

**THE INFLUENCE OF FASHION INVOLVEMENT, HEDONIC CONSUMPTION,
AND SHOPPING LIFESTYLE ON GENERATION Z CONSUMER
PREFERENCES THROUGH HEDONIC SHOPPING MOTIVATION (A STUDY
ON INZIA SCARF HIJAB RESELLERS IN KEDIRI)**

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Abstract

This study aims to analyze the influence of Fashion Involvement, Hedonic Consumption and Shopping Lifestyle on the preferences of Generation Z consumers, with Hedonic Shopping Motivation as an intervening variable. The focus of this research is on Inzia Scarf resellers in Kediri City. This type of research is associative, employing a quantitative approach and using closed-ended questionnaires as the data collection technique. The respondents involved are 150 Generation Z consumers/resellers who actively shop for Inzia Scarf. Based on data analysis techniques including validity tests, reliability tests, bootstrapping tests, goodness-of-fit tests and hypothesis testing using path analysis, the data were processed using Structural Equation Modeling (SEM) with SmartPLS (Partial Least Square). The results indicate that Fashion Involvement and Hedonic Consumption do not significantly affect Consumer Preferences, while Shopping Lifestyle and Hedonic Shopping Motivation have a significant impact on Consumer Preferences. Furthermore, Hedonic Shopping Motivation mediates the influence of Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle on Consumer Preferences. The variable that most significantly affects Consumer Preferences is Hedonic Shopping Motivation, followed by Shopping Lifestyle, then Fashion Involvement and Hedonic Consumption. This study provides theoretical implications by enriching the understanding of consumer behavior and market segmentation, as well as practical implications for companies in enhancing marketing strategies, product development, and shopping experiences following Generation Z preferences.

Keywords: Fashion Involvement, Hedonic Consumption, Shopping Lifestyle, Hedonic Shopping Motivation

INTRODUCTION

The fashion industry in Indonesia is experiencing rapid development, especially in Muslim fashion, along with the trend of globalization. This great opportunity is used by business people to attract customers. Fashion in Indonesia reflects social and economic status, and in recent years, Muslim fashion has transformed from a moderate style to a more modern and dynamic one, especially with the emergence of hijab communities such as the Hijabers Community. Novitasari (2017) found that a group of members of the Solo Hijabers Community Hijab has become part of a lifestyle to form an identity as fashionable and cool hijabers. This group of communities helps popularize the hijab as part of a fashionable lifestyle, encouraging young women to be creative with various variations of the hijab. According to the Director General of IKM, Ministry of Industry, around 20 million Indonesians wear the hijab, and the Muslim fashion industry is growing by 7% per year, making it a significant contributor to the creative economy sector. The Creative Economy Agency (BEKRAF) noted that the fashion industry contributed around 18.01% of the total contribution of the creative economy.

With the largest Muslim population in the world, Indonesia has enormous potential to become a mecca for Muslim fashion. The increasing number of Muslims, along with support from influencers and communities, strengthens this trend. For example, Hijab Inzia Scarf sales data shows sales fluctuations between 2019-2022, with total sales experiencing increases and decreases reflecting market dynamics. In this context, factors such as hedonistic lifestyle, consumer preferences, and fashion involvement (Fashion Involvement) influence consumer behavior, especially among Generation Z. Generation Z is known to have a strong consumer attitude and is responsive to fashion trends. According to Japariyanto (2019), Fashion Involvement refers to the level of involvement of a person with fashion products which is influenced by the needs, interests, attractions, and values contained in the product. Meanwhile, Hedonic Consumption has an impact on the consumer's shopping lifestyle, such as collecting hedonistic products that they like. Veenhoven (Felicia et al., 2014) stated that individuals who embrace a hedonistic lifestyle tend to view pleasure as something positive and will take advantage of every opportunity, no matter how small, to achieve the pleasure and lifestyle they want.

A shopping lifestyle is an internal factor that will encourage someone to make unplanned purchases. Meanwhile, consumer preference is the attitude of consumers who have a desire for a good or service based on their ability to provide satisfaction where the person will have a certain purchasing behavior. Consumer preference is defined as a person's tendency to like or dislike a product consumed. Meanwhile, Hedonic Shopping Motivation is the urge to shop that is influenced by hedonic attitudes or other factors outside of economic considerations such as liking or joy in a product, social factors, and even emotional influences.

This study is used to find a model that can explain changes in consumer behavior in Indonesia, by focusing on four variables: Fashion Involvement, Hedonic Consumption, Shopping Lifestyle, and Consumer Preferences, as well as Hedonic Shopping Motivation which acts as a mediating variable. Fashion Involvement refers to the level of individual interest in fashion products, while Hedonic Consumption relates to the pleasure value generated from shopping. Shopping Lifestyle shows how shopping becomes part of a lifestyle, influencing unplanned purchasing decisions. Consumer Preferences reflect attitudes toward the products offered, and Hedonic Shopping Motivation serves as a bridge between the independent and dependent variables. By understanding the relationship between these variables, it is hoped that deeper insights can be obtained into purchasing behavior among Inzia Scarf Hijab Resellers in Kediri City.

This study aims to analyze the influence of Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle on Consumer Preferences of Inzia Scarf Hijab Resellers totaling 677 people. The selection of this population is based on the age range of the majority of Generation Z Resellers, which is between 15 and 30 years old.

RESEARCH METHOD

The type of research used is associative research with a quantitative approach. According to Sugiyono (2017:37), associative research can be interpreted as research that identifies the relationship between two or more variables. The relationship between two or more variables. The relationship used in this study is causal. This research is designed in the form of survey research, which is carried out by using a method of compiling a list of

questions that have been submitted to respondents, who are selected as samples from a population. For this study, there are 3 independent variables, namely Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle, and 1 dependent variable, namely Consumer Preferences, and 1 intervening or mediating variable, namely Hedonic Shopping Motivation.

The criteria for the population of this study are respondents who are Inzia Scarf Hijab Resellers in Kediri City, totaling 150 respondents, who are in the age range of 21-35 years. The sample in this study was determined using the Slovin Formula, which resulted in 87 respondents. However, after analyzing several factors, the number of samples obtained was finally 150 respondents. The sample was selected based on certain criteria from Inzia Scarf hijab sellers in Kediri City, a non-probability sampling method.

The type of data used in this study is primary data obtained from respondents who filled out the Inzia Scarf Hijab Reseller in Kediri City. The questionnaire will be compiled using an Ordinal Scale of 1-5, starting from the options “strongly disagree (STS)” to “strongly agree (SS)” (Satria, E. 2024), the indicator for the Hedonic Consumption variable is adapted from (Utami, NSN, Soeliha, S., & Ciptasari, ADW 2024), the indicators for the Shopping Lifestyle variable are adapted from (Widyanti, S. (2021), indicator for the Consumer Preference variable adapted from (Marwan 1990) and the indicator for the Hedonic Shopping Motivation variable adapted from Pratiwi, FAT, Hapsoro, D., & Prajogo, W. (2024).

This study uses Structural Equation Modeling (SEM) data analysis, along with the Partial Least Square (PLS) method. PLS has two parts of model evaluation: measurement model evaluation (outer model) and structural model evaluation (inner model). Convergent Validity Test, which is carried out by looking at the Average Variance Extracted (AVE), Composite Reliability, and Cronbach’s Alpha values, and Discriminant Validity Test, which is carried out by looking at the Cross Loading value, are included in the measurement model evaluation. On the other hand, the structural model evaluation includes testing the F-Square and R-Square values, path analysis to test the hypothesis, and T statistics for direct and indirect effects used to determine the role of mediating variables (Jahrami, Haitham, 2022).

RESULTS AND DISCUSSION

In the descriptive analysis, it can be seen that the reseller respondents aged 21-25 years (56.67%) with the majority coming from East Java (68.67%) have dominated. Most respondents are still students (49.33%) and have purchased products 1-5 times (66%). The following are details of the characteristics of the respondents:

Table 1
Age

No	Age	Number of People	Percentage (%)
1	15-20 Years	21	14%
2	21-25 Years	85	56.67%
3	26-30 Years	20	13.33%
4	> 30 Years	24	16%
	Total	150	100%

Table 2
Residence

No	Domicile	Number of People	Percentage (%)
1	East Java	103	68.67%
2	Central Java	10	6.67%
3	West Java	8	5.33%
4	Outside Java Island	19	12.67%
5	Other	10	6.67%
	Total	150	100%

Table 3
Jobs

No	Work	Number of People	Percentage (%)
1	Students	74	49.33%
2	Private sector employee	25	16.67%
3	Businessman	13	8.67%
4	Housewife	34	22.67%
5	Other	4	2.67%
	Total	150	100%

Table 4
Number of Product Purchases

No	Purchase	Number of People	Percentage (%)
1	1-5 times	99	66%
2	6-10 times	16	10.67%
3	11-15 times	12	8%
4	> 15 times	23	15.33%
	Total	150	100%

Source: Primary Data Analysis (2024)

Respondents in this study stated that there were 150 Inzia Scarf Hijab Resellers in Kediri City. Consisting of 150 respondents who were female, because the majority of hijab fashion enthusiasts are women. Women tend to pay more attention to appearance and follow trends, so hijab fashion is a suitable choice to express themselves.

In this study, respondents were dominated by resellers aged 21-25 years with a percentage of 56.67% or a total of 85 respondents. With 68.67% or 103 respondents from the total (150 respondents) domiciled in East Java. Most respondents are still students, namely 49.33% or 74 respondents, and have several product purchases of 1-5 times with a percentage of 66% or 99 respondents.

Outer Model

Table 5
Outer Loading

Variables	Indicator	Outer Loading	Information
X1_Fashion Involvement	X1.1	0.809	Valid
	X1.2	0.734	Valid
	X1.3	0.825	Valid
	X1.4	0.805	Valid
X2_Hedonic Consumption	X2.1	0.848	Valid
	X2.2	0.721	Valid
	X2.3	0.750	Valid
	X2.4	0.859	Valid
	X2.5	0.846	Valid
X3_Shopping Lifestyle	X3.1	0.784	Valid
	X3.2	0.812	Valid
	X3.3	0.779	Valid

	X3.4	0.780	Valid
Y_Preferences Consumer	Y1	0.707	Valid
	Y2	0.801	Valid
	Y3	0.849	Valid
	Y4	0.844	Valid
	Y5	0.821	Valid
Z_Hedonic Shopping Motivation	Z1	0.703	Valid
	Z2	0.794	Valid
	Z3	0.815	Valid
	Z4	0.818	Valid
	Z5	0.736	Valid
	Z6	0.800	Valid

Source: Data processing results on smartPLS (2024)

Table 5 shows the Outer Loading value used for each indicator in each variable. It can be seen from the table 5, it is stated that the overall indicator has an Outer Loading value of more than 0.6. So, the conclusion drawn is that all indicators have been declared valid and can be used to measure the relevant latent variables.

Table 6
Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)	Variance Information
X1_Fashion Involvement	0.631	Valid
X2_Hedonic Consumption	0.651	Valid
X3_Shopping Lifestyle	0.622	Valid
Y_Consumer Preferences	0.650	Valid
Z_Hedonic Shopping Motivation	0.607	Valid

Source: Data processing results on smartPLS (2024)

Table 6 shows the Average Variance Extracted (AVE) value for each variable. The AVE value for each variable is greater than 0.5, indicating that each latent variable can explain more than 50% of the variance of its indicators. Thus, it can be concluded that each indicator has a good contribution in representing the latent variable. In the variables, Fashion

Involvement, Hedonic Consumption, Shopping Lifestyle, Consumer Preferences, and Hedonic Shopping Motivation have represented their latent variables well. In addition, the results of the reliability test show that all variables have a Composite Reliability value above 0.7, indicating that these variables can be considered reliable.

Table 7
Cross Loading

Indicator	X1_Fashion Involvement	X2_Hedonic Consumption	X3_Shopping Lifestyle	Y_Consumer Preferences	Z_Hedonic Shopping Motivation
X1.1	0.809	0.480	0.602	0.505	0.530
X1.2	0.734	0.650	0.542	0.595	0.602
X1.3	0.825	0.646	0.532	0.717	0.733
X1.4	0.805	0.483	0.639	0.465	0.499
X2.1	0.431	0.848	0.547	0.470	0.495
X2.2	0.667	0.721	0.529	0.680	0.673
X2.3	0.749	0.750	0.533	0.759	0.771
X2.4	0.444	0.859	0.530	0.422	0.469
X2.5	0.426	0.846	0.554	0.430	0.484
X3.1	0.527	0.534	0.784	0.497	0.521
X3.2	0.610	0.525	0.812	0.531	0.548
X3.3	0.557	0.487	0.779	0.549	0.575
X3.4	0.574	0.582	0.780	0.627	0.728
Y1	0.652	0.673	0.529	0.707	0.680
Y2	0.732	0.692	0.569	0.801	0.782
Y3	0.517	0.576	0.524	0.849	0.818
Y4	0.573	0.510	0.623	0.844	0.831
Y5	0.524	0.547	0.600	0.821	0.810
Z1	0.648	0.648	0.545	0.709	0.703
Z2	0.740	0.683	0.551	0.757	0.794
Z3	0.531	0.602	0.518	0.795	0.815
Z4	0.566	0.500	0.605	0.839	0.818
Z5	0.556	0.595	0.773	0.634	0.736
Z6	0.514	0.550	0.589	0.813	0.800

Source: Data processing results on smartPLS (2024)

Table 7 shows the cross-loading values for each indicator against the variables. These values indicate a stronger relationship between each indicator and the relevant

variable than its relationship with other variables. For example, indicator Z.1 has a cross-loading value of 0.703 when it is related to the Hedonic Shopping Motivation variable. However, when Z.1 is related to other variables, such as Shopping Lifestyle, the correlation value is lower, which is 0.545. In conclusion, all indicators are declared valid because each indicator consistently measures the intended variable and has a lower correlation with other variables.

Table 8
Composite Reliability

Variables	Composite Reliability	Information
X1_Fashion Involvement	0.820	Reliable
X2_Hedonic Consumption	0.878	Reliable
X3_Shopping Lifestyle	0.804	Reliable
Y_Consumer Preferences	0.869	Reliable
Z_Hedonic Shopping Motivation	0.871	Reliable

Source: Data processing results on smartPLS 2024

Table 8 shows the Composite Reliability value for each variable. The Composite Reliability value for each variable is above 0.7 in the table, which indicates that each variable has high internal consistency in showing the variable is latent. Therefore, these variables can be considered to be considered for further analysis.

Table 9
Cronbach's Alpha

Variables	Cronbach's Alpha	Information
X1_Fashion Involvement	0.808	Reliable
X2_Hedonic Consumption	0.871	Reliable
X3_Shopping Lifestyle	0.799	Reliable
Y_Consumer Preferences	0.864	Reliable
Z_Hedonic Shopping Motivation	0.869	Reliable

Source: Data processing results on smartPLS (2024)

Cronbach's Alpha is used to assess internal consistency in the reliability test of the instrument. For a construct to be considered reliable, the Cronbach's Alpha value must be more than 0.6. Based on Table 9 above, all Cronbach's Alpha values for the variables have met the requirements > 0.6 . Therefore, all variables are shown as valid and can be used for additional analysis.

Inner Model

Table 10
T-Statistics Direct Effect

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1_FashionInvolvement □ Y_Consumer Preferences	0.023	0.025	0.032	0.726	0.468
X1_FashionInvolvement □ Z_Hedonic Shopping Motivation	0.274	0.290	0.102	2,684	0.007
X2_HedonicConsumption □ Y_Consumer Preferences	-0.006	-0.008	0.051	0.125	0.900
X2_HedonicConsumption □ Z_Hedonic Shopping Motivation	0.338	0.329	0.089	3,810	0.000
X3_Shopping Lifestyle □ Y_Consumer Preferences	-0.101	-0.103	0.038	2,641	0.008
X3_Shopping Lifestyle □ Z_Hedonic Shopping Motivation	0.338	0.330	0.070	4,804	0.000
Z_Hedonic Shopping Motivation □ Y_Consumer Preferences	1,039	1,040	0.032	32,266	0.000

Source: Data processing results on smartPLS in 2024

In Table 10, it can be stated that the influence between exogenous variables on endogenous variables is considered significant if the t-statistic value exceeds the t-table value of 1.98. Hypothesis testing can also be done by looking at the p-values; variables are considered to have a significant influence if the p-values are less than 0.05 or 5%. Based on the table, Fashion Involvement and Hedonic Consumption do not have a significant impact on Consumer Preferences, while Shopping Lifestyle and Hedonic Shopping Motivation have a significant influence on Consumer Preferences. In addition, Hedonic Shopping Motivation also mediates the influence of Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle on Consumer Preferences.

Table 11
T-Statistics Indirect Effect

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
X1_FashionInvolvement □ Z_Hedonic Shopping Motivation □ Y_Consumer Preferences	0.351	0.343	0.074	4,736	0.000
X2_HedonicConsumption □ Z_Hedonic Shopping Motivation □ Y_Consumer Preferences	0.284	0.301	0.105	2,713	0.007
X3_Shopping Lifestyle □ Z_Hedonic Shopping Motivation □ Y_Consumer Preferences	0.351	0.343	0.094	3,714	0.000

Source: Data processing results on smartPLS (2024)

In Table 11, the influence between exogenous variables on endogenous variables is considered significant if the t-statistic value is more than 1.98. Hypothesis testing can also be applied by looking at the p-values, where variables have a significant influence if the p-values are less than 0.05 or 5%. Based on the table, Fashion Involvement and Hedonic Consumption do not have a significant impact on Consumer Preferences, while Shopping Lifestyle and Hedonic Shopping Motivation have a significant effect on Consumer Preferences. In addition, Hedonic Shopping Motivation also mediates the influence of Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle on Consumer Preferences.

Table 12
F Square

Variables	F Square
X1_Fashion Involvement □ Y_Consumer Preferences	0.004
X1_Fashion Involvement □ Z_Hedonic Shopping Motivation	0.103
X2_Hedonic Consumption □ Y_Consumer Preferences	0.000
X2_Hedonic Consumption □ Z_Hedonic Shopping Motivation	0.176
X3_Shopping Lifestyle □ Y_Consumer Preferences	0.082
X3_Shopping Lifestyle □ Z_Hedonic Shopping Motivation	0.179
Z_Hedonic Shopping Motivation □ Y_Preferences Consumer	6.613

Source: Data processing results on smartPLS (2024)

Table 12 shows the largest to smallest f-square values that have a strong influence to a weak influence. Namely, with the largest order shown by the influence of Hedonic Shopping Motivation on Consumer Preferences, the influence of Shopping Lifestyle and Hedonic Shopping Motivation, the influence of Hedonic Consumption on Hedonic Shopping Motivation, the influence of Fashion Involvement on Hedonic Shopping Motivation, the influence of Shopping Lifestyle on Consumer Preferences, the influence of Fashion Involvement on Consumer Preferences and the influence of Hedonic Consumption on Consumer Preferences.

Table 13
R-Square

Variables	R Square
Z_Hedonic Shopping Motivation	0.725
Y_Consumer Preferences	0.955

Source: Data processing results on smartPLS in 2024

Table 13 shows the R-Square value for the Hedonic Shopping Motivation variable of 0.725. This value can be interpreted as the Hedonic Shopping Motivation variable can be explained by the Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle

variables of 72.5%. The R square value for the Consumer Preference variable is 0.955. The resulting value can be concluded that the Consumer Preference variable can be explained by the Fashion Involvement, Hedonic Consumption, Shopping Lifestyle, and Hedonic Shopping Motivation variables of 95.5%.

Goodness of Fit Test

$$\begin{aligned}
 Q \text{ Square} &= 1 - [(1 - R^2) \times (1 - R^2)] \\
 &= 1 - [(1 - 0.725) \times (1 - 0.955)] \\
 &= 1 - (0.275 \times 0.045) \\
 &= 1 - 0.012 \\
 &= 0.988
 \end{aligned}$$

In the calculation results that have been described above, the Q square value obtained is 0.988. This can be stated that the research model is able to explain 98.8% of the diversity of research data, while the remaining 1.2% is influenced by other factors that are outside the criteria of this study. Therefore, these results indicate that the criteria in this study have a good level of goodness of fit.

Table 14
Hypothesis Conclusion

Hypothesis	Variables	T Statistics	P Values	Information
H1	X1_Fashion Involvement Y_Consumer Preferences	0.726	0.468	No Significant
H2	X2_Hedonic Consumption Y_Consumer Preferences	0.125	0.900	No Significant
H3	X3_Shopping Lifestyle Y_Consumer Preferences	2,641	0.008	Significant
H4	X1_Fashion Involvement Z_Hedonic Shopping Motivation	2,684	0.007	Significant
H5	X2_Hedonic Consumption Z_Hedonic Shopping Motivation	3,810	0.000	Significant
H6	X3_Shopping Lifestyle Z_Hedonic Shopping Motivation	4,804	0.000	Significant
H7	Z_Hedonic Shopping Motivation Y_Preferences Consumer	32,266	0.000	Significant

H8	X1_Fashion Involvement \square Z_Hedonic Shopping Motivation \square Y_Preference Consumer	4,736	0,000	Significant
H9	X2_Hedonic Consumption \square Z_Hedonic Shopping Motivation \square Y_Preference Consumer	2,713	0,007	Significant
H10	X3_Shopping Lifestyle \square Z_Hedonic Shopping Motivation \square Y_Preference Consumer	3,714	0,000	Significant

Source: Results of data processing on smartPLS in 2024

1. Fashion Involvement does not have a significant effect on Consumer Preferences. This is evidenced by the T-statistic value being less than 1.98 ($0.726 < 1.98$) and the P-value being greater than 0.05 ($0.468 > 0.05$). With a low T-statistic value and a high P-value, the first hypothesis is rejected.
2. Hedonic Consumption does not have a significant effect on Consumer Preferences. This is indicated by the T-statistic value being less than 1.98 ($0.125 < 1.98$) and the P-value being greater than 0.05 ($0.900 > 0.05$). Due to these values, the second hypothesis is rejected.
3. Shopping Lifestyle significantly influences Consumer Preferences. This is shown by the T-statistic value being greater than 1.98 ($2.641 > 1.98$) and the P-value being less than 0.05 ($0.008 < 0.05$). Therefore, the third hypothesis is accepted.
4. Fashion Involvement has a significant effect on Hedonic Shopping Motivation. This is evidenced by the T-statistic value being greater than 1.98 ($2.684 > 1.98$) and the P-value being less than 0.05 ($0.007 < 0.05$). Hence, the fourth hypothesis is accepted.
5. Hedonic Consumption has a significant effect on Hedonic Shopping Motivation. This is supported by the T-statistic value being greater than 1.98 ($3.810 > 1.98$) and the P-value being less than 0.05 ($0.000 < 0.05$). Therefore, the fifth hypothesis is accepted.
6. Shopping Lifestyle has a significant effect on Hedonic Shopping Motivation. This is confirmed by the T-statistic value being greater than 1.98 ($4.804 > 1.98$) and the P-value being less than 0.05 ($0.000 < 0.05$). Thus, the sixth hypothesis is accepted.
7. Hedonic Shopping Motivation significantly influences Consumer Preferences. This is demonstrated by the T-statistic value being much greater than 1.98 ($32.266 > 1.98$)

and the P-value being less than 0.05 ($0.000 < 0.05$). Consequently, the seventh hypothesis is accepted.

8. Fashion Involvement significantly influences Consumer Preferences through Hedonic Shopping Motivation. This is indicated by the T-statistic value being greater than 1.98 ($4.736 > 1.98$) and the P-value being less than 0.05 ($0.005 < 0.05$). Therefore, the eighth hypothesis is accepted.
9. Hedonic Consumption significantly influences Consumer Preferences through Hedonic Shopping Motivation. This is evidenced by the T-statistic value being greater than 1.98 ($2.713 > 1.98$) and the P-value being less than 0.05 ($0.007 < 0.05$). Thus, the ninth hypothesis is accepted.
10. Shopping Lifestyle significantly influences Consumer Preferences through Hedonic Shopping Motivation. This is supported by the T-statistic value being greater than 1.98 ($3.714 > 1.98$) and the P-value being less than 0.05 ($0.000 < 0.05$). Therefore, the tenth hypothesis is accepted.

The Influence of Fashion Involvement on Consumer Preferences

The study results state that Fashion Involvement does not have a significant influence on Consumer Preferences for Hijab Inzia Scarf resellers. This is supported by Nurdien, FG, & Galuh, AK (2023) in "Islamic Economics and Finance in Focus," which suggests that consumers prioritize functional factors such as quality and price over emotional involvement with fashion trends. The average mean value for the Fashion Involvement variable is 4.39, indicating a neutral stance toward the role of Fashion Involvement in hijab fashion.

The Influence of Hedonic Consumption on Consumer Preferences

The research results indicate that Hedonic Consumption does not significantly influence Consumer Preferences. According to Jalal, A., & Indra, AP (2022) in the Journal of Islamic Banking, consumers often prioritize efficiency and practicality over the pleasure of shopping due to time or budget constraints. The average mean value for the Hedonic Consumption variable is 4.41, reflecting a neutral attitude toward Hedonic Consumption in hijab fashion.

The Influence of Shopping Lifestyle on Consumer Preferences

The findings reveal that Shopping Lifestyle has a significant influence on Consumer Preferences for Hijab Inzia Scarf resellers. This is supported by Sari, DMFP, & Pidada, IAI (2020) in the International Journal of Business, Economics, and Management, which states that consumers with specific shopping habits tend to make quicker and more efficient purchasing decisions. The average mean value for the Shopping Lifestyle variable is 4.30, reflecting a neutral stance toward Shopping Lifestyle in hijab fashion.

The Influence of Fashion Involvement on Hedonic Shopping Motivation

The study results show that Fashion Involvement significantly impacts Hedonic Shopping Motivation for Hijab Inzia Scarf resellers. Meutia, Z. (2021) in "Management Science" explains that consumers with high interest in fashion trends often shop to express identity, boost self-confidence, and gain emotional satisfaction.

The Influence of Hedonic Consumption on Hedonic Shopping Motivation

Contrary to expectations, the study results indicate that Hedonic Consumption does not significantly impact Hedonic Shopping Motivation. However, Wang, CL, & Yang, M. (2019) in the Journal of Business Research argue that hedonic consumption often focuses on emotional pleasure and entertainment, encouraging consumers to shop for enjoyable experiences rather than practical needs.

The Influence of Shopping Lifestyle on Hedonic Shopping Motivation

The findings show that Shopping Lifestyle significantly enhances Hedonic Shopping Motivation for Hijab Inzia Scarf resellers. Kim, HY, & Kim, SJ (2020) in the Journal of Retailing and Consumer Services assert that consumers with specific shopping lifestyles often seek entertainment and emotional satisfaction through shopping.

The Influence of Hedonic Shopping Motivation on Consumer Preferences

The study results demonstrate that Hedonic Shopping Motivation significantly influences Consumer Preferences. Sung, Y., & Kim, J. (2021) found that consumers driven by hedonic motivation often prioritize emotional satisfaction and aesthetic value over product functionality.

The Influence of Fashion Involvement Through Hedonic Shopping Motivation on Consumer Preferences

The study indicates that Fashion Involvement significantly impacts Consumer Preferences when mediated by Hedonic Shopping Motivation.

The Influence of Hedonic Consumption Through Hedonic Shopping Motivation on Consumer Preferences

The findings show that Hedonic Consumption significantly influences Consumer Preferences when mediated by Hedonic Shopping Motivation.

The Influence of Shopping Lifestyle Through Hedonic Shopping Motivation on Consumer Preferences

The study results confirm that Shopping Lifestyle significantly affects Consumer Preferences when mediated by Hedonic Shopping Motivation.

Analysis of the Level of Influence of Variables on Consumer Preferences

The variables that significantly influence Consumer Preferences are, in order: Hedonic Shopping Motivation, Shopping Lifestyle, Fashion Involvement, and Hedonic Consumption. Fashion Involvement mediated by Hedonic Shopping Motivation has a greater impact than Hedonic Consumption when mediated by the same variable. These findings offer theoretical and practical implications for understanding consumer behavior and developing effective marketing strategies.

CONCLUSION

Based on the results of the study on the Influence of Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle on Generation Z Consumer Preferences through Hedonic Shopping Motivation (Study on Hijab Inzia Scarf Resellers in Kediri City), it is stated that Fashion Involvement and Hedonic Consumption have less significant influence on Consumer Preferences on Hijab Inzia Scarf Resellers in Kediri City. Although evenly, the responses are in the agree and neutral groups, the results of the t-statistic and p-value tests are stated to have insignificant values so that they do not meet the specified criteria. This shows that Fashion Involvement and Hedonic Consumption have not had a significant impact on Consumer Preferences.

On the other hand, Shopping Lifestyle and Hedonic Shopping Motivation are proven to have a positive impact and have a significant influence on Consumer Preferences on Inzia

Scarf Hijab Resellers in Kediri City, as evidenced by the t-statistic and p-value values that meet the significant criteria. Thus, the use of Shopping Lifestyle and Hedonic Shopping Motivation can be further utilized by these hijab business actors.

In addition, the mediation variable Hedonic Shopping Motivation successfully mediates the influence of Fashion Involvement, Hedonic Consumption, and Shopping Lifestyle on Consumer Preferences. In this study, it can be said that the strength of the relationship between each independent variable is 0.726 for Fashion Involvement, 0.125 for Hedonic Consumption, 2.641 for Shopping Lifestyle, and 32.266 for Hedonic Shopping Motivation. The variable that has the most influence on Consumer Preferences is Hedonic Shopping Motivation, followed by Shopping Lifestyle, then Fashion Involvement, and Hedonic Consumption.

The implication of this study is to provide an understanding of the magnitude of the influence of each independent and mediating variable on the dependent variable, such as the variables Fashion Involvement and Hedonic Consumption which are less significant. This can be a reference for more effective and efficient use of both variables, while the variables Shopping Lifestyle and Hedonic Shopping Motivation have described a positive impact on encouraging the interest of the public's interest in behaving according to Consumer Preferences.

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