



UNIVERSITAS
GADJAH MADA

Brand coolness effects on Brand Love, Purchase Intention and Word of mouth: Application to Indonesian Women Modest Sportswear
IRFAN DWIKINANDA, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Table of Contents

Acknowledgement	I
Abstract	III
Sumário	IV
Introduction.....	1
1.1 General Background	1
1.2 Research Problem	2
1.3 Research Objectives.....	3
1.4 Dissertation Organization	4
2. Literature Review.....	5
2.1 Indonesian Fashion Industry	5
2.1.1 Modest Fashion Industry.....	5
2.1.2 Indonesian Modest Fashion	6
2.2 Modest Fashion	7
2.3 Brand Coolness	9
2.3.1 Extraordinary	10
2.3.2 Aesthetically Appealing.....	10
2.3.3 Energetic	11
2.3.4 High status	11
2.3.5 Original	12
2.3.6 Authentic.....	12
2.3.7 Rebellious	12
2.3.8 Subcultural	13
2.3.9 Iconic.....	13
2.3.10 Popular	14
2.4 Purchase Intention.....	14
2.5 Brand Love.....	15
2.6 Word of Mouth	17
2.7 Luxury Brand Perception.....	18
2.8 Online and Offline Indonesian Purchasing Behavior	19



UNIVERSITAS
GADJAH MADA

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

IRFAN DWIKINANDA, Bayu Sutikno, S.E.,M.S.M., Ph.D.

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

2.9 Research Framework	19
3. Research Methodology	22
3.1 Introduction to Research Methodology	22
4. Data Analysis	24
4.1. Respondents' Characterization	24
4.2 Constructs Characterization	32
4.2.1 Brand Coolness	35
4.2.2 Brand Love.....	36
4.2.3 Purchase Intention.....	36
4.2.4 Word Of Mouth and Recommendation.....	36
4.2.5 Luxury Brand Perception.....	37
4.3 Correlation Analysis	37
4.4 Hypothesis Testing.....	38
4.4.1 Analysis of Hypothesis 1	39
4.4.2 Multiple Regression Analysis	40
4.4.3 Multiple Regression Analysis Interpretation	43
5. Discussions and Conclusions	45
5.1 Discussions	45
5.2 Conclusions	49
5.3 Limitations And Further Research.....	51