

The Powerful Effect of Headscarf Fashion on Middle East Market and its Global Reflections

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Abstract – The necessity of clothes to the human body started long time ago when humans realized the hair and skin are not enough to protect their bodies from the external elements. Since that time, the field of creating clothes get into different levels until it reaches to modern luxury life style. This new modern style is called fashion industry that holding big brand names and images to present the different global or local brands in the world. This study aims to explain the powerful effect of adding new target market to the international brands. More precisely, to examine the impacts of combine new fashion line to the existing international brands for both Middle East and global markets. This research reflects an exploratory study to gain an understanding into adding new line to the international brands. The primary data that obtained from a designed survey where quantitative data is the norm is used as positivist methodology. The survey of 35 individuals aims to collect quantitative data for adding headscarves part to well-known brands. This study holds concept board in both sides artistic and social that give chance to examine the Middle East markets if the women that wearing headscarf prefer to have their own line in international brands. More precisely, the one model example is used to test the women headscarf design and its impact on new fashion models. It is known that the research limitations lies on different elements to collect the accurate information that support the collected data. The obtained result shows that 70% of headscarf women have information and knowledge about market and fashion, while 90% of the answers give feedback that the international brands must be more knowledgeable about the benefits and effect of adding new fashion line in specific region like Gulf Cooperation Council (GCC) or more general, the Middle East and Europe countries.

Keywords – About Headscarf, Fashion, Gulf Cooperation Council (GCC).

I. INTRODUCTION

The fashion of the era was truly representative of the events happening in the world in a most visible way. Costume or fashion design were changed and influenced because of many limitations presented and imposed by environment or the surrounding circumferences. There was a new simplicity seen in women's clothing that required designers and everyday women to tap into their imagination and make the companies to mandates fashionable.

The fashion industry plays an important role to create a brand name and good image through specific products that can attract more customers and generate profits. In fact, fashion industry is not limited to a specific country, region, or people, but it is for all people in the universe that they are interested in fashion. This is the reason why we should not ignore any target segment in the society. Moreover, some fashion companies misunderstand some customer needs and wants. It appears to them they are not

important target market or not fashionable. For example, women who wear a headscarf are category did not receive enough care by fashion companies. Nevertheless, they are part of these societies and we must look to their needs and preferences in products and services [1]. It is known that this extra care offers profit-making opportunities, as the market is sizeable. The global branded footwear and apparel industry alone is estimated at more than \$800 billion with the highest spend per capita in the Middle East and Malaysia [1].

The majority of the investigations based on this subject usually test the internal determinants of export result in samples of companies of a concrete country. What is certain is that few investigations exist that have tried to validate these models in several countries with different geographic, competitive and political environments to find out whether or not the determinants of the exporting result remain stable between one country and another [2, 3, 4]. The majority of the investigations based on this subject usually test the internal determinants of export result in samples of companies of a concrete country. What is certain is that few investigations exist that have tried to validate these models in several countries with different geographic, competitive and political environments to find out whether or not the determinants of the exporting result remain stable between one country and another [2]. Companies that plan their foreign activities are those that exhibit greater exporting intensity. It is known that the formal planning of exports is a necessary condition for the development of a company's future foreign activities [2].

Furthermore, the work is structured the artistic method as a way to support the research to be more accurate and clear to the audiences as well understanding the motive of adding new fashion line in the international brands. Moreover, using a caricature story with software program will support a research message. In addition, help audiences to accept the issue and think about it in a smooth, without force them to accept it direct just let them know and earn information. After that they have choice to think and decide if is right or not. This research paper is based on the fashion revolution. Objectively, the concept of proposing this idea is to create awareness to attractive new target market like, Middle East and GCC region. Through a concept of preparing new fashion line in the international brands for women who are wearing headscarf, through their fashion senses.

II. FASHION HISTORY

In the end of the Second World War, that has seen the real explosion in the use of brands. So brands have been started to take good place in business and becomes the

important part to support companies to differentiate their products from others in marketplace. According to [5], during past to now fashion gone through several stages from different civilizations such as Egyptians, Greeks, Romans and until the growth of new costume in France. In each period, people were using specific various methods and materials to create their own clothing. After the Rome Empire collapsed in 476 A.D., the Merovingian period 452-490 became not strong anymore, and Duke Pepin succeeded in 751, from those moments the dress has been started to take different shapes every period to fit human desires for example:

Table 1. The history of fashion features [6]

Year	Important Features
Merovingian period 452-490	Women and men wore animal's skins.
Carolingian period 752-888	In these periods the dress was too luxury (with decorations & embroidery).
Feudal period 888-1090	The women wore two different types of dress one was tightly fitted and other was flowing and so high to cover the neck. The "Coteshardie" was the best French dress.
The middle ages 1090-1610	Women in these periods wore some of clothing details. In the first wore long tight-fitting robes with some accessories. The end of the period the council of Montpellier forbidden wearing rolls on the tops of the heads measuring two feet in height. Men dress with more details such as shoes, coat, breeches, and so on. The end of period all men garments become more tight and other details so extravagance was shown in the accessories
Early bourbon monarchy 1589-1642	Women wore full skirts, in the waist was tight. Also wore large ruff at the neck was introduced by Catherine de Medici. Men wore different styles such as overcoats, coats and trunk hose
Louis XIV 1643-1715	Exaggeration in dress
Reigns of Louis XV and Louis XVI 1715-1789	Marie Antoinette period. Dress becomes more style, bust and bustle being over.
Revolution 1789-1795	Extravagance in fashion
Directoire 1795-1799	Fashion was refreshed. Transparent fabrics. Greek style in both dress and using wigs. Men (Fastidious) in term of wearing clothes.
Empire 1804-1814	The style of Greek fashions and Empire styles was prevailed
Restoration 1814-1848	Dress was ugly
Second empire 1848-1851	Costumes same previous period
1852-1870	Silhouette took different style sometimes More details appeared such as fan, parasol, handkerchief and so on.
Third republic 1870	Dress still (Bouffant). In 1873 dress was so hard and too much decorated
1880-1900	Development and variety in taste

III. FASHION BRANDS

Fashion Brand shows the source of the product and help aware consumers to differentiate the product from its competitors. The core base of naming a brand is that it is unique, can be easily discriminated from other names, easy to remember and is eye-catching to customers. A victorious brand must corresponds a distinct benefit to the consumer and the more that it delivers what it promises, the greater will be the word of mouth recommendation from satisfied consumers to others. Briefly, brands put a whole range of communication, learning, history, feeling

about a product or company within a simple name and logo. On the other hand, Brands must understand their customers' expectations of consistency by satisfying them and introducing unique label qualities to build a great level with them. Moreover, customers often wish to take special position through supporting the brands when they affiliate themselves with such qualities. For example, both Burberry and Pringle are intrinsic classic British brands that refer to a best quality and conformity, while Versace is a label that explain aspirates glamour, sex and frittering away [7].

When companies need to maintain their names and take positions in the marketplaces, they must put strategies that help to achieve in excel trade life. One of those strategies is brand, where the branding has become one of the most important aspects of business strategy because it is the main object to creating the customer value, not just images. It is a key device for creating and maintaining the competitive characteristic. Brand is much more than a name or symbol on a cloth, it reflect the values for companies that own best and strong brands to keep their position by attracting loyal buyers who will return to them at regular intervals that directly impact the overall performance of the business [8]. Furthermore, brands play an important role in calibrating the validation of marketing efforts such as advertising, channel placement and an asset in the financial sense. Thus, brands have impact the following three fundamental levels [9]:

1. Customer market
2. Product Market
3. Financial Market

Thus, branding is an accurate process that used to create awareness and showing customer loyalty. It needs an authorization from the top and preparation to invest in the future. It is about catching any chances to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers are the reasons why companies leverage branding [10]. Otherwise, there are two important roles in brands to create an indelible impression such intrinsically striking and creating an indelible impression [11].

Table 2. The brand elements [11]

First element Visual Distinctiveness	Second element Brand Equity
<ul style="list-style-type: none"> • Includes a logo, a shape, a letters, a name, a number, a symbol, a signature, a color, and so on. • The name should be constant but the logo can change every time. • Companies name able to change when their function or their ownership has changed, or to extend the brand to new markets. • In addition, the visual distinctiveness is the way to others to notice company logo like the big M in the McDonald's. 	<ul style="list-style-type: none"> • With strong brands equity entrenched confidence in the hearts and minds of consumers.

IV. TYPES OF BRAND (INTERNATIONAL VS LOCAL)

Nowadays global marketplace is the most important for marketers to catch and understand the way that customers think and make their choice when some of them prefer global brands to local brands. In fact, in many markets we can see there is competition between global and local brands. Since local brands are, create unique ways to offer local markets. Local brands have their own strengths, such as perceptions of uniqueness, originality, and pride of representing the local market. The advantages of the local brands have chance to get high level of awareness, best relationships with consumers in their countries, and can understand more the character of the market and consumers. For example, some of these brands are used right icons in their markets and put as symbols of the local culture, heritage, and country. On the other hand, the opportunities and threats of increasing globalization have created a sense of urgency for companies to succeed in not only mature but also emerging international markets. The concept of global brands that consumers can find under the same name in multiple countries with generally standardized and centrally coordinated marketing strategies [12]. In general, researchers agree that wide availability and recognition are important to reach the goals of the elements of global brands, universal relevance, global image, standardization, esteem, high quality, and social responsibility [13].

On the other hand, fashion changes because ideas about politics, religion, leisure, democracy, success, and age change. Fashions change; Styles emerge, become fashionable, and ultimately changed by new fashionable styles. This is particularly true when the society is no longer able to provide identity and maintain social order through custom or tradition. The mass media nowadays play important role through spreads fashion news around the world in hours, sometimes second. In addition, these days most of television channels coverage of events around the world that enables us to see not only what people are doing but also what they are wearing. The reason people who accepted these new fashions wish to see and demand it from marketplace [14]. Likewise, a term used to denote styles related in theme and detail. In the US, it is synonymous with the European use of the word 'collection'. The fashion industry is divided into three sectors, these sectors are important to showing how the fashion line identified target markets. The fashion line include women's, men's, children's, and teens. In fact, women wear is the largest segment of the fashion industry and it sets the trends for other segments. The production of women wear is segmented in several ways, and companies may specialize according to categories, such as active wear, bridal wear, sportswear etc. [7].

With all these varieties, our civilization becomes more successful in side of development. Of course, with some helps from old studies and researches we reach to highest level of innovation. In 20th century we can make a plane fly better, build strange and modern building and houses, drawing pictures with new technique and new style, and

using tools to transfer some ideas. To create a good design and improving, need new ideas and the technology can offer this option. However, even with all changes being happened by technology, design remains, and likely always will, a fundamentally human endeavor, fueled by the insights, ideas, passions, and talents of people in pursuit of progress. For this reason, design is helping to draw new world reorder. History takes us back to the most primitive stone tools, which used by ancient man to create some materials and facilities. For example, some scientists found in U.S in specific area called Colorado of Stone Age objects included a set of hand tools with rounded, ergonomic handles worthy of oXo-brand peelers. This discovery shows us that man since ancient times were trying hard to create specific designs to meet its own needs often that job was to improve life in some way [11]. The most important aspect to create design is designer vision that can bring many improvements to the works. With these skills and visions, at least we can change the existing realities and see different things that never seen before.

V. RESULTS AND DISCUSSION

The data analysis that collected from the designed survey was used to investigate the interaction of international brands with the proposed fashion line, then verifying the formation of the new fashion bonds. Figure 1 (a & b) shows the data analysis for some of the collected results, where Figure 1 (a) illustrates the different selecting criteria between ages and the corresponding salary. The girls under 22 always care about new designs and style. However, older ages are more mature and have (x) experience to think only about design but the quality of the clothes that can stay longer with them along with fine looking. Meanwhile, the chart in Figure 1 (b) shows that all ages are strongly agree that cloths with the dressing style reflecting people personality. Most of the time people know what are fitting them and what pieces they prefer to wear that give them space of comfort feeling or sometimes it depends on their mood of being not ready to select the best piece that shows their real personality style.

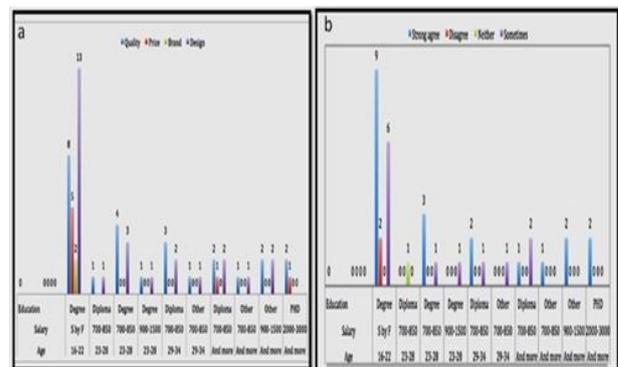


Fig. 1. (a) The effect of purchasing clothing for different audiences; (b) the reflection of the Style to people personality

The chart in Figure 2 (c) illustrates the young ages with other older ages agree that markets (yes) not offering

products match to other target market such as headscarf women. Some of the audiences had selected option (sometimes), because they put efforts to find items that fit their style. The most important point is that in all Middle East countries most of the international brands do not customized their products. They sell same what they are presenting in their regions without caring about the style and culture of other regions. While, Figure 2 (d) shows all ages without any exception see that the life-changing event plays role to encourage them to try new fashion and style with the existence of few audiences who chose another options like friend or family suggestion, and celebrity's style. Nowadays, people are more educated and familiar with the fashion events more than before, thus they have high sense of fashion and know which clothes fit the correct event.

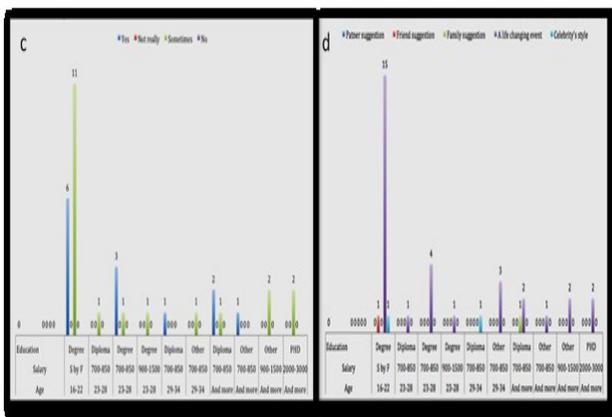


Fig. 2. (c) The different applied fashionable items in market; (d) the effect of outside environment elements on styles

Figure 3 (e) illustrates various audience ages with financial capabilities. The normal financial capabilities to spend per month on clothing fall in between \$50 - \$150 for most ages is. Few other people spend in between \$200 - \$350, and other few have ability to spend more than \$550 per month. The reason for young girls is normal to spend \$50 - \$150 amount per month with family support budget. In addition, others women who spend same budget have salary standard, family, life duties is hard to them to spend more than this amount. Therefore, the women who selected this value know their ability to buy and spend money. The chart in Figure 3 (f) shows that all ages care to purchase new items match with their style due to their fashion sense, but in different ways. The young ages of 16 - 22 years respond more than other ages. Recently, most of women follow the trends and they are more knowledgeable about what is new in the market, thus when market place does not offer items that match with people appearance it plays role to create gab to the audiences to purchase new items that not match with their style because they could not find alternative items.

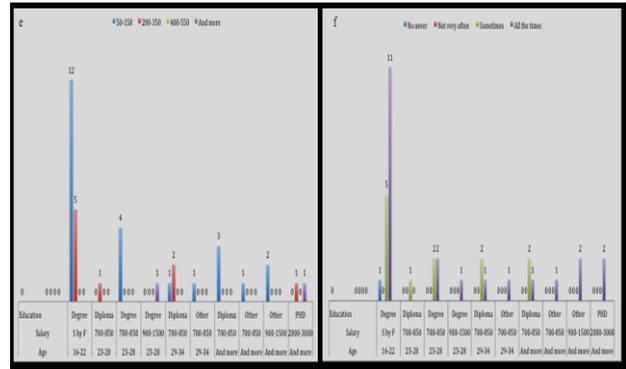


Fig. 3. The effect of (e) budget on cloth buying process; f) powerful purchasing on new item to audience style

The chart in Figure 4 (g) shows the cloth buying or the purchases process. It explains that audience of all ages agree to purchase spur of the moment. Meanwhile, few of the ages selected either purchase spur of the moment and planned. Most of the young girls purchase spur of the moment due to the lack of experience where they buy what is coming first, during their shopping without any doubt. Maybe because they like the design, color, sign and so on. However, some other individuals should plan what is necessary before purchasing the item due to the financial family supported. While Figure 4 (h) shows the opinion of adding modesty clothes to international brands that maybe, change the brands position. The respond is that most ages include young and older women do not see any effect if brands add new line for modesty clothes. However, few others see that there is somewhat effect if brands add new modesty line clothes, within these new lines should respect the nature of culture and life style tradition. Thus, it is not easy to brands to change their strategy that they present their items and follow other customers' needs and wants.

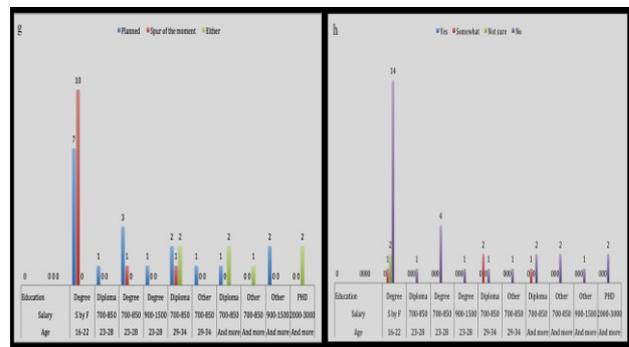


Fig. 4. (g) the different choices to purchase; (h) the effect of fashion new aspect to change the brand image

Figure 5 (i) shows the various answers of the participants about including art as a useful term for social matter awareness. Some of ages see that art somewhat useful to attract attention of the people. Some participants believe that only people who are in front such as politicians are able to send awareness message to the society. Meanwhile Figure 5 (j) illustrates some ages somewhat think comic caricature can help to send a message. While some of the ages agree that comics or

caricature can help to send a message. However, some older ages are not sure if the comic caricature can help to send a message or not. The important point in this graph that average of audience believe that comic caricature can help to send specific message is more in young generation. That means young girls have a knowledge into effect of comic caricature to change or send a message to awareness people from issue, which is not clear to others.

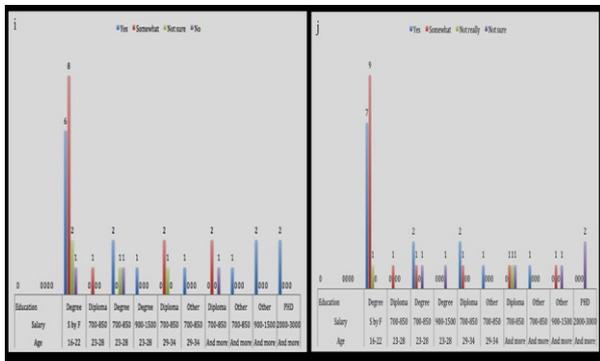


Fig. 5. The effect of (i) art to awareness the society; (j) using comic caricature to send a message

VI. CONCLUSIONS

This work shows that the market is ready to accept the change in fashion industry and adding new fashion lines to international brands, along with the solution to awareness such international fashion brands to new neglected target market. Modify the methods that the awareness are able to reach larger audience and expand in different marketplace based on the new and variable technology. Alternatively, it is worth to the markets to understand new target segment to increase their brand value, image and identity. The main points of concluded results as listed below;

- Brands must look for new ways to develop their strategy not only to attract customers but also to create new vision to change the routine of fashion.
- It is easy for Middle East people to understand the defect of international brands have in their marketplace.
- International brands have a lot of misunderstanding of the nature of Middle East culture in terms of wearing cloths and fashion.
- Markets are ready to accept the changing with creating more awareness.
- The defects that headscarf women face from international brands must cover by using artistic ways.

APPENDIX

Survey

This is survey about adding new line in International brands that suppose help headscarf women to find their needs and wants easily.

Gender

- Female

Age

- 16-22
- 23-28
- 29-34
- or older

Salary

- \$ 700-850
- \$ 900-1500
- \$ 2000-3000
- Family supported
- More

Education

- Diploma
- Degree
- Master
- PHD
- Other

1- What are your two main criteria when purchasing clothing?

- Quality
- Price
- Brand
- Design

2- How much would you usually spend per month on clothing?

- \$ 50-150
- \$ 200-350
- \$ 400-550
- And more

3- When purchasing a new item, do you care matching with your style?

- No never
- Not very often
- Sometimes
- All the times

4- What you think of yourself is reflected by what you wear?

- Strongly agree
- Disagree
- Neither
- Sometimes

5- Do you think the markets offer clothes match with headscarf women?

- Yes
- Not really
- Sometimes
- No

6- Are your purchases usually planned or spur of the moment?

- Planned
- Spur of the moment
- Either

7- What would encourage you to try out new fashion and style?

- Partner suggestion
- Friend's suggestion
- Family suggestion
- A life changing event

- Celebrity's style
- 8- In your opinion, do you think modesty clothes can change the brands position to the worse level?**
 - Yes Somewhat Not sure No
- 9- Do you think Art is going to be useful to awareness social matter?**
 - Yes Somewhat Not sure No
- 10- To send a message about specific issue do you think comic caricature can help?**
 - Yes Somewhat Not really Not sure

decorating design. She is expert in her Fashion Design and Fashion Retailing domain based on her background destination. Currently, she is working at Blue Diamond Decorating as a Fashion and Image Consultant. Zainab Murad is also a member of the Association of Image Consultants International (AICI) and certified trainer by Canadian Training Centre of Human Development (CTHD).

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