the amount of respondents to be strongly disagree in this section is 1.8%.

Table 4.6 Have Bought Products with International Brands More Than Local Brands

Likert Scale	Amount	Percentage
Strongly Disagree	49	9.7%
Disagree	204	40.2%
Neutral	142	28.0%
Agree	93	18.3%
Strongly Agree	19	3.7%
Total	507	

The majority of the respondents did not buy international brands more than the local products. This is derived by the price differences between international and local brands. International brands have higher prices than the local ones; which can be said that price is the main factor of purchase decision . While the Indonesian tend to prefer international brand (table 4.5), the purchase decision still falls on the local brands (table 4.6).

Table 4.7 Exercising Frequency

Number of Exercises	Amount	Percentage
Everyday	8	1.6%
2 - 3 times per week	107	21.1%
Once per week	211	41.6%
Once per month	133	26.2%
Less than once per month	48	9.5%
Total	507	

More than 40% of respondents exercise once per week. It is followed by those who have exercised as much as once per month (26.2%). However, only 1.6% of respondents exercise every day.

Table 4.8 Exercises Preferred by Respondents

Types of Exercise	Amount	Percentage
Aerobic Exercises	110	20.7%
Running	80	15.8%
Swimming	62	12.2%
Badminton	60	11.8%
Bicycling	41	8.1%
Jogging	34	6.7%
Yoga	28	5.5%
Volley Ball	21	4.1%
Zumba	20	3.9%

Table Tennis	13	2.6%
Tennis	10	1.9%
Basketball	6	1.2%
Gym	5	0.9%
Cardio Training	3	0.6%
Pilates	3	0.6%
Rounders	2	0.4%
Karate	2	0.4%
Archery	2	0.4%
Martial art	1	0.2%
Futsal	1	0.2%
Hiking	1	0.2%
Kempo	1	0.2%
Roller Skating	1	0.2%
	507	

From the table before, it can be concluded that most of the respondents have a choice of aerobic exercises as their main mode of exercises. This is due to the program that the local authority has brought into the local women in every Friday as a part of community activity that has brought most Indonesian women to exercise together, which could be set into another day as scheduled by the community. Moreover, the choice of aerobic exercises could be done in their respective houses, which makes the flexibility of this type of exercise to be conducted. The upcoming exercise is running, which makes the popular activities that the respondents have enjoyed, that Indonesian women tend to prefer as a mean of exercise with the main focus of weight loss or merely as a mean of maintaining their healthy lifestyle. The rest of the exercise is conducted by a small quantity of respondents as it is considered as not as popular as the others.

Table 4.9 Known Modest Sportswear Brand

Brand	Amount	Percentage
Nike	168	11.8%
Adidas	139	9.8%
Yovis	99	6.9%
Noore	92	6.5%
Dignitii	91	6.4%
Lining	82	5.8%
Nibras	62	4.4%
Rabbani	55	3.9%
Virra	55	3.9%
Puma	48	3.4%
Lasona	46	3.2%
Hia	45	3.2%
Rebook	45	3.2%
Mumine	42	2.9%
Nay Sports	34	2.4%
Victor	34	2.4%
Loto	32	2.2%
Next	32	2.2%
Fila	31	2.2%
Nevada	29	2.0%
Yonex	28	2.0%
LeeVierra	26	1.8%
Arktiv	21	1.5%
Underarmour	16	1.1%
Nusseyba	11	0.8%
Muzlima Sportswear	10	0.7%
Others	52	3.6%
Total	1425	

The first and the second most preferred known modest sportswear brands are Nike and Adidas. This is due to the popularity of such garment, such as Adidas, who are able to cater to customer's demand by changing its focus from its technical performances into fashion, which is in line with the Indonesian customer (Kompas.com, 2020b), and also Nike, who have altered its marketing strategy to focus on social media such as by using celebrity endorsement (Loei et al., 2016). The next highest modest sporstwear brand that the respondents have purchased are locally made products, such as Yovis, Noore, Dignitii, Lining, Nibras, Rabbani, and Virra. From the table above, it can be concluded that Indonesian market is highly competitive that has been seen from the amounts of existed brands. Moreover, there are also some other minor products which are dominantly local brand that has not reached a high brand awareness as a result of lack of advertisement and exposure to the Indonesian market.

Table 4.10 Frequently Bought Brand

Brand	Number	Percentage
Nike	100	19.7%
Dignitii	65	12.8%
Adidas	45	8.9%
Lining	30	5.9%
Yovis	23	4.5%
Noore	22	4.3%
Rabbani	21	4.1%
Nibras	20	3.9%
Lasona	18	3.6%
Next	17	3.4%
Rebook	15	3.0%
Virra	14	2.8%
Mumine	11	2.2%
Arktiv	10	2.0%
Loto	10	2.0%

Others	86	16.9%
Total	**507**	

Table 4.11 Respondents that Purchased International Modest Sportswear Product

Answer	Amount	Percentage
Yes	181	35.7%
No	326	64.3%
Total	**507**	

The most preferred brand that the respondents have bought are Nike, Dignitii, Adidas, Lining and Yovis. While Adidas and Nike are international brands, the others are local brands. While Nike is in line with its brand awareness in the previous table, Adidas has a difference in its rank. While Adidas does not have a specific line of product that is focused on women consumer, Nike has launched several of its products focused on modest sportswear that is preferred by female Indonesian customer. The other brands are local brands, which is also to be highly preferred by the Indonesian consumer too, but not as much as the international brands. Nike and Adidas have become the most frequently bought, dominating the international brands. However, it can be also seen that the other brands frequently bought are local brands. There are some differences between prices of international and local brands that the customers still take into account.

Table 4.12 Brand Location and Point of Purchase

Location	**Amount**	**Percentage**
Online Store	142	28 %
Offline Store	115	22.7%
Both	250	49.3%
Total	**507**	

Most consumers have bought their preferred products on both online and offline stores

(49.3%). This means that most of the respondents have bought the product repeatedly before by using both channels which consist on almost half of the respondents. 28% of people have bought from online store. Indonesian has the tendency for online shopping for fashion products, given the time of Covid-19 has severely limiting the chances of consumers of Indonesia to go to a physical store as the government's regulation which limits the mobility of people.

4.2 Constructs Characterization

This section presents the descriptive analyses of the model construct and items. Model construct variables were obtained by average its items. Tables 4.13 and 4.14 present a summary of descriptive measures for the constructs and items, respectively.

Table 4.13 Variables' Descriptive Statistics

Variables	Mean	Std. Deviation
Brand Coolness	3.7	0.5
Brand Love	3.6	0.5
Purchase Intention	3.1	0.9
Word of Mouth and Recommendations	3.8	0.5
Luxury Brand Perception	3.6	0.5

Table 4.14 Item's Descriptive Statistics

Items	Questions	Mean	Std. Deviation
Brand Coolness			
BC.1	The brand is exceptional	3.6	0.8
BC.2	The brand is superb	3.8	0.7
BC.3	The brand is fantastic	3.6	0.7
BC.4	The brand is extraordinary	3.5	0.9
BC.5	The brand is energetic	3.6	0.9
BC.6	The brand is outgoing	3.6	0.8
BC.7	The brand is lively	3.6	0.8

BC.8	The brand is vigorous	3.6	0.8
BC.9	The brand looks good	3.7	0.8
BC.10	The brand is aesthetically appealing	3.7	0.8
BC.11	The brand is attractive	3.7	0.8
BC.12	The brand has a really nice appearance	3.7	0.9
BC.13	The brand is innovative	3.6	0.9
BC.14	The brand is original	3.6	0.8
BC.15	The brand does its own thing	3.7	0.8
BC.16	The brand is authentic	3.7	0.8
BC.17	The brand is true to its roots	3.7	0.8
BC.18	The brand doesn't seem artificial	3.7	0.8
BC.19	The brand doesn't try to be something it's not	3.6	0.9
BC.20	The brand is rebellious	3.4	1.0
BC.21	The brand is defiant	3.4	1.0
BC.22	The brand is not afraid to break rules	3.4	0.9
BC.23	The brand is nonconformist	3.6	0.9
BC.24	The brand is chic	3.7	0.8
BC.25	The brand is glamorous	3.6	0.9
BC.26	The brand is sophisticated	3.6	0.9
BC.27	The brand is ritzy	3.5	0.9
BC.28	The brand is luxury	3.6	0.9
BC.29	The brand is liked by most people	3.7	0.8
BC.30	The brand is in style	3.6	0.8
BC.31	The brand is popular	3.7	0.8
BC.32	The brand is widely accepted	3.6	0.8
BC.33	The brand makes people who use it different from other people	3.6	0.8
BC.34	If I were to use the brand, it would make me stand apart from others	3.5	0.9
BC.35	The brand helps people who use it stand apart from the crowd	3.6	0.9
BC.36	The brand people who use this brand are unique	3.6	0.9
BC.37	The brand is a cultural symbol	3.4	0.9
BC.38	The brand is iconic	3.6	0.8
BC.39	The brand is acknowledged for its excellence	3.7	0.8
Brand Love			
BL.1	The brand I bought the most that I mentioned before is a wonderful brand.	3.6	0.7
BL.2	The brand I bought the most that I mentioned before makes me feel good.	3.7	0.8

BL.3	The brand I bought the most that I mentioned before is totally awesome.	3.6	0.7
BL.4	I don't have feelings about the brand I bought the most that I mentioned before.	3.0	1.0
BL.5	The brand I bought the most that I mentioned before makes me very happy.	3.5	0.8
BL.6	I love the brand I bought the most that I mentioned before.	3.6	0.8
BL.7	I don't have particular feelings about the brand I bought the most that I mentioned before.	3.2	1.1
BL.8	The brand I bought the most that I mentioned before is a pure delight.	3.7	0.8
BL.9	I am passionate about the brand I bought the most that I mentioned before.	3.6	0.8
BL.10	I'm very attached to the brand I bought the most that I mentioned before.	3.6	0.8
Purchase Intention			
PI.1	I intend to buy the brand I bought the most that I mentioned before in the future.	3.0	1.0
PI.2	I will try to buy the brand I bought the most that I mentioned before in the future.	3.1	1.0
PI.3	I will make an effort to buy the brand I bought the most that I mentioned before in the future.	3.1	0.9
Word of Mouth and Reccomendation			
WOMR.1	I encourage friends and family to buy the brand I bought the most that I mentioned before.	3.6	0.7
WOMR.2	I recommend the brand I bought the most that I mentioned before whenever anyone seeks my advice.	3.7	0.7
WOMR.3	If the brand been mentioned in a conversation, I would recommend the brand I bought the most that I mentioned before.	3.6	0.8
WOMR.4	I have actually recommended the brand I bought the most that I mentioned before to my friends and/or family.	3.5	0.8
Luxury Brand Perception			
LBP.1	The brand has the best quality	3.6	0.8
LBP.2	The brand is sophisticated	3.7	0.7
LBP.3	The brand is superior	3.6	0.8
LBP.4	The brand's product is precious	3.4	0.8
LBP.5	The brand's product is unique	3.5	0.8
LBP.6	The brand's product is stunning	3.6	0.8

LBP.7	The brand's product is conspicuous	3.6	0.9
LBP.8	The brand's product is expensive	3.6	0.9
LBP.9	The brand's product is for the wealthy	3.4	0.9

4.2.1 Brand Coolness

The highest value of mean in brand coolness construct is 3.8 (out of 5) which is the second item from the questionnaire in the brand coolness section that is item BC.2 ("the brand is superb"), which highlight the characteristic of brand that has the characteristic of supremacy. The high value of the mean indicates that the customer perceived quality of the brand that they have stated. The standard deviation of this item is valued at 0.7, which states that the perception of respondents was highly conformed.

Meanwhile, the lowest mean in the brand coolness scale is the item BC.22 ("the brand is not afraid to break rules"), which has the score of 3.4. While the average of the respondents agree that the brand of their choosing have a rebellious characteristics attached to it, the value of standard deviation at .9345 implies that the respondent's response is not conformed or differs from oen another. It implies the respondents have a differentiated perspective on the sense of rebelliousness attached to the modest sportswear, as the purpose of the modest attire is to follows the principle of religious or culture aspects.

4.2.2 Brand Love

The item that has the highest Mean in brand love variable is item BL.8 ("The brand I bought the most that I mentioned before is a pure delight."), that means how the brand could bring great pleasure for the consumer with the value of 3.658 with the standard deviation of .7517 that makes the perception of delight to be moderately uniform among respondents. The item that has the lowest mean in this variable is the item BL.4 ("I don't have feelings about the brand I bought the most that I mentioned before.") that has a value of 3.0. This item focuses on the neutral feeling a respondent have toward the brand. From the response, it can be seen that respondents are mostly not agreeing nor agreeing to this item. With the standard deviation of 1.0, it can be inferred that respondents don't have a conformed belief for this matter, as they have different strength of their feelings toward the brand.

4.2.3 Purchase Intention

The variable of purchase intention has the lowest score of all (3.090) as the other constructs typically have score above 3.5. This variable has a highest standard deviation amongst all of the variables that presented in this research (0.8866), which means that respondents have different opinions in purchase intention. It is inferred that respondents didn't have a strong intention to purchase the product based on the mean score alone. However, the opinion of respondents are different amongst them as there is an observed value of high standard deviation, which tells that there is a low consensus. One of the items that shows the lowest score within the purchase intention questions is the item PI.1 (I intend to buy the brand I bought the most that I mentioned before in the future.) that has a mean score of 3.029 and standard deviation of 0.962. The implication for this is that the consumer will be likely to try to buy the product a little in the future without having a high effort toward purchasing the product.

4.2.4 Word Of Mouth and Recommendation

Word of mouth and recommendations variable has one of the highest collective mean within all of the items at 3.789 with the standard deviation of 0.5342, which means that overall, respondents have answered positively toward the word-of-mouth questions and their answer have little differences among each other. The item of WOMR.2 (I recommend the brand I bought the most that I mentioned before whenever anyone seeks my advice.) has the highest mean among all of the items, which has the score of 3.688 with the standard deviation of 0.6926. Whenever there is a product review to a certain individual that seeks advice in purchasing modest sportswear, the brand of sportswear itself will be advertised or being told to have a certain quality that the asker will most likely to prefer. The lowest item in the word-of-mouth and recommendation falls into the item WOMR.4 (I have actually recommended the brand I bought the most that I mentioned before to my friends and/or family.), to determine whether the respondents actually have recommended the brand to friends or family or not. From the mean value, it can be seen that there is a value of 3.5. Respondents respond positively on this item, that they have displayed a recommendation to the others in the past. The behavior projected by the respondents differs from one another as it can be seen from the standard deviation of 0.8276.

4.2.5 Luxury Brand Perception

In the luxury brand perception variable, the item of LBP.2 (The brand is sophisticated) with the focus of the sophistication of the brand has the highest mean of 3.708 among the other items with the standard deviation of .7422. The purchased product gives the perception of complexity as well as the quality of style. Moreover, from the standard deviation of that item, it can be observed that the respondents' perception is relatively uniform, which means that the sophistication quality is being perceived uniformly with that value among the respondents. The item of LBP.4 (The brand's product is precious) and LBP.9 (The brand's product is for the wealthy) has the lowest mean value among the other, which valued as 3.447 and 3.445, respectively. However, the standard deviation of LBP.9 has a higher value of .9210, in comparison with the item LBP.4 with the standard deviation of .821. The item LBP.9 is being expressed by the respondent's perception of the product that is being bought only for the economically better. With the respondents' perception, this item is being perceived as relatively agreed, with the relatively different consensus among them that the brand of their choosing is typically meant for people with high economy status. As for LBP.4, the item highlights the preciousness of the product, is being relatively agreed among the respondents, with responds that slightly differs from item LBP.9, that the item shows that the respondents are having moderately different answer among each other.

4.3 Correlation Analysis

This section focuses on the correlation analysis. The correlation analysis uses the Bivariate Pearson Correlation analysis with two-tailed test of significance. Results of this correlation analysis determine the strength of relationships between each variable. Bivariate correlation is utilized for evidence establishment in order to create construct validity as was found (DeVellis, 2012, as cited in Swank & Mullen, 2017). The validity of this whole construct creates a general overview on how each variable are intertwined.

Table 4.15 Correlation Analysis of The Whole Construct

Correlations		BL	LBP	BC	PI	WOMR
BL	Pearson Correlation	1	.290**	.346**	.293**	.247**
	Sig. (2-tailed)		.000	.000	.000	.000
LBP	Pearson Correlation	.290**	1	.345**	.235**	.350**
	Sig. (2-tailed)	.000		.000	.000	.000
BC	Pearson Correlation	.346**	.345**	1	.205**	.259**
	Sig. (2-tailed)	.000	.000		.000	.000
PI	Pearson Correlation	.293**	.235**	.205**	1	.311**
	Sig. (2-tailed)	.000	.000	.000		.000
WOMR	Pearson Correlation	.247**	.350**	.259**	.311**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).						

From the table above, it can be seen that all of the correlation analysis are valid, which can be seen from the significance value that is less than 5%. For correlation analysis, the minimum number of accepted results is being determined by how many respondents that are included in a study to decide whether it can be accepted. This study employs 507 respondents, in which the minimum result of correlation analysis in this study is 0.088. From the table above, it can be seen that the highest result of correlation analysis comes from the relationship between luxury brand perception and word of mouth (0.350). The second highest value comes from the relationship between brand coolness and brand love (0.346). The weakest correlation between variables is the relationship between brand coolness and purchase intention (0.205).

4.4 Hypothesis Testing

The hypothesis testing was conducted using simple and multiple linear regression analyses and correlation analyses. Linear regression analysis was used to measure the effect of independent variables on a dependent variable. Moreover, the correlation analysis was used for the purpose of measuring the degree of correlation between two variables.

4.4.1 Analysis of Hypothesis 1

Tables 4.20, 4.21, and 4.22 present the results of the linear regression model: Brand Love = B0+ B1*Brand Coolness + error. Therefore, in this model, it is aimed to analyze the effect of brand coolness on the brand love of Indonesian respondents. The significance of this relationship will be analyzed with the constructs of brand coolness and brand love. The brand coolness will act as the independent variable and brand love as the dependent variable.

Table 4.16 Model Summary of the linear regression of Brand Coolness on Brand Love

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.346ᵃ	.120	.118	.47691
a. Predictors: (Constant), BC				

Table 4.17 Result of Regression of Brand Coolness on Brand Love

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.625	1	15.625	68.698	.000ᵇ
	Residual	114.860	505	.227		
	Total	130.485	506			
a. Dependent Variable: BL						
b. Predictors: (Constant), BC						

Table 4.18 Regression Coefficients of Brand Coolness on Brand Love

Coefficientsᵃ						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.180	.172		12.707	.000
	BC	.379	.046	.346	8.288	.000
a. Dependent Variable: BL						

The table from the model summary (table 4.19) has given us an understanding of the R^2 which determine on how much the influence of the variance of Brand Coolness have on Brand

Love. The R^2 of this relationship is .120, which means that 12% of the variability of brand brand is explained by the variability of brand coolness. In the table 4.20, it can be concluded that the regression coefficient value of this relationship (.379) is significant, as its p-value is less than 5%. The relationship that can be derived from those variables can be summarized as Brand Love = 2.180 + .379 Brand Coolness. Moreover, the relationship between brand coolness and brand love can be seen in the correlation analysis, which values as much as .346, which means that the relationship between the two variables is positive but not strong. As for the significance from the correlation table, it can be seen that the p-value is less than 5%, which supports the notion that brand coolness and brand love are correlated. Therefore, the results obtained allow to conclude that the hypothesis H1 is verified.

4.4.2 Multiple Regression Analysis

Multiple regression has the aim to test the effect of several predictors on a dependent variable (Mason & Perreault Jr, 1991). The purpose of this section is to study the causal relationships among variables based on the models derived from the hypotheses. Figure 2.3 shows the proposed relationships allowing to identify the following models:

Purchase Intention = B0 + B1 * Brand Love + B2 * Perceived Luxury Brand + B3 * Brand Coolness + error

WOM = B0 + B1 *brand Love + B2 * Purchase Intention + error

The first multiple regression analysis has the purpose to estimate the regression coefficients of the causal relationships between the independent variables such as brand coolness, luxury brand perception, and brand love and the dependent variable of purchase intention.

Table 4.19 Model Summary of The First Multiple Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340[a]	.115	.110	.83642
a. Predictors: (Constant), BC, LBP, BL				

Table 4.20 Coefficients Between Brand Love, Luxury Brand Perception, Brand Coolness, and Purchase Intention

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.280	.367		.762	.447
	BL	.392	.080	.225	4.932	.000
	LBP	.234	.074	.143	3.147	.002
	BC	.148	.089	.078	1.669	.096
a. Dependent Variable: PI						

The second multiple regression analysis is to estimate the regression coefficient of the causal relationships of the brand love and purchase intention on word of mouth and recommendation.

Table 4.21 Model Summary of Second Multiple Regression

		Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351[a]	.123	.120	.51006
a. Predictors: (Constant), PI, BL				

Table 4.22 Coefficient Between Brand Love, Purchase Intention and Word of Mouth

		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.635	.165		15.931	.000
	BL	.182	.047	.170	3.906	.000
	PI	.160	.027	.261	5.987	.000
a. Dependent Variable: WOMR						

4.4.3 Multiple Regression Analysis Interpretation

From the analysis of the first and second models results can be seen which independent variables influence the dependent variables allowing to conclude whether the hypotheses can be accepted or not.

The R^2 of first multiple regression analysis is 0.115, which means that brand coolness, luxury brand perception, and brand love affects purchase intention as much as 11.5%. The significant regression coefficients allow to write the estimated equation as Purchase Intention = 0.280 + 0.392 Brand Love + 0.234 Luxury Brand Perception. Brand coolness does not influence Purchase Intention as previously hypothesized because the coefficient p-value is higher than 5%.

The R^2 value of the second multiple regression analysis is 0.123, which can be interpreted as the purchase intention variable and brand love variable affects word of mouth variable as much as 12.3%. The estimated model equation of word of mouth is Word of Mouth = 2.635 + 0.182 Brand Love + 0.160 Purchase Intention. All of the independent variables influence Word of Mouth as the respective regression coefficients are significant at 5%.

The second hypothesis is about determining the relationship between brand coolness and purchase intention. From the results of multiple regression, it has been concluded that this relationship is not significant. Therefore, the hypothesis 2 is not validated.

The third hypothesis focuses on the relationship between brand love and purchase intention. From the analysis that has been conducted, the changes in the brand love value affect the degree of purchase intention from the respondents as the regression coefficient of 0.392 is significant at 5%. Therefore, the hypothesis 3 is validated.

In the fourth hypothesis, we analyze the relationship between perceived luxury brand and purchase intention. As this relationship has a coefficient of 0.234, significant at 5%, the fourth hypothesis is validated.

The fifth hypothesis focuses on the relationship between brand love and word of mouth, which the estimated regression coefficient value is 0.182. Albeit the weak relationship between the brand love and word of mouth, it can be considered significant at 5%. Thus, hypothesis 5 is validated.

The sixth hypothesis is focused on the relationship between purchase intention and word of mouth. The regression coefficient value of this relationship is rather weak (0.160). Despite the weak relationship between the two said variables, the relationship is still determined as significant at 5%. Thus, it can be inferred that the hypothesis 6 is validated.

5. Discussions and Conclusions

5.1 Discussions

This research aims to analyze the influence of cool brand on the intention to purchase and to spread by WOM, regarding the Indonesian market focused on modest sportswear. Focusing in the female respondents, the research has provided an insight based on a focused consumer segment which is based on a gender of the respondents. This research focuses on the modest sportswear market that hasn't analyzed by many research especially for the said variables. There are also other variables that also broaden and deepen the conceptual analysis and contribution of this research. Those variables consist of brand love and luxury brand perception. As such, this research has an aim of giving an understanding of the contextual factors of the market as well as the variables' effect on the given condition of modest sportswear product.

Indonesian online and offline marketplace have different characteristic that would affect sales number for certain industries. Based on the previous research, Indonesian tend to purchase their product in an offline store rather than in online store generally and also in fashion market. However, after the pandemic has taken place for several years, there is a shift of the customer's purchasing behavior from offline toward online purchases. It can be observed from the respondents' answer that they have at least purchased the product before in offline store but they also have purchased the modest sportswear products in online store too. There were not many respondents that chose to purchase their product exclusively in offline or online market. Most of them still prefer to buy modest sportswear from both channels, which implies that the respondents have purchased the products more than once which signify brand loyalty.

There is a tendency for international brand to have more advertisement and by doing that, they gain more exposure than the local brands (Ratriyana, 2018). This can be observed by the preferences of respondents that have a tendency to prefer international brands more than the local brands. Moreover, the tendency for the international brands to project socially conscious brands than the local brands has moved Indonesian preferences in purchasing the international brands which adheres to the lifestyle of Indonesian and also have an impact on the lifestyle of the community itself (Yasmin, 2020).

In this research, there are some findings highlighted in this section, which is based on how

strong one variable affect another in the standardized coefficient. We found that the relationships with the highest score is between variables brand love and brand coolness, which amounted at 0.346. This means that for every unit increase of value in brand coolness, there is an increase on brand love as much as 0.346. This indicates that the higher a brand coolness characteristics attached to a product, the higher a consumer will be going to have a love towards the brand. This characteristic is in line with the research of (Loureiro et al., 2020a; Warren et al., 2019). The value of brand being perceived as cool will be able to increase consumer's feeling toward the brand, which they tend to value highly. The next most significant relationship is between purchase intention and word of mouth, which is valued as much as 0.261, that for every unit increase of value in purchase intention, there is an increase of word of mouth as much as 0.261 with correlation result of 0.311. According to Tsiotsou and Alexandris (2009), there is a tendency for the consumer to talk about the product that they want to buy in the future as a mean of goodwill. The goodwill is conducted to the other person who also seek to purchase the same product line. This is in line with Indonesian collectivist culture. It implies that the similarity of one's appearance is prevalent. The third highest founded relationship is between brand love and purchase intention, which has the amount of 0.225, that can be interpreted as for every increased unit of brand love, there is an increase of purchase intention as much as 0.225. The relationship between brand love and purchase intention also has a correlation of 0.293, that they are still correlate with each other and move in the same direction although being perceived as rather weakly correlated. Consumer will be likely to share their review of their products after they have purchased the product, which in this case, there is a rather low tendency for the consumer to do it. consumers tend to say something good related to the product that they have attached before. The feeling of attachment is one of the characteristics of brand love. The product that they are highly attached with will going to make the consumer to talk about the product more. As per that, it can be seen that the consumer of Indonesia will be likely to purchase the product the higher the brand love indicated in that consumer.

In this research, there are also several findings with the lowest strength of relationships between one and another. The first is luxury brand perception and purchase intention, which amounted at 0.143, which means that within a unit increase in luxury brand perception, there is a small amount of increase on purchase intention observed on the consumer. Which means that respondent didn't attach the value of luxury for them to consider future purchase in a strong manner.

The small effect implies that the quality of product that they have purchased in the past have been adequate enough that they tend to purchase it somewhere in the future whenever the product has been obsolete. Moreover, considering that respondents doesn't have high income, they tend to manage their finance in a frugal manner. The product's price is not considered as an item that they are able to purchase often. In this relationship, the perception of a brand being a luxury product will have a little effect for the consumer to have an intention to purchase the product. The second weakest relationship is between the brand love and word of mouth, which valued 0.170 with the correlation of 0.247. The relationship can be interpreted as despite that there is a unit increase of brand love, there is a small increase of word-of-mouth unit on the consumer. This implies that despite the consumer's love toward the brand, they tend to rarely give recommendation to their peers, or rarely done so. This is related to the principle of modesty and culture of Indonesia, which they rarely talk about the product that they have purchased and tend to show the products into someone else instead. Therefore, the implicit and indirect characteristics of communication is inherent in Indonesian culture. Moreover, in contrast with the study conducted by Jäkel (2020), there is no direct relationship between purchase intention and brand coolness. The observed effect is not significant. The differences in culture, consumer's perception as well as the type of product that has been circulating in Indonesia are different that the intention to purchase is not apparent. However, based on the value of brand love, in can be argued that Indonesian typically have a preference toward the brand despite that they didn't intend to purchase it. The respondents in this study have an implication that they have bought the brands several times. It implies that they didn't intend to purchase it in anytime soon for the durability of the product makes it being perceived as long lasting.

The practical application of this research has an insight that can contribute to support managerial decision. Within the result of this research, brand love has the highest value with the effect into the other variables that has been researched. As such, the outcome of focusing on brand love for the company will have the highest impact on influencing Indonesian market for women consumer. Moreover, the brand coolness of this research also highlights the importance of influencing brand love, that has a highest effect on purchase intention. As such, the brand coolness' indirect impact on purchase intention will affect company's competitiveness in the market as the focus of this variable will be able to increase the projected sales of the company in the future. There are some variables that is not going to affect the company's competitiveness greatly, which

are purchase intention's effect on word of mouth and brand love on word of mouth. This means that for the advertisement that will be given from one customer to another will be minimum. The company should focus on maximizing its advertisement effectiveness by utilizing its own campaign instead of relying on the Indonesian customer's sharing activities. The strategy that could be utilized by the company is to focus on advertisement that relies on the paid advertisement which relies on the huge range of reach for Indonesian. In addition, to that, sportswear that aims marketing campaigns that focused on discounts and deliver products with low price will increase company's performance in the market as Indonesian still focus on the products with relatively low price (Indonesia, 2017). There is still a market gap for international companies to promote their products in Indonesia as Indonesian concentrate their purchase on local products, which gives an opportunity to enter the market with the focus of market penetration strategy in order to compete with incumbent local companies.

Beforehand, we have explained about the propensity for millennials and gen z to have the tendency to purchase the brand based on their luxury characteristic and promoting brand coolness perception in order to promote brand love. Companies could have an advertisement that is directed to those generation, that is targeted on using social media marketing that could generate yield. Focusing on brand coolness will highly impacting the consumer's brand love with the focus of advertisement that highlight the characteristics of high status and quality. Moreover, having a celebrity endorser which have an image of high status and luxuriousness will also engage the consumer more. In addition to that, consumer that focuses on the luxurious attribute will have an increased rate of consumers attitude and behavioral intention in online video advertisement (Teona et al., 2020) which would be highly beneficial for the marketing efforts. Companies could also position the brand as a high-quality product with moderate pricing strategy, which would entice consumer to purchase the product by highlighting the utility and status of the product while still having a reasonable price that would be reasonable for consumer to purchase. As explored before that the income of gen z and millennials are still low for them to purchase a product with a high price. Therefore, it should be noted that moderate pricing strategy will going to influence brand's luxuriousness while being affordable to the consumer. This strategy could also give the new entrants to have a market penetration strategy while positioning the product as a luxurious brand. Moreover, for enticing the originality of the product, the company could also start the business with the differentiation focus strategy in order to gain a niche market. Niche market can serve as

a base for the company to start promoting their product. The start could start by achieving coolness in that small market first, then it could adjust itself whenever the general market has slowly accepted the product. Then, the company could enter the mass market by serving products that have been adjusted to the public's taste.

It is highly suggested for the advertiser to not advertise in the national or cable television. In 2020 alone, there was a negative growth as much as 0.3% for Indonesian television viewer and focus their efforts on video on demand streaming website as it grew for 18% which has been observed by Statista (Pusparisa & Ridhoi, 2020). Moreover, social media user in Indonesia has reached 59% of country's population, which is 160 million people with yearly growth of 8.1% or equal with 12 million new user per year (We Are Social, 2021). The yearly growth and huge new users that has went into social media will give companies new market targets especially those who are gen Z that will become potential customers in the future.

5.2 Conclusions

This topic highlights the importance of Indonesia as one of the biggest modest fashion markets in the world based on the number of Moslem populations that resides in there in comparison with another countries, that the findings would be able to be utilized by incumbent local and international companies. The insights can be used to increase the competitiveness of existing companies and underlining the possibilities for other companies to enter Indonesian market with applying the model that could be utilized in order to focus the marketing efforts for certain characteristics in line with the findings. Indonesia is still a developing country which has major differences in the consumer's characteristics compared to developed countries as purchasing power of consumer are distinctively different. As such, consideration of financial state of consumer will give more understanding of relationship between the researched variables and research object in an area with different prosperity. Moreover, this research focuses on a specific of sex which is woman. This study has narrowed its focus to have an understanding on how woman behave towards this segmented products, namely modest sportswear. The tendency for Indonesian to adhere to the principle of modesty has given perspective on the product that they chose. Indonesian tend to value religion moderately, that they are going to purchase the products that are in line with their belief. For the consumer, modest sportswear is one of the choices to satisfy the demand of sports apparel. The increasing demand of modest fashion gave birth of this consumption.

While the previous researches related to brand coolness focuses on the European and American market (Loureiro et al., 2020b; Warren et al., 2019), this study has focused itself on a culturally different that focuses on Indonesian respondents, which has a significantly different perspective in consumption of goods and services. Furthermore, there are also differences in the perspective of product consumptions which affects the consumer behavior of Indonesian. In addition to that, the research of modest sportswear has not yet been explored extensively, especially when the culture of wearing modest sportswear is not common internationally, particularly in the western culture. This research also has contributed in broadening the concept of brand coolness, brand love, luxury brand perception, purchase intention, and word of mouth in different context, which the prior research has suggested outside of European and American market to give different context. The Indonesian market is one of the biggest consumers of modest fashion in the world. Moreover, the focus of this research has been segmented into the sportswear market, which contributes into embedding insights for this industry specifically. The insights that have been gained from this research also focused on the female consumer, which added the focus of this research specifically on a certain segment of a consumer. The data analysis focused on the linear regression, multiple regression, and correlation analysis.

This study aims to give insights on how the brand coolness would affect Indonesian market. The focus of the culture, product types, and consumer's characteristic become one of the major issues that has been explained in this study. Indonesia has a conformist and collectivist culture, in which they tend to think in a group rather than individually. Moreover, Indonesian is moderately religious, which they value religious product that could satisfy their belief. Moreover, the types of products are inherently different than in the west, in which modest sportswear tend to cover most of the wearer's body parts with several exception.

This research contributes in explaining the link between the variables that has been highlighted in previous sections. As the conceptual model considered more variables comparing with the previous research, this research allows to enlarge the knowledge about the effect of the cool brand in the modest sportswear industry. Moreover, the inclusion of Indonesian culture gives a different context of the analyzed variable, in which that the theory has been tested on another country with different segments. From the result of this thesis, it can be observed that there are several notions that are different. First, the brand coolness' effect on purchase intention is not significant.

Compared to the other research, they have a positive effect while it is not in Indonesian modest sportswear. Moreover, the result of the other research has shown an overall higher significance in the other variables.

Focusing on modest sportswear industry, the female consumer in this research has given data and insights with as much as 507 eligible respondents. Collected with self-administered survey which has been delivered to social medias that are able to reach Indonesian consumer in a wide range. This research has utilized the correlation, linear regression, and multiple regression analysis for analyzing the relationship between variables in the construct. One of the highlighted relationships in this research is between the value of brand love and purchase intention as this is the strongest relationship in this study. The second strongest relationship is between brand coolness and brand love, the third is between perceived luxury brand and purchase intention, the next is between brand love and word of mouth, and lastly between purchase intention and word of mouth. However, there is a rejected relationship which is the brand coolness and purchase intention.

Insights from this research will help expanding the theoretical constructs into another market and focused on a specific customer segment. Moreover, the managerial implication from this research will also help the companies that has been existed in Indonesian market to focus their efforts in marketing their products, as well as for the companies that want to penetrate Indonesian market, which should focus their effort on the digital marketing in order to build their brand coolness and brand love so it will entice more consumer to purchase their product.

5.3 Limitations And Further Research

This research has given some discussions and insights from the data that has been analyzed and derivatives from it. However, this research only focused on the female modest sportswear. Analyzing the different types of sportswear could give a broader understanding in the effect of brand coolness. Moreover, the variables that has been researched gave a weak relationship from one another, thus, needs another insight from analyzing other topics such as perceived quality of the product and price's effect on consumer's willingness to purchase would gain a better and holistic understanding of this market. Moreover, analyzing brand equity and brand attitude would give the research a much richer understanding about brand coolness and its effect on another culture. Analyzing brand experience would also give another insight on the effect of brand

coolness in another variable. Gaining another perspective from the other research object to test this construct further will also expand the theoretical contribution as there is little research that has been done in regards to brand coolness variables in another industry, especially in Indonesia. Future research could focus on another types of products that would contribute to brand coolness' conceptual development. Moreover, this research hasn't gained enough respondents in order to have a better representation of the population considering the time and fund limitation, which could be detrimental in having a more accurate representation of the Indonesian consumers' perspective of this research.

This research has been conducted in Indonesia which still being considered as a developing country. The construct of this research can be utilized in other countries to give a clearer result and comparing the market across countries will give a comparison on the differences between the effect of this construct. Even though the topic of brand coolness has been researched mostly in European countries and USA, the insights that have been gained from countries such as in Asia will give a global perspective. Moreover, the research can be expanded further by comparing the result that has been gained from countries with different culture. Western culture and eastern culture have different perspective especially based on their contrast belief such as secularity and religiosity. This research also couldn't gather respondents from different nationalities, which could give a comparison between types of cultures that existed. Comparing different cultures will give a clearer understanding on the effect of brand coolness on the different types of market, and thus, give a clearer conclusion of its effect. Future research could focus mainly on general type of sportswear, as the value of modesty in one country and another could pose many differences, which is based on the type of religion that they have. The study could then focus on countries that have the same belief or closely related should it pursue to study modest sportswear even further.

Furthermore, in this study, the group that has been analyzed were from the age of 15 to 40. The other groups that are older than that are not well represented. Thus, another research that focuses on respondents that are aged for more than 40 can yield different result by researching on that focused segment.

Annex

Research Framework

Variables	Author and publication year	Questions Used By The Study Reference	Measurement	Product Category	Population
Brand Coolness	(Warren et al., 2019)	**Useful/Extraordinary** 1. Is useful/is exceptional 2. Helps people/is superb 3. Is valuable/is fantastic 4. Is extraordinary **Energetic** 1. Is energetic 2. Is outgoing 3. Is lively 4. Is vigorous **Aesthetically Appealing** 1. Looks good 2. Is aesthetically appealing 3. Is attractive 4. Has a really nice appearance **Original** 1. Is innovative 2. Is original	Focus group discussion, depth interviews, essay study, and quantitative study with Likert scale of 1 (Strongly Disagree) to 5 (Strongly Agree) in study 5 and 7-point semantic differential items for study 7 and 8.	Mostly technological and fashion products are mentioned.	Focus group discussion in United Kingdom, Slovakia, and Portugal with 8 consumers in each country, depth interviews with 30 consumers in Portugal, essay study in United States with 75 students. Online survey conducted in United States with 315 respondents in the study 5, 315 respondents in study 6. In study 7, 405 respondents recruited from Amazon's mechanical Turk. Study 8 is conducted on online forum Reddit user fashion enthusiast, with 148 respondents. General consumer for focus group discussion and depth interviews. Students in essay study. In study 5, 50% male, mostly 42 years old. In

		3. Does its own thing **Authentic** 1. Is authentic 2. Is true to its roots 3. Doesn't seem artificial 4. Doesn't try to be something it's not **Rebellious** 1. Is rebellious 2. Is defiant 3. Is not afraid to break rules 4. Is nonconformist **High Status** 1. Is chic 2. Is glamorous 3. Is sophisticated 4. Is ritzy **Popular** 1. Is liked by most people 2. Is in style 3. Is popular 4. Is widely accepted **Subcultural** 1. Makes people who use it different from other people 2. If I were to use it, it would make me stand apart from others			study 6, 47% male, mostly 25 – 30 years old. Study 7, 58% are male with modal age of 25 – 30 years old. Study 8, average age is 19 years old with the range of 13 – 41 years and 93% male.

		3. Helps people who use it stand apart from the crowd 4. People who use this brand are unique **Iconic** 1. Is a cultural symbol 2. Is iconic			
Brand Love	(Carroll & Ahuvia, 2006)	1. This is a wonderful brand. 2. This brand makes me feel good. 3. This brand is totally awesome. 4. I have neutral feelings about this brand. (−) 5. This brand makes me very happy. 6. I love this brand! 7. I have no particular feelings about this brand. (−) 8. This brand is a pure delight. 9. I am passionate about this brand. 10. I'm very attached to this brand.	Questionnaire survey using likert scale , tested using structural modelling.	170 unique brands from 66 products.	334 non-student adults, Non-student adults, aged 21 above.
Purchase Intention	(Hwang & Kim, 2020)	1. I intend to buy modest activewear in the future. 2. I will try to buy modest activewear in the future. 3. I will make an effort to buy modest activewear in the future.	Likert, 7-point scale. Analyzed by using structural equational modelling.	Moslem sport fashion.	United States of America nationals, 328 samples. Age ranged between 18 to 73 years old, with the majority between 18 and 25 years old (41%).

WOM (Word of Mouth)	(Rageh Ismail & Spinelli, 2012)	1. I encourage friends and family to buy this brand. 2. I recommend this brand whenever anyone seeks my advice. 3. If the brand been mentioned in a conversation, I would recommend this brand. 4. I have actually recommended this brand to my friends and/or family.	Path analysis. Seven-point Likert scale.	Fashion	British Nationals, 250 samples. 1.2 % are between 16 and 18, 29.2% are between 18 and 20, 47.2% are between 20 and 22, 21.8% are 22 above.
Luxury Brand Perception	(Hung et al., 2011)	1. The brand has the best quality 2. The brand is sophisticated 3. The brand is superior 4. The brand's product is precious 5. The brand's product is unique 6. The brand's product is stunning 7. The brand's product is conspicuous 8. The brand's product is expensive 9. The brand's product is for the wealthy	Five-point Likert scale, using principal component analysis.	Luxury fashion brands	Taiwan, 1,380 respondents gathered, 69 percent below 31 years old, 67,5 percent were females, and 60 percent were married. 28,8 percent are students, and 25,1 percent are working in service industry with the income of 500 to 800 poundsterling per month.

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