

# The influence of halal fashion, lifestyle, and brand image on Gen Z's hijab fashion preferences in Indonesia

Riski Rahman & Indra

Program Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia

## ABSTRACT

### Introduction

The hijab is an important part of the daily lives of Muslim women in Indonesia. Several studies have been conducted regarding hijab preferences. However, research focusing on Generation Z is still limited.

### Objectives

This research aims to explain how fashion trends, lifestyle, and brand image influence hijab fashion preferences.

### Method

This research uses quantitative research methods. The data collection technique used was a questionnaire for 104 respondents, with the criteria being Muslim women who were hijab consumers aged 11-26. The collected data was analyzed using the SEM-PLS approach.

### Results

The results of this research show that halal fashion, lifestyle, and brand image have a significant influence on hijab fashion preferences. Lifestyle variables have the most dominant influence.

### Implications

The theoretical implications of this research indicate the need for a holistic approach to understanding Generation Z consumer behavior in the context of hijab fashion.

### Originality/Novelty

This research shows the importance of collaboration between the fashion industry, religious institutions, and the government to develop regulations that support the growth of a high-quality hijab fashion industry in accordance with religious values.

**CITATION:** Rahman, R. & Indra. (2024). The influence of halal fashion, lifestyle, and brand image on Gen Z's hijab fashion preferences in Indonesia. *Journal of Islamic Economics Lariba*, 10(1), x-x.  
<https://doi.org/10.20885/jielariba.vol10.iss1.art14>

## JEL Classification:

D24, D31, L10, Z12

## KAUJIE Classification:

H34, M42, I7

## ARTICLE HISTORY:

Submitted: February 29, 2024

Revised: March 31, 2024

Accepted: March 31, 2024

Published: April 3, 2024

## KEYWORDS:

brand image, Gen Z, halal fashion, hijab fashion preference, lifestyle

**COPYRIGHT** © 2024 Riski Rahman & Indra. Licensee Universitas Islam Indonesia, Yogyakarta, Indonesia.

**Contact:** Riski Rahman ✉ [rahmanriski162@gmail.com](mailto:rahmanriski162@gmail.com)

This is an Open Access article distributed under the terms of the Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) License (<https://creativecommons.org/licenses/by-sa/4.0/>).

PUBLISHER'S NOTE: Universitas Islam Indonesia stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.

## INTRODUCTION

With a Muslim population of over 200 million people, Indonesia has become one of the main markets for halal products manufacturers. The halal product business in our country is very promising and has potential. Indonesia's capacity as both a consumer and producer is vast due to the majority of its population being Muslim. Halal fashion refers to clothing that complies with Islamic principles and is considered permissible under Sharia law. This includes garments that cover the body well and are made from halal materials. Halal fashion has experienced significant growth in recent decades (Maziyyah et al., 2023). If the demand for halal products can be met independently, it will certainly become a pillar of the country's economy. It is also highly evident that the economic potential of the halal fashion industry in Indonesia is very promising, with domestic consumption of halal fashion by Muslims increasing annually (Jailani et al., 2022).

Currently, imports still dominate the domestic halal product business. In this regard, all relevant parties, both government and private, must strive as much as possible to create a new environment that supports the development of halal products in this country. It is crucial to make a concerted effort to drive the growth of Indonesia's halal product industry if we aim to compete in halal product trade worldwide (Herianti et al., 2023; Maulana & Zulfahmi, 2022; Yulia, 2015). To drive the real sector and grow the national economy, we need halal products that are acceptable and preferred by society. Therefore, a suitable strategy is needed for the development of Indonesia's halal product industry. Economically, the government has also issued a legal framework for the development of the halal product industry in this country, one of which is Law Number 33 of 2014 After the enactment of the Halal Product Guarantee Law, halal certification became mandatory. Therefore, all products entering, circulating, and traded in the territory of Indonesia must have clear halal status (Aliyanti et al., 2022; Erliani & Sobiroh, 2022; Fatima et al., 2023; Handriansyah et al., 2023).

One effort to succeed in the halal industry development program is the current campaign by Indonesian Muslim society to promote halal as a lifestyle, from university students to the general public (Ahyani et al., 2023; Haryono, 2023). The increasingly modern lifestyle has caused consumer needs in this era to differ from the past. Nowadays, consumers prefer to follow trend developments for all aspects of needs, from primary to secondary needs, according to the lifestyle applied, namely halal lifestyle. Halal in lifestyle is not only about food, drinks, or cosmetics but also encompasses clothing. One aspect that must be aligned with the halal lifestyle is the aspect of dressing or commonly known as fashion. Most Muslim women pay great attention to their appearance. Besides food and cosmetics, the halal industry also enters the fashion and clothing industry, and many halal developments have occurred. Because the hijab, an identity that distinguishes Muslim women from non-Muslim women, this trend has become a popular fashion trend. Muslim women adhere to the ideal lifestyle standards set by Islamic law. The State of the Global

Islamic Economy 2023/24 Report (DinarStandard, 2023) ranks Indonesia as the third in this category as viewed in Table 1.

**Table 1**

*Top 10 Modest Fashion in The State of the Global Islamic Economy 2023/24 Report*

Rank	Country
1	Türkiye
2	Malaysia
3	Indonesia
4	4 Singapore
5	Italy
6	Spain
7	China
8	United Arab Emirates
9	United Kingdom
10	Germany

Source: DinarStandard (2023).

Data in Table 1 suggest that Indonesian society is starting to take an interest in Muslim fashion, prompting fashion companies to create new innovations to develop this aspect of Muslim fashion. Lifestyle is inseparable from the aspect of dressing, which supports individuals in continuously following changes in fashion trends to remain up-to-date (Fajria et al., 2022; Shadrina et al., 2021). The emergence of this trend is manifested in various styles of clothing such as baju koko, gamis, hijab, and others. These various styles of clothing have led fashion companies to create various brands with their respective product qualities. Brands such as Rabbani, Elzatta, Zoya, Nizar, and many others are already well-known among the community, especially among Generation Z. One trend that continues to evolve is halal fashion, particularly in the context of hijab fashion. This not only reflects fashion needs but also the values and religious norms adhered to by the majority of Muslims. Particularly for Muslim women who predominantly pay great attention to appearance. Appearance for women is something that is very much observed, especially when engaged in daily activities such as traveling, gathering, going to the office, or attending lectures. Each person's outfit during their daily activities is based on their preferences. Hijab fashion that is developing nowadays is also required to adhere to Islamic teachings, which have taught the true function of clothing. The functions of clothing, as mentioned in Q.S. Al-A'raf verse 26, include covering the aurat, an effort to avoid unwanted incidents (Shihab, 2005).

Fashion or dressing style is one of the most fundamental daily needs for humans. A person's judgment is often based on their attire, which can signify their social status (Carufel & Bye, 2020; Rahman et al., 2014; Srinarwati, 2015). Besides being a necessity, dressing can also reflect a person's lifestyle. Previous research indicate the importance of brand in fashion industry to guide customers awareness and loyalty (Anggraeni & Rachmanita, 2015; Hyun et al., 2024; Kort et al., 2006; Yoo, 2023). Thus, it is a challenge for fashion industry to maintain brand of the fashion product to meet

consumer preferences that are moving fast. From consumer perspective, increasing number of brands in fashion industry will bring more choice and option to meet their needs and requirements. When engaging in daily activities, humans require clothing that benefits the wearer according to specific situations and conditions. The diversity of clothing types, from various models to materials, influences an individual's choice of dressing style, closely related to culture and societal development (Anafarhanah, 2019).

In the modern era, the rapid development of hijab fashion trends is evident in the hijab fashion industry. New models and trends are continuously created each season, affecting consumer fashion awareness, which subsequently determines the level of hijab fashion consumption (Edastami et al., 2019). Consumer preferences vary regarding the design of hijab fashion they choose for consumption, following the development of hijab fashion trends, where manufacturers continue to innovate to enhance competitiveness in the market. Presently, the trend followed by most Muslim women tends to be more Westernized due to the evolution of time. Current trending Muslim clothing is influenced by various references, aided by technological advancements. However, this hijab fashion trend sometimes contradicts Islamic Sharia regulations regarding modesty. This trend transforms traditional heavy and outdated hijab models into modern and fashionable forms (Ipandang, 2020; Maha, 2021; Murtopo, 2017).

This lifestyle demands individuals to constantly follow current fashion trends, shaping preferences that tend to choose products in line with the modification of fashion styles. Hijab fashion has now become a lifestyle that has both positive and negative impacts on the current phenomenon of hijab fashion development. The positive impact of hijab clothing as a modern lifestyle in the current era includes increasing the interest of Muslim women in wearing the hijab due to the modern and simple impression of current hijab models. However, there are negative impacts when hijab development still violates Islamic Sharia regulations regarding dressing styles (Mahmud et al., 2020).

Brand image plays a role in influencing the relationship between beliefs and preferences for decision-making on a product. When a product has a positive image, it attracts more consumer attention (Arianty & Andira, 2021; Dharma & Sukaatmadja, 2015; Miati, 2020; Supriyadi et al., 2016). The image built by a brand will change consumer perceptions, shaping beliefs in a product, thus making consumers prefer it. Brand image builds long-term relationships with consumers. For consumers, brand image reflects their experiences and knowledge, simplifying the processing of accumulated information over time about the company and its products or brands. Furthermore, brand image can reflect consumer experiences and knowledge as preferences. The significance of brand image becomes an effective factor in preference development, contributing to emotional experience when improving attitude models (Amer et al., 2019). Consistently, brand image provides clues for an effective response in understanding consumer preferences.

Previous studies have identified many factors that affect customer preferences in fashion industry. Le et al. (2019) showed that design, style, color, form, and price of fashion product are important factors that affect customer preferences. Kwon et al. (2020) suggested that the diversity of recommended product has significant effects on customer preferences. Customer preference differs according to Woelbitsch et al. (2020) based on store types. Online consumers often prioritize purchasing things within a particular category, while customers in stores tend to purchase a wider variety of product categories. Aslam (2023) also suggested that the variety of product in fashion industry has a significant role for customers. Furthermore, the use of chatbots for brands can improve customer preferences.

This research is distinctive as it examines the hijab preferences of Muslim consumers. This study is distinctive due to its utilization of a sample from Generation Z residing in Depok City. This study examines the several elements that impact the preferences of Muslim customers towards hijab items, namely halal fashion, lifestyle, and brand image. This study is anticipated to make a valuable contribution to the advancement of halal fashion in Indonesia, given its status as a prominent global market for halal fashion.

## LITERATURE REVIEW

### Generation Z Preferences

When someone tends to prefer something average rather than extreme, their preferences can be associated with the assumption that it does not have a significant financial impact (Adiati, 2021). When individuals make decisions based on needs rooted in desires and likes, preference is an independent subjective attitude to choose something preferred (Aurima & Leunupun, 2018; Syam et al., 2022). Thus, product development is closely related to the benefits offered by the product, which can be communicated through product attributes such as quality, features, design, and appearance (Kotler et al., 2021).

Creativity and fashion are arenas where skills can be expressed in the dynamic world of business and fashion. Clothing is identity, and fashion offers many opportunities and challenges for designers and business practitioners to create creative clothing. These clothes are Muslim clothing that adheres to Islamic law, which is the biggest challenge for fashion designers and entrepreneurs. Identity, fashion, non-verbal communication, and creativity all depend on clothing (Poerwanto & Yudha, 2019; Sukirno, 2021). One way to meet needs and desires is by developing clothing. One example is meeting the clothing needs of Generation Z in the digital era. Generation Z was born when technology was rapidly advancing, and one of their characteristics is staying up to date with various technological developments from an early age (Zis et al., 2021). Previous studies confirm that fashion trend development significantly influences the consumption patterns of Generation Z (Djafarova & Bowes, 2021; Liu et al., 2023; Manley et al., 2023; Palomo-Domínguez et al., 2023).

### **Halal Fashion**

One important and common factor influencing consumer utilization of goods is their knowledge of fashion (Teo et al., 2017). Intriguing, sophisticated, and fair elements must be incorporated into halal fashion brand development plans and provide their companies with a competitive advantage (Zainudin et al., 2019). Because religious issues such as Halal certification are marketing strategies used to attract as many clients as possible (Candra et al., 2023; Wibasuri et al., 2020).

According to Islamic law, a production is considered halal if it meets all requirements, ranging from materials, equipment, procedures, and end products. This idea must be implemented carefully and reliably to prevent production methods that contradict Islamic law (Antonio et al., 2020; Rusydiana & Assalafiyah, 2020). Currently, halal production is often relevant to various disciplines, including pharmacy, health products, tourism, cosmetics and hygiene products, logistics, packaging, and others. Traditionally, halal manufacturing is usually associated with food production and processing (Dubé et al., 2016). Satisfaction with the halal indicators set by MUI, the certification institution, can be used to determine the halal status of a product. Product certification is required to protect customers from consuming non-halal goods.

### **Lifestyle**

Lifestyle can be defined as a pattern of life expressed through a person's activities, interests, and opinions. How each person interacts with their environment can indicate their overall lifestyle. In terms of lifestyle, a person's nature can be measured through their attitudes towards themselves and their environment (Kotler & Keller, 2021). A person's lifestyle is influenced by several factors, including internal factors encompassing attitudes, experiences and observations, personality, self-concept, motives, and perceptions, and external factors encompassing reference groups, family, social class, and culture (Priansa & Suryawardani, 2020; Wahyuni & Ruyadi, 2018).

Previous research found that indicators such as lifestyle, interest, and opinion significantly influence preferences (Christine, 2016). Another research also found that indicators such as lifestyle, activity, and opinion significantly influence preferences (Palupi, 2017). Also, the increasing halal lifestyle worldwide affects the demand for halal products. Many countries focus on the halal product sales business, where product halal settings are adjusted to Islamic Sharia (Qoni'ah, 2022; Ula'm et al., 2022).

### **Brand Image**

Brand image is everything related to a consumer's thoughts or perceptions of a brand of a product. Such consumer thoughts are created because of strong memories after receiving the benefits or benefits of the product. A strong brand image, driven by quality products, will dominate the market (Hamdi, 2021). Brand image portrays the extrinsic qualities of a product or service, including how the brand strives to meet the psychological or social needs of customers (Armstrong & Kotler, 2019). Brand image can also be viewed as a concept created for subjective reasons and personal

emotions (Azarkasyi, 2024; Putra & Sumartik, 2024). From the opinions of several experts above, it can be concluded that brand image is consumer perception and preference for a brand, as reflected by various brand perceptions in consumer memory (Hamdi, 2021).

### **Religiosity**

Religiosity can be viewed as a system of thought and action shared by a group of people that provides a framework for directing life and objects of worship to individual members of the group (Arrey et al., 2016; Fromm, 1971; Villani et al., 2019). Religiosity is performing worship acts consistently and repeatedly (istiqomah) without coercion from others. This is done with sincerity, sincerity, submission, and humility, and expecting the grace and pleasure of the owner when facing them. Religiosity can be defined as the level of someone's knowledge, strong beliefs, worship practices and principles, and awareness of the religion they adhere to. Religiosity is the religious appreciation and depth of belief expressed by performing worship, praying, and reading holy books regularly (Mangunwijaya, 1982). Religiosity is everything that shows the religious guidance that has been internalized by someone and provides the strength to be calm, wise, and control others.

### **Previous Research**

Shadrina et al. (2021) discuss the influence of fashion trends, lifestyle, and brand image on hijab fashion preferences. The results of their research show that all three independent variables, fashion trends, lifestyle, and brand image, have a significant influence on hijab fashion preferences. The lifestyle variable has the most dominant influence on hijab fashion preferences. Thus, all three variables, fashion trends, lifestyle, and brand image, influence the increase in hijab fashion preferences in efforts to develop the potential of the hijab fashion industry.

Arsita (2021) analyzes the influence of lifestyle and fashion trends on online purchasing decisions on Instagram. The results show that lifestyle has a significant positive influence on purchase decisions and fashion trends have a significant positive influence on purchase decisions. Auliyana (2020) Aulia analyzed whether or not there was an influence of brand image and product quality on the decision to purchase Rabbani hijabs at Jombang outlets. The research results show that brand image partially has a positive influence on the decision to buy a hijab.

Samsudin et al. (2023) suggest that fashion trends and brand image have a significant impact on the headscarf preferences of young people. It serves as a potent means for young consumers to express themselves and fulfill their shopping requirements. According to Budiati (2011), hijab can be a measure of a woman's level of religiosity. However, in its development, the hijab has a hidden ideology of modernization.



## **METHOD**

The present study employs an online questionnaire administered through Google Forms to gather primary data from participants. The responses were limited to Muslim women between the ages of 11 and 26. A total of 100 participants completed the questionnaire in its entirety, and it was then utilized for the study. The questionnaire used a Likert scale consisting of five points, with responses ranging from one (indicating strong disagreement) to five (indicating strong agreement). The reliability and validity of the questionnaire have been assessed in order to establish the scientific justification of the research findings. The data that was gathered was subjected to analysis using the SEM-PLS (Structural Equation Modeling-Partial Least Squares) technique, utilizing the SmartPLS 3 software.

## **RESULTS**

The sample for this research is generation Z who is active in choosing hijab fashion. They have diverse backgrounds in terms of Islamic religious values, but have similarities in lifestyles that suit generation Z. They also have sensitivity to brand image and fashion trends and are often involved in the Muslim fashion community and social media. They are involved in modern hijab fashion and are sensitive to the influence of halal fashion, lifestyle, and brand image in their preferences. The model used in this research is SEM-PLS (Partial Least Square) which consists of exogenous latent variables, namely Halal Fashion (X1), Lifestyle (X2), and Brand Image (X3). The endogenous latent variable in this research is Halal Preference (Y). The first step taken was testing the measurement model. This test aims to see the validity and reliability of the indicators for each research variable by looking at the value of each outer/factor loading.

### **Measurement Model Test**

The Outer Model, commonly known as the measurement model, depicts the relationship between latent variables and their indicators. It is conducted to assess the validity or reliability of each variable's indicators.

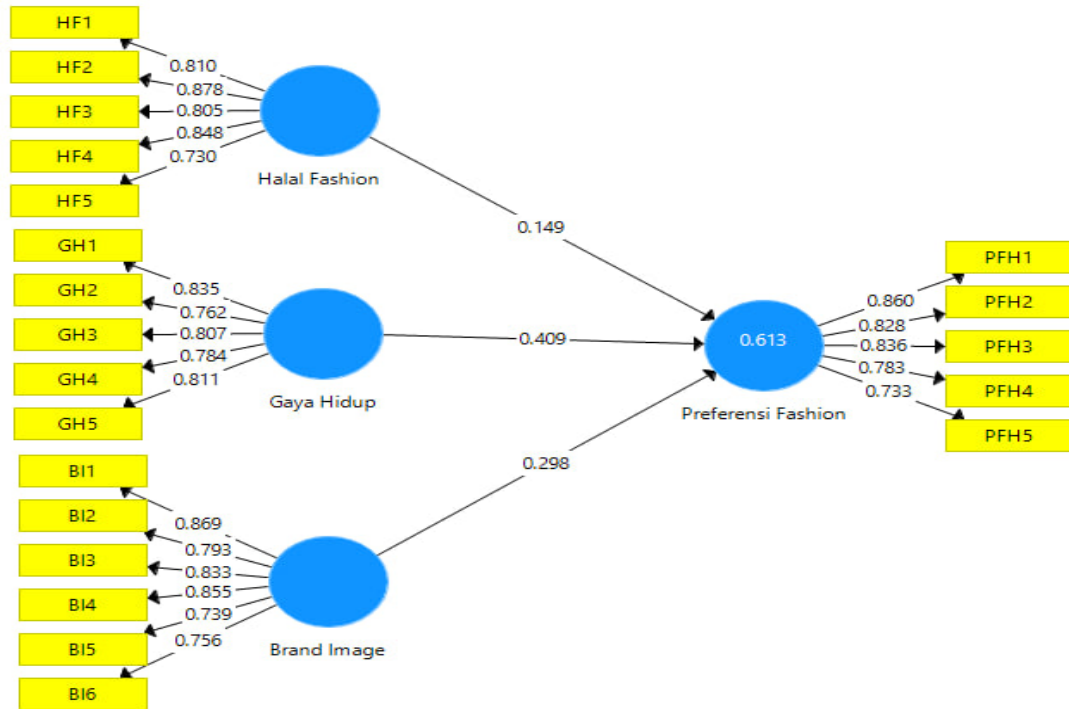
### **Convergent validity test**

The outer loading value can be considered valid if it exceeds 0.5, indicating that the outer loading value meets the criteria or is valid. Based on the outer loading values in Figure 1, each indicator of variables X1 (Halal Fashion), X2 (Lifestyle), X3 (Brand Image), and Y (Fashion Preference), the values are greater than 0.5. Therefore, all indicator values of the latent variables are valid.



**Figure 1**

Measurement model (outer loadings)



Source: Primary data. Authors' estimation.

**Construct validity and reliability test**

Table 1 explains the results of construct validity test in this study. Based on the Average Variance Extracted (AVE) values for variable X1 (Halal Fashion) of 0.665, variable X2 (Lifestyle) of 0.640, variable X3 (Brand Image) of 0.654, and variable Y (Fashion Preference) of 0.655, it means that the AVE values for each variable mentioned above are greater than 0.5. Therefore, they can be considered valid.

**Table 1**

Validity and Reliability Test Results

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Realibility</b>	<b>Average Varlance Extracted (AVE)</b>
Brand Image	0.894	0.906	0.919	0.654
Lifestyle	0.859	0.862	0.899	0.640
Halal Fashion	0.873	0.876	0.908	0.665
Fashion Preference	0.867	0.870	0.904	0.655

Source: Primary data. Authors' estimation.

The reliability test results are considered satisfactory if the Cronbach's alpha value is > 0.7 (Hair et al., 2010). Additionally, the composite reliability value should be greater than 0.7. Based on the values in Table 1, it indicates that the Cronbach's alpha and

composite reliability values are greater than 0.7. Therefore, they are considered to meet the criteria and thus are reliable.

### Structural Model Test

The analysis of the inner model, also known as the structural model, aims to predict the relationships between latent variables. In this test, several assessments are conducted, including R-square test and hypothesis testing.

### R-square Test

This test aims to examine the influence of each exogenous latent variable on the endogenous latent variable. If the value is high, then the prediction quality is better. Based on the estimation, the R-Square value for this study is 0.613 and Adjusted R-Square value is 0.601. It shows that 61.3% of the endogenous variables can be influenced by the exogenous variables (X1 Halal Fashion, X2 Lifestyle, and X3 Brand Image). Additionally, 60.1% indicates that the predictive power of the research model used is strong and good because it is above 0.5, while the remaining 38.7% is attributed to other factors not included in this study.

### Hypothesis Testing

This test is conducted to determine the influence of exogenous variables (X1, X2, X3) on the endogenous variable (Y). Table 2 summarized the results of hypothesis testing in this study. Based on the *P*-Value obtained from the table, some considerations can be formulated as follows. Firstly, the coefficient value of variable X1 (Halal Fashion) on Y (Fashion Preference) is 0.149, indicating a positive effect. Meanwhile, the *P*-value for the variable X1 (Halal Fashion) on Y (Halal Preference) is 0.020, which is less than 0.05, signifying significance. Therefore, the Halal Fashion (X1) variable has a positive and significant effect on the Halal Preference (Y) variable.

**Table 2**

#### *Hypothesis Testing Results*

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics  o/(STDEV)</b>	<b>P Values</b>
Brand Image => Fashion Preference	0.928	0.311	0.123	2.431	0.015
Lifestyle => Fashion Preference	0.409	0.397	0.132	3.105	0.002
Halal Fashion => Fashion Preference	0.149	0.153	0.064	2.339	0.020

Source: Primary data. Authors' estimation.

Secondly, the coefficient value of variable X2 (Lifestyle) on the variable Y (Fashion Preference) is 0.409, indicating a positive influence. Additionally, the *P*-value for the variable X2 (Lifestyle) on the variable Y (Halal Preference) is 0.002, which is less than

0.05. Thus, it can be concluded that the X2 (Lifestyle) variable has a positive and significant effect on the Y (Halal Preference) variable. Thirdly, the coefficient value of variable X3 (Brand Image) on Y (Halal Preference) is 0.298, indicating a positive influence. The P-value is 0.015, which is less than 0.05. Therefore, it can be interpreted that the X3 (Brand Image) variable has a positive and significant effect on the Y (Halal Preference) variable.

## **DISCUSSION**

### **Impact of Halal Fashion (X1) on Hijab Fashion Preference**

In this research, the Halal Fashion variable has a positive and significant influence on Halal Preference, seen from the P-value, which is 0.020, smaller than 0.05. The results of this research are in line with research conducted by Shadrina et al. (2021) which states that Halal Fashion has a positive and significant effect on Halal Preferences. The influence of fashion trends on hijab fashion preferences was obtained at  $0.036 < 0.05$ , while the calculated t value was  $2.118 > 1.654$ . Therefore, it can be concluded that if there is a significant influence of the fashion trend variable (X1) on the preference variable (Y), it can also be said that the Ho hypothesis is rejected, and Ha is accepted.

### **Impact of Lifestyle (X2) on Hijab Fashion Preference**

In this research, the Lifestyle variable has a positive and significant influence on Halal Preference, seen from the P-value, namely 0.002, smaller than 0.05. The results of this research are in line with research conducted by Fathurrahman & Angesti (2021) which stated that the results of the hypothesis test showed a significant value of 0.439 with a probability value of 0.000. The probability value for the lifestyle variable is smaller than 0.05. This means that lifestyle has a significant positive influence on purchasing decisions, so the hypothesis stating that there is an influence between lifestyle and purchasing decisions is supported. The research that has been conducted by Palupi (2017) shows that lifestyle indicators, activities and opinions have a significant effect on preferences. Meanwhile in a study by Christine (2016), lifestyle indicators of interests and opinions have a significant effect on preferences.

### **Impact of Brand Image (X3) on Fashion Preference**

In this study, the Brand Image variable has a positive and significant effect on Halal Preference, In this research, the Brand Image variable has a positive and significant influence on Halal Preference, seen from the P-value, namely 0.002, smaller than 0.05. The results of this research are in line with research conducted by (Alliza Nur Shadrina et al) which stated that the results of the hypothesis test showed a significant value of  $0.046 < 0.05$  while the calculated t value was  $2.016 > 1.654$ . Therefore, it can be concluded that there is a significant influence of the brand image variable (X1) on the preference variable (Y). Previous studies (Benny & Cherian P, 2020; Işık & Yaşar, 2015) show that brand image has a significant effect on consumer preferences.

## CONCLUSION

Based on the results in this research, all hypotheses can be proven and are in accordance with previous research. It was concluded that Halal Fashion has a positive influence on Halal Preference as seen from the P-value, namely 0.020, smaller than 0.05. Lifestyle also has a positive influence on Halal Preferences seen from the P-value, namely 0.002, smaller than 0.05. And finally, Brand Image also has a positive influence on Halal Preference as seen from the P-value, namely 0.002, smaller than 0.05. Judging from the R-Square value of 0.613 and Adjusted R-Square of 0.601. This value shows that 61.3% of endogenous variables can be influenced by exogenous variables (X1 Halal Fashion, X2 Lifestyle, and X3 Brand Image). Apart from that, 61.3% shows that the predictive power of the research model used is strong and good because it is above 0.5, while the remaining 38.7% is due to other factors that are not in this study.

The theoretical implications of this research indicate the need for a holistic approach in understanding generation Z consumer behavior in the context of hijab fashion. Consumer theories and social psychology can be used to explore this further, by considering how these factors interact with each other and influence overall consumer preferences. Apart from that, theories about identity and self-expression also become relevant, considering that hijab fashion is not only clothing, but also as a means of expressing religious and cultural identity.

From a policy perspective, this research shows the importance of collaboration between the fashion industry, religious institutions and the government to develop regulations that support the growth of the hijab fashion industry that is high quality and in accordance with religious values. Policies that encourage strict halal standards in the production and marketing of hijab fashion products could be an important step in meeting the needs of generation Z Muslim consumers who are increasingly concerned with halal aspects. Apart from that, the government can also provide support in the form of incentives and educational programs that encourage innovation and creativity in the hijab fashion industry, so that it can answer the demands of the lifestyle and brand image desired by generation Z in a sustainable manner. Thus, policies that are holistic and oriented towards meeting consumer needs and adhering to religious values can help direct the hijab fashion industry in a more inclusive and sustainable direction.

## Author Contributions

Conceptualization	R.R. & I.	Resources	R.R. & I.
Data curation	R.R. & I.	Software	R.R. & I.
Formal analysis	R.R. & I.	Supervision	R.R. & I.
Funding acquisition	R.R. & I.	Validation	R.R. & I.
Investigation	R.R. & I.	Visualization	R.R. & I.
Methodology	R.R. & I.	Writing – original draft	R.R. & I.
Project administration	R.R. & I.	Writing – review & editing	R.R. & I.

All authors have read and agreed to the published version of the manuscript.

## Funding

This study received no direct funding from any institution.

### **Institutional Review Board Statement**

The study was approved by Program Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia.

### **Informed Consent Statement**

Informed consent was obtained before respondents answered the questions.

### **Data Availability Statement**

The data presented in this study are available on request from the corresponding author.

### **Acknowledgments**

The authors thank Program Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia, for administrative support for the research on which this article was based.

### **Conflicts of Interest**

The authors declare no conflicts of interest.

## **REFERENCES**

- Adiati, R. P. (2021). Kepuasan hidup: Tinjauan dari kondisi keuangan dan gaya penggunaan uang [Life satisfaction: A review of financial conditions and money use styles]. *Jurnal Ilmu Keluarga dan Konsumen*, 14(1), 40–51. <https://doi.org/10.24156/jikk.2021.14.1.40>
- Ahyani, H., Putra, H. M., Muharir, M., Mutmainah, N., & Prakasa, A. (2023). Relevansi kesadaran global terhadap produk halal hubungannya dengan perilaku ekonomi masyarakat Indonesia di Era Revolusi Industri 4.0 [The relevance of global awareness of halal products in relation to the economic behavior of the Indonesian society in the Era of the Industrial Revolution 4.0]. *Adzkiya: Jurnal Hukum dan Ekonomi Syariah*, 11(2), 66–81. <https://doi.org/10.32332/adzkiya.v11i2.5870>
- Aliyanti, F. E., Kariim, L., & Mauluddin, Y. (2022). The implementation of halal supply chain management on processed meat products in Yogyakarta. *Journal of Islamic Economics Lariba*, 8(1), 15–32. <https://doi.org/10.20885/jielariba.vol8.iss1.art2>
- Amer, A., Jani, S. H. M., Ibrahim, I., & Aziz, N. A. A. (2019). Brand preferences in Muslimah fashion industries: An insight of framework development and research implications. *Humanities & Social Sciences Reviews*, 7(1), 209–214. <https://doi.org/10.18510/hssr.2019.7125>
- Anafarhanah, S. (2019). Tren busana muslimah dalam perspektif bisnis dan dakwah [Muslim fashion trends from a business and da'wah perspective]. *Alhadharah: Jurnal Ilmu Dakwah*, 18(1), 81–90. <https://doi.org/10.18592/alhadharah.v18i1.2999>
- Anggraeni, A. & Rachmanita. (2015). Effects of brand love, personality and image on word of mouth; The case of local fashion brands among young consumers. *Procedia - Social and Behavioral Sciences*, 211, 442–447. <https://doi.org/10.1016/j.sbspro.2015.11.058>
- Antonio, M., Rusydiana, A., Laila, N., Hidayat, Y., & Marlina, L. (2020). Halal value chain: A bibliometric review using R. *Library Philosophy and Practice (e-Journal)*, 4606. <https://digitalcommons.unl.edu/libphilprac/4606>
- Arianty, N., & Andira, A. (2021). Pengaruh brand image dan brand awareness terhadap keputusan pembelian [The influence of brand image and brand awareness on purchasing decisions].

- Maneggio: *Jurnal Ilmiah Magister Manajemen*, 4(1), 39–50.  
<https://doi.org/10.30596/maneggio.v4i1.6766>
- Armstrong, G., & Kotler, P. (2019). *Marketing: An introduction* (14th edition). Pearson.
- Arrey, A. E., Bilsen, J., Lacor, P., & Deschepper, R. (2016). Spirituality/religiosity: A cultural and psychological resource among sub-saharan African migrant women with HIV/AIDS in Belgium. *PLOS ONE*, 11(7), e0159488. <https://doi.org/10.1371/journal.pone.0159488>
- Arsita, N. (2021). Pengaruh gaya hidup dan trend fashion terhadap keputusan pembelian online produk fashion pada media sosial Instagram [Pengaruh gaya hidup dan trend fashion terhadap keputusan pembelian online produk fashion pada media sosial Instagram]. *Jurnal Ilmu Manajemen Saburai (JIMS)*, 7(2), 125–131. <https://doi.org/10.24967/jmb.v7i2.1390>
- Aslam, U. (2023). Understanding the usability of retail fashion brand chatbots: Evidence from customer expectations and experiences. *Journal of Retailing and Consumer Services*, 74, 103377. <https://doi.org/10.1016/j.jretconser.2023.103377>
- Auliyana, L. (2020). Analisis pengaruh brand image dan kualitas produk terhadap keputusan pembelian hijab Rabbani (Studi kasus outlet Rabbani Jombang) [Analysis of the influence of brand image and product quality on purchasing decisions for Rabbani hijabs (Case study of the Rabbani Jombang outlet)]. *BIMA: Journal of Business and Innovation Management*, 2(2), 216–232. <https://doi.org/10.33752/bima.v2i2.5400>
- Aurima, T., & Leunupun, P. (2018). Minat beli konsumen berdasarkan sikap dan norma subyektif pada produk tepung praktis merk Sajiku di Kota Ambon [Consumer buying interest is based on attitudes and subjective norms for practical flour products from the Sajiku brand in Ambon City]. *Peluang*, 12(2), 373–390. <http://ojs.ukim.ac.id/index.php/peluang/article/view/315>
- Azarkasyi, B. (2024). Peluang mengikat konsumen melalui design dan efesiensi dipandang dari manfaat produk untuk mencapai top of mind [The opportunity to engage consumers through design and efficiency is seen from the benefits of the product to reach top of mind]. *Forbiswira Forum Bisnis Dan Kewirausahaan*, 13(2), 471–483. <https://doi.org/10.35957/forbiswira.v13i2.7588>
- Benny, B., & Cherian P, N. (2020). Impact of brand image on consumer preference among youth. *CLIO An Annual Interdisciplinary Journal of History*, 6(4), 252–267. [https://www.researchgate.net/publication/340619475\\_Impact\\_of\\_Brand\\_Image\\_on\\_Consumer\\_Preference\\_among\\_Youth](https://www.researchgate.net/publication/340619475_Impact_of_Brand_Image_on_Consumer_Preference_among_Youth)
- Budiati, A. C. (2011). Jilbab: Gaya hidup baru kaum hawa [Hijab: The new lifestyle for women]. *The Sociology of Islam*, 1(1), 59–70. <https://doi.org/10.15642/jsi.2011.1.1.%p>
- Candra, L. S., Fahmi, I., & Saptono, I. T. (2023). Pengaruh halal certification dan bauran pemasaran terhadap minat beli kosmetik dekoratif [The influence of halal certification and marketing mix on interest in buying decorative cosmetics]. *BISMA: Jurnal Bisnis Dan Manajemen*, 17(2), 137–148. <https://doi.org/10.19184/bisma.v17i2.23353>
- Carufel, R., & Bye, E. (2020). Exploration of the body–garment relationship theory through the analysis of a sheath dress. *Fashion and Textiles*, 7(1), 22. <https://doi.org/10.1186/s40691-020-0208-y>
- Christine, E. (2016). Pengaruh gaya hidup dan demografi terhadap preferensi belanja konsumen di Pasar Beringharjo [The influence of lifestyle and demographics on consumer shopping preferences at Beringharjo Market] [Master's thesis, Universitas Atma Jaya Yogyakarta]. <https://e-journal.uajy.ac.id/9734/>
- Dharma, N. P. S. A., & Sukaatmadja, I. P. G. (2015). Pengaruh citra merek, kesadaran merek, dan kualitas produk terhadap keputusan membeli produk Apple [The influence of brand image, brand awareness, and product quality on the decision to buy Apple products]. *E-Jurnal*



- Manajemen*, 4(10), 3228–3255.  
<https://ojs.unud.ac.id/index.php/manajemen/article/view/14527>
- DinarStandard. (2023, December 26). *The State of the Global Islamic Economy 2023/24 Report* [HTML]. Salaam Gateway - Global Islamic Economy Gateway.  
<https://salaamgateway.com/specialcoverage/SGIE23>
- Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345.  
<https://doi.org/10.1016/j.jretconser.2020.102345>
- Dubé, F. N., HaiJuan, Y., & Lijun, H. (2016). Halal certification system as a key determinant of firm internationalisation in the Philippines and Malaysia. *Asian Academy of Management Journal*, 21(1), 73–88. [https://ejournal.usm.my/aamj/article/view/aamj\\_vol21-no-1-2016\\_4](https://ejournal.usm.my/aamj/article/view/aamj_vol21-no-1-2016_4)
- Edastami, M., Miyasto, & Mahfudz, A. A. (2019). An analysis of the effect of fashion consciousness as a mediating factor on hijab fashion consumption in Indonesia. *Tazkia Islamic Finance and Business Review*, 13(1), 81–105. <https://doi.org/10.30993/tifbr.v13i1.200>
- Erliani, L., & Sobiroh, C. (2022). Studi komparasi Fatwa MUI No: Kep-018/MUI/1/1989 dan Undang-Undang Nomor 33 Tahun 2014 Tentang Ketentuan Jaminan Produk Halal [Comparative study of MUI Fatwa No: Kep-018/MUI/1/1989 and Law Number 33 of 2014 concerning Halal Product Guarantee Provisions]. *Falah: Jurnal Hukum Ekonomi Syariah*, 2(2), 15–28. <https://doi.org/10.55510/fjhes.v2i2.119>
- Fajria, R. N., Hasanah, S., Lestari, S. S., & Sam'ani. (2022). Does brand love affect brand loyalty for halal product consumers in Central Java? *Journal of Islamic Economics Lariba*, 8(2), 279–288. <https://doi.org/10.20885/jielariba.vol8.iss2.art8>
- Fathurrahman, A., & Anggesti, M. (2021). Pengaruh gaya hidup, label halal dan harga terhadap keputusan pembelian kosmetik (Studi kasus pada produk Safi) [The influence of lifestyle, halal labels and price on cosmetic purchasing decisions (Case study on Safi products)]. *JES (Jurnal Ekonomi Syariah)*, 6(2), 113–127. <https://doi.org/10.30736/jesa.v6i2.125>
- Fatima, N., Jumiaty, I. E., & Yulianti, R. (2023). Implementasi Undang-Undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal: Studi penyelenggaraan jaminan produk halal di Provinsi Banten [Implementation of Law Number 33 of 2014 concerning Halal Product Guarantees: Study of the implementation of halal product guarantees in Banten Province]. *JDKP Jurnal Desentralisasi Dan Kebijakan Publik*, 4(1), 40–51. <https://doi.org/10.30656/jdkp.v4i1.6267>
- Fromm, E. (1971). *Psychoanalysis and religion* (22nd print). Yale University Press.
- Hamdi, M. N. (2021). *Pengaruh brand image dan harga terhadap keputusan pembelian produk Viranita Hijab ditinjau dalam perspektif ekonomi Islam [The influence of brand image and price on purchasing decisions for Viranita Hijab products is reviewed from an Islamic economic perspective]* [Master's thesis, Universitas Islam Negeri Ar-Raniry]. <http://repository.ar-raniry.ac.id>
- Handriansyah, A. S. U., Nurhasanah, N., & Nurrachmi, I. (2023). Analisis fikih muamalah dan Undang-Undang Jaminan Produk Halal terhadap makanan impor belum berlabel halal [Analysis of muamalah jurisprudence and the Halal Product Guarantee Law regarding imported food not yet labeled halal]. *Bandung Conference Series: Sharia Economic Law*, 3(2), 335–343. <https://doi.org/10.29313/bcssel.v3i2.7570>
- Haryono, H. (2023). Strategi pengembangan industri halal di Indonesia menjadi top player global [Strategy for developing the halal industry in Indonesia to become a global top player]. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 7(2), 689–708. <https://doi.org/10.30868/ad.v7i02.5537>



- Herianti, H., Siradjuddin, S., & Efendi, A. (2023). Industri halal dari perspektif potensi dan perkembangannya di Indonesia [The halal industry from the perspective of its potential and development in Indonesia]. *Indonesia Journal of Halal*, 6(2), 56–64. <https://doi.org/10.14710/halal.v6i2.19249>
- Hyun, H., Park, J., & Hong, E. (2024). Enhancing brand equity through multidimensional brand authenticity in the fashion retailing. *Journal of Retailing and Consumer Services*, 78, 103712. <https://doi.org/10.1016/j.jretconser.2024.103712>
- Ipandang, I. (2020). Mengurai batasan aurat wanita dalam keluarga perspektif hukum Islam [Unraveling the boundaries of women's private parts in the family from an Islamic legal perspective]. *Jurnal Darussalam: Jurnal Pendidikan, Komunikasi Dan Pemikiran Hukum Islam*, 11(2), 366–386. <https://doi.org/10.30739/darussalam.v11i2.620>
- Işık, A., & Yaşar, M. (2015). Effects of brand on consumer preferences: A study in Turkmenistan. *Eurasian Journal of Business and Economics*, 8, 139–150. <https://doi.org/10.17015/ejbe.2015.016.08>
- Jailani, N., Ismanto, K., & Adinugraha, H. H. (2022). An opportunity to develop halal fashion industry in Indonesia through e-commerce platform. *Tadayun: Jurnal Hukum Ekonomi Syariah*, 3(2), 121–132. <http://tadayun.org/index.php/tadayun/article/view/76>
- Kort, P. M., Caulkins, J. P., Hartl, R. F., & Feichtinger, G. (2006). Brand image and brand dilution in the fashion industry. *Automatica*, 42(8), 1363–1370. <https://doi.org/10.1016/j.automatica.2005.10.002>
- Kotler, P., & Keller, K. (2021). *Marketing management, global edition* (16th edition). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management* (16th edition). Pearson.
- Kwon, H., Han, J., & Han, K. (2020). ART (attractive recommendation tailor): How the diversity of product recommendations affects customer purchase preference in fashion industry? *Cikm '20: Proceedings of the 29th ACM International Conference on Information & Knowledge Management*, 2573–2580. <https://doi.org/10.1145/3340531.3412687>
- Le, T. Q., Kohda, Y., & Van, N. H. (2019). Using conjoint analysis to estimate customers' preferences in the apparel industry. *2019 16th International Conference on Service Systems and Service Management (ICSSSM2019)*, 215. <https://doi.org/10.1109/ICSSSM.2019.8887668>
- Liu, C., Bernardoni, J. M., & Wang, Z. (2023). Examining Generation Z consumer online fashion resale participation and continuance intention through the lens of consumer perceived value. *Sustainability*, 15(10), 8213. <https://doi.org/10.3390/su15108213>
- Maha, M. (2021). Trend fashion muslim di Indonesia saat ini dan kesesuaiannya dengan syariat Islam [Current Muslim fashion trends in Indonesia and their conformity with Islamic law]. *Jurnal Qiema (Qomaruddin Islamic Economics Magazine)*, 7(2), 224–236. <https://doi.org/10.36835/qiema.v7i2.3651>
- Mahmud, Y., Paat, C. J., & Lesawengen, L. (2020). Jilbab sebagai gaya hidup wanita modern di kalangan mahasiswi Fakultas Ilmu Sosial dan Politik Universitas Sam Ratulangi [The hijab is a lifestyle for modern women among students at the Faculty of Social and Political Sciences, Sam Ratulangi University]. *HOLISTIK, Journal of Social and Culture*, 13(3), 1–14. <https://ejournal.unsrat.ac.id/v3/index.php/holistik/article/view/29404>
- Mangunwijaya, Y. B. (1982). *Sastra dan religiositas [Literature and religiosity]*. Kanisius.
- Manley, A., Seock, Y.-K., & Shin, J. (2023). Exploring the perceptions and motivations of Gen Z and Millennials toward sustainable clothing. *Family and Consumer Sciences Research Journal*, 51(4), 313–327. <https://doi.org/10.1111/fcsr.12475>

- Maulana, N., & Zulfahmi. (2022). Potensi pengembangan industri halal Indonesia di tengah persaingan halal global [Potential for developing the Indonesian halal industry amidst global halal competition]. *Jurnal Iqtisaduna*, 8(2), 136–150. <https://doi.org/10.24252/iqtisaduna.v8i2.32465>
- Maziyyah, N., Uula, M. M., & Rusydiana, A. S. (2023). Halal fashion in Indonesia as a business industry. *Business and Sustainability*, 2(1), Article 1. <https://doi.org/10.58968/bs.v2i1.322>
- Miati, I. (2020). Pengaruh citra merek (brand image) terhadap keputusan pembelian kerudung Deenay (Studi pada konsumen Gea Fashion Banjar) [The influence of brand image on the decision to purchase Deenay headscarves (Study of Gea Fashion Banjar consumers)]. *Abiwara: Jurnal Vokasi Administrasi Bisnis*, 1(2), 71–83. <https://doi.org/10.31334/abiwara.v1i2.795>
- Murtopo, B. A. (2017). Etika berpakaian dalam Islam: Tinjauan busana wanita sesuai ketentuan Islam [Dress etiquette in Islam: An overview of women's clothing according to Islamic regulations]. *TAJIDID: Jurnal Pemikiran Keislaman Dan Kemanusiaan*, 1(2), 243–251. <https://doi.org/10.52266/tajdid.v1i2.48>
- Palomo-Domínguez, I., Elías-Zambrano, R., & Álvarez-Rodríguez, V. (2023). Gen Z's motivations towards sustainable fashion and eco-friendly brand attributes: The case of Vinted. *Sustainability*, 15(11), 8753. <https://doi.org/10.3390/su15118753>
- Palupi, G. R. (2017). Pengaruh gaya hidup terhadap preferensi belanja konsumen pada kawasan wisata Kotagede Yogyakarta [The influence of lifestyle on consumer shopping preferences in the Kotagede Yogyakarta tourist area] [Bachelor's thesis, Sanata Dharma University]. <https://repository.usd.ac.id/13712/>
- Poerwanto, P., & Yudha, R. P. (2019). Persepsi generasi millineal terhadap jilbab sebagai identitas, fesyen, komunikasi nonverbal dan kreativitas [Millennial generation's perception of the hijab as identity, fashion, nonverbal communication and creativity]. *Journal of Tourism and Creativity*, 3(1), 1–18. <https://doi.org/10.19184/jtc.v3i1.13942>
- Priansa, D. J., & Suryawardani, B. (2020). Effects of e-marketing and social media marketing on e-commerce shopping decisions. *Jurnal Manajemen Indonesia*, 20(1), 76–82. <https://doi.org/10.25124/jmi.v20i1.2800>
- Putra, A. A. P., & Sumartik, S. (2024). Peran pengalaman pelanggan, citra merek dan trust terhadap minat beli ulang konsumen Indomaret Cabang Porong [The role of customer experience, brand image and trust in consumers' repurchase interest in Indomaret Porong Branch]. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 4082–4107. <https://doi.org/10.37385/msej.v5i2.4617>
- Qoni'ah, R. (2022). Tantangan dan strategi peningkatan ekspor produk halal indonesia di pasar global [Challenges and strategies for increasing exports of Indonesian halal products in the global market]. *Halal Research Journal*, 2(1), 52–63. <https://doi.org/10.12962/j22759970.v2i1.246>
- Rahman, S. U., Saleem, S., Akhtar, S., Ali, T., & Khan, M. A. (2014). Consumers' adoption of apparel fashion: The role of innovativeness, involvement, and social values. *International Journal of Marketing Studies*, 6(3), 49–64. <https://doi.org/10.5539/ijms.v6n3p49>
- Rusydiana, A. S., & Assalafiyah, A. (2020). Covid-19 and the role of halal food. *European Journal of Islamic Finance*, 16, 1–9. <https://doi.org/10.13135/2421-2172/5039>
- Samsudin, A., Hidayat, R., Melati A.C, B., Azani P.R., N., Dwi K., S., Fathin R., M., & Nadia, N. (2023). Pengaruh tren fashion dan brand image terhadap hijab remaja [The influence of fashion trends and brand image on teenage hijab]. *El-Mujtama: Jurnal Pengabdian Masyarakat*, 3(2), 432–437. <https://journal.laaroiba.ac.id/index.php/elmujtama/article/view/2683>

- Shadrina, A. N., Fathoni, M. A., & Handayani, T. (2021). Pengaruh trendfashion, gaya hidup, dan brand image terhadap preferensi fashion hijab [The influence of fashion trends, lifestyle and brand image on hijab fashion preferences]. *JoIE: Journal of Islamic Economics*, 1(2), 48–71. <https://jurnal.iainponorogo.ac.id/index.php/joie/article/view/3224>
- Shihab, M. Q. (2005). *Tafsir Al-Mishbah: Pesan, kesan, dan keserasian al-Quran Jilid 7 [Tafsir al-Mishbah: Message, impression, and harmony of the Holy Quran Volume 7]* (Fifth print). Penerbit Lentera Hati.
- Srinarwati, D. R. (2015). Women as imagery consumer (Clothes and cosmetics as the phenomena of cultural perspective of postmodernism). *Proceeding ISETH (International Summit on Science, Technology, and Humanity)*, 351–361. <https://proceedings.ums.ac.id/index.php/iseth/article/view/2409>
- Sukirno, Z. L. (2021). Dress code: Identitas, komunikasi, dan kreativitas [Dress code: Identity, communication, and creativity]. *Journal of Tourism and Creativity*, 5(2), 100–113. <https://doi.org/10.19184/jtc.v5i2.24458>
- Supriyadi, S., Fristin, Y., & Indra K.N., G. (2016). Pengaruh kualitas produk dan brand image terhadap keputusan pembelian (Studi pada mahasiswa pengguna produk sepatu merek Converse di FISIP Universitas Merdeka Malang) [The influence of product quality and brand image on purchasing decisions (Study of students who use Converse brand shoe products at FISIP, Merdeka University, Malang)]. *Jurnal Bisnis Dan Manajemen*, 3(1), 135–144. <https://doi.org/10.26905/jbm.v3i1.81>
- Syam, S. A., Haeruddin, M. I. W., Ruma, Z., Musa, M. I., & Hasbiah, S. (2022). Pengaruh preferensi konsumen terhadap keputusan pembelian produk pada marketplace [The influence of consumer preferences on product purchasing decisions in the marketplace]. *Value Added: Majalah Ekonomi Dan Bisnis*, 18(2), 73–79. <https://doi.org/10.26714/vameb.v18i2.10442>
- Teo, B. C. C., Nik, N. S., & Azman, N. F. (2017). Making sense of fashion involvement among Malaysian Gen Y and its implications. *Journal of Emerging Economies and Islamic Research*, 5(4), 10–17. <https://doi.org/10.24191/jeeir.v5i4.6236>
- Ula'm, F., Hasmi, W., Putri, A. B., & Setiyowati, A. (2022). Penguatan halal value chain pengembangan halal industri: Sertifikasi, peluang dan tantangan [Strengthening the halal value chain for halal industrial development: Certification, opportunities and challenges]. *Jurnal Mas Mansyur*, 1(2), 71–84. <https://journal.um-surabaya.ac.id/MasMansyur/article/view/16796>
- Villani, D., Sorgente, A., Iannello, P., & Antoniotti, A. (2019). The role of spirituality and religiosity in subjective well-being of individuals with different religious status. *Frontiers in Psychology*, 10, Article 1525. <https://doi.org/10.3389/fpsyg.2019.01525>
- Wahyuni, S., & Ruyadi, Y. (2018). Faktor yang melatarbelakangi perubahan gaya hidup anak pada keluarga tenaga kerja wanita [Factors underlying changes in children's lifestyles in families of female workers]. *Sosietas: Jurnal Pendidikan Sosiologi*, 8(1), 490–495. <https://doi.org/10.17509/sosietas.v8i1.12505>
- Wibasuri, A., Tamara, T., & Sukma, Y. A. (2020). Measurement social media marketing dan sertifikasi halal terhadap minat beli produk makanan pada aplikasi belanja online Shopee [Measurement of social media marketing and halal certification on interest in buying food products on the Shopee online shopping application]. *Prosiding Seminar Nasional Darmajaya*, 1, 68–78. <https://jurnal.darmajaya.ac.id/index.php/PSND/article/view/2564>

- Woelbitsch, M., Hasler, T., Walk, S., & Helic, D. (2020). Mind the gap: Exploring shopping preferences across fashion retail channels. *UMAP'20: Proceedings of the 28th ACM Conference on User Modeling, Adaptation and Personalization*, 257–265. <https://doi.org/10.1145/3340631.3394866>
- Yoo, J. J. (2023). Visual strategies of luxury and fast fashion brands on Instagram and their effects on user engagement. *Journal of Retailing and Consumer Services*, 75, 103517. <https://doi.org/10.1016/j.jretconser.2023.103517>
- Yulia, Lady. (2015). Strategi pengembangan industri produk halal [Halal product industry development strategy]. *Jurnal Bimas Islam*, 8(1), 121–162. <https://jurnalbimasislam.kemenag.go.id/jbi/article/view/171>
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2019). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>
- Zis, S. F., Effendi, N., & Roem, E. R. (2021). Perubahan perilaku komunikasi Generasi Milenial dan Generasi Z di era digital [Changes in communication behavior of Millennial Generation and Generation Z in the digital era]. *Satwika: Kajian Ilmu Budaya Dan Perubahan Sosial*, 5(1), 69–87. <https://doi.org/10.22219/satwika.v5i1.15550>