

Drivers of Modest Fashion Consumption: Evidence on the Moderating Effect of Fashion Consciousness

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Abstract

This study aims to examine the factors influencing hijab fashion consumption and fashion consciousness among Muslim women. A quantitative approach was employed using primary data collected from 200 respondents through purposive sampling and analyzed using Structural Equation Modeling (SEM). The study investigates the effects of religion values, motivation, fashion knowledge, dressing style, and fashion uniqueness on hijab fashion consciousness and its impact on consumption behavior. The findings reveal that all variables have a significant direct effect on hijab fashion consumption, with p-values below 0.05. In addition, hijab fashion consciousness significantly mediates the relationship between the independent variables and consumption behavior. These results indicate that both internal and external factors play an important role in shaping fashion awareness and consumption patterns, emphasizing the relevance of psychological, social, and knowledge-based aspects in influencing fashion-related decisions.

Keywords

Religion Values; Motivation; Fashion Knowledge; Fashion Uniqueness; Hijab Fashion Consciousness

1. Introduction

Hijab literally means "to cover" or "to protect" and represents the religious and cultural identity of Muslim women. In a contemporary context, the hijab is not only understood as a religious obligation but also as part of lifestyle expression. The concept of Islamic cosmopolitanism shows that Muslim women can express their identity through variations in style, color, and accessories without abandoning the principle of modest dressing (Simchai & Sa'ar, 2025). This

transformation marks a shift in the function of the hijab from a religious symbol to a dynamic lifestyle element.

Consumption is the use of goods and services to meet human needs (Rahayu & Cahyani, 2023), which in the modern era is greatly influenced by the flow of information, including in the fashion field. Individuals with a high level of fashion awareness tend to consume products as a form of self-differentiation (Mega et al., 2025). Moreover, consumption is a key component of the economy and has long been the focus of consumer behavior studies (Barusman et al., 2025). Thus, the consumption of hijab fashion cannot be separated from the individual's level of fashion consciousness.

Fashion consciousness reflects the level of an individual's attention to clothing styles and trends, as well as their ability to respond to fashion changes (Farhan et al., 2025). This behavior is influenced by various factors, including religious values, motivation, fashion knowledge, dressing style, and the need for uniqueness. Religious values shape individual attitudes and behaviors (Rashid, 2023), while motivation acts as both internal and external drives. Fashion knowledge enhances understanding of trends (Suratman et al., 2020), dressing style reflects identity, and the need for uniqueness encourages self-differentiation in consumption.

The development of the hijab fashion industry shows significant growth in line with the increasing global Muslim population, projected to reach 2.76 billion or approximately 29.7% of the world's total population (Hassan et al., 2024). The large and dispersed distribution of the Muslim population across various countries indicates a vast market potential and drives the global fashion industry's development. This growth reflects the increasingly complex social, cultural, and religious dynamics, and is supported by improved access to information and the development of the fashion industry.

Although various studies have identified the determinants of fashion consciousness and hijab fashion consumption, there are still limitations in explaining the mechanisms of inter-variable relationships, particularly the mediating role of fashion consciousness. Some studies focus more on direct influence without examining the comprehensive structural relationships. Therefore, this research aims to analyze the influence of religious values, motivation, fashion knowledge, dressing style, and uniqueness on hijab fashion consumption by considering the role of fashion consciousness as a mediating variable. This research is expected to provide theoretical contributions to the development of consumer behavior literature as well as practical implications for the fashion industry relevant to social, cultural, and religious values.

2. Literature Review

2.1 Religion Values

Religious values are values derived from an individual's belief in God and are reflected in daily attitudes and behaviors (Syahrivar, 2021). Religiosity encompasses the actions of individuals and groups based on interpretations of

religious teachings (Sholihin et al., 2022). In the social and economic perspective, religious values serve as a guideline in regulating consumption patterns to achieve a balance between individual and societal interests as well as between worldly and spiritual life (Rahman, 2025).

In the context of consumer behavior, religion is one of the strong social structures that influence preferences, attitudes, and consumption decisions. The influence occurs thru the dimensions of beliefs, practices, values, and community that shape individual behavior (Roseline & Okoro, 2025). As trends evolve, religious values not only influence adherence to dress codes but also shape individual awareness in adopting fashion that aligns with those values.

2.2 Motivation

Motivation is an internal or external drive that directs individuals to act in achieving specific goals (Abbas et al., 2023; Yety et al., 2024). Motivation can be understood as a collection of attitudes and beliefs that influence an individual's behavior in fulfilling their needs and desires (Zaqiyah et al., 2024). In the context of consumer behavior, motivation encompasses rational and emotional processes that drive individuals to engage in consumption actions (Vázquez-Martínez et al., 2021).

In the field of fashion, motivation plays a role in shaping individual interest and engagement with evolving products and trends. Factors such as comfort, alignment with self-identity, social acceptance, and personal satisfaction are the main drivers in the selection of fashion products (Al-Obaidi et al., 2020). Therefore, motivation becomes one of the important determinants in increasing individuals' awareness of fashion.

2.3 Fashion Knowledge

Fashion knowledge is an individual's understanding of the attributes, functions, and values of fashion products. This knowledge enables individuals to adjust their clothing choices to social norms, cultural standards, and personal needs (Mameli et al., 2022). Additionally, involvement in fashion and understanding trends serve as the foundation for consumption decision-making (Afendi, 2020).

Access to various sources of information, such as media and social environments, plays a role in enhancing fashion knowledge. Individuals with higher knowledge tend to be more selective and confident in choosing fashion products that align with their preferences (Blazquez et al., 2020). Thus, fashion knowledge becomes an important factor in shaping an individual's awareness of fashion.

2.4 Dressing Style

Dressing style is a form of self-expression that reflects an individual's personality, preferences, and emotional condition (Salma et al., 2023). In the context of lifestyle, dressing style is related to an individual's efforts to follow fashion trends and build a self-image in the social environment (Aris et al., 2020). Dressing style is also influenced by social values, group references, and the environment.

Individuals who pay attention to their dressing style tend to show a higher level of engagement with fashion. Dressing style allows individuals to creatively

express their identity while also adapting to evolving trends (Summa, 2021). Therefore, dressing style becomes one of the factors contributing to the formation of fashion awareness.

2.5 Fashion Uniqueness

Uniqueness refers to the tendency of individuals to choose different products as a form of self-expression (Alfoqahaa, 2025). The need for uniqueness drives individuals to seek products that have special characteristics and are different from others, especially in the context of fashion, which is symbolic and visible in public spaces.

Individuals with a high need for uniqueness tend to be more open to innovation and changes in trends. Fashion is used as a means to display identity and differentiate oneself from the social environment (Cho et al., 2022). Thus, uniqueness becomes an important factor in shaping individual preferences and awareness toward fashion.

2.6 Fashion Consciousness

Fashion consciousness describes the level of attention and involvement individuals have toward fashion, including awareness of style, trends, and appearance (Wiranata & Hananto, 2020). Individuals with a high level of fashion consciousness tend to be more responsive to changes in trends and have greater attention to self-image.

In the context of consumer behavior, fashion consciousness serves as a factor that connects various determinants with consumption decisions. Individuals with a high fashion consciousness tend to use products as a means of self-expression and identity formation (Riesgo et al., 2023). Therefore, fashion consciousness becomes an important variable in explaining fashion consumption behavior.

2.7 Consumption of Hijab Fashion

Consumption is the use of goods and services to meet needs, which in an economic perspective is a main component in economic activities (Rahayu & Cahyani, 2023). In the context of fashion, consumption is not only driven by functional needs but also by symbolic factors, such as identity, status, and self-expression.

The development of the fashion industry shows that consumption is influenced by various factors, including motivation, fashion awareness, and perception of product value (Ocktavia et al., 2024). In the context of hijab fashion, consumption reflects a combination of religious values and modern lifestyle preferences (Sandikci, 2021). Thus, consumption behavior becomes the result of the interaction between psychological, social, and cultural factors.

2.8 Framework and Hypothesis

Based on the theoretical study that has been outlined, religious values, motivation, fashion knowledge, dressing style, and uniqueness are assumed to influence fashion consciousness. Furthermore, fashion consciousness acts as a mediating variable that connects these variables with hijab fashion consumption behavior. The relationships between these variables form a conceptual model that

explains the mechanisms of both direct and indirect influences on consumption behaviour.

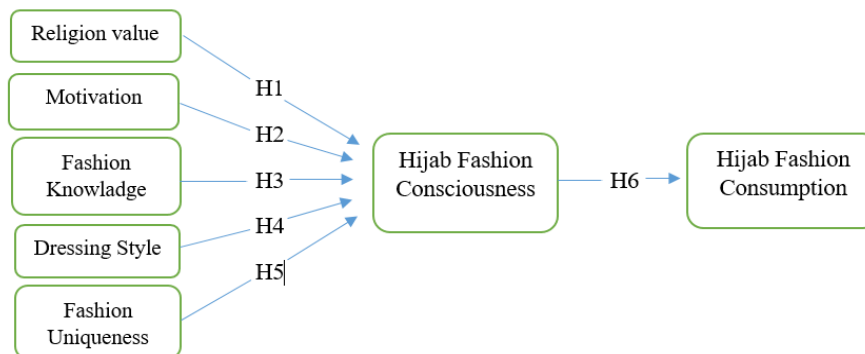


Figure 1. Research Framework

Source: Data Processed, 2024

Based on that framework, the research hypotheses are formulated as follows:

H1: Religious values have a positive effect on fashion consciousness.

H2: Motivation has a positive effect on fashion consciousness.

H3: Fashion knowledge has a positive effect on fashion consciousness.

H4: Dressing style has a positive effect on fashion consciousness.

H5: Uniqueness has a positive effect on fashion consciousness.

H6: Fashion consciousness has a positive effect on hijab fashion consumption.

3. Method

3.1 Research Design

This research uses a quantitative approach with an explanatory research design to analyze the causal relationship between religious values, motivation, fashion knowledge, dressing style, uniqueness, fashion consciousness, and hijab fashion consumption. This approach was chosen because it can objectively test hypotheses using numerical data (Hair et al., 2021). This research is motivated by the phenomenon of increasing hijab fashion consumption among female students, which is influenced not only by religious values but also by lifestyle factors and fashion consciousness. The analysis was conducted using Partial Least Squares (PLS) based Structural Equation Modeling (SEM) to simultaneously test the measurement model and structural model (Hair et al., 2021).

3.2 Participants / Sample

The population in this study consists of Muslim female students at the University of Bandar Lampung, who are the subjects of the research because they show a shift in hijab consumption behavior from a religious aspect to a modern lifestyle. The sampling technique used was non-probability sampling with a purposive sampling method, where respondents were selected based on the criteria of being Muslim female students who use or have an interest in hijab fashion. A sample size of 200 respondents is considered adequate for SEM-PLS analysis and capable of representing the characteristics of the studied population.

3.3 Data Collection

The research data is primary data obtained thru the distribution of online questionnaires to respondents. The research instrument consists of 30 statements representing seven variables, namely religious values, motivation, fashion knowledge, dressing style, uniqueness, fashion consciousness, and hijab fashion consumption. The measurement uses a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), where respondents are asked to rate their level of agreement with each statement. The questionnaire items were constructed based on indicators from previous research to ensure conceptual validity.

3.4 Data Analysis

Data analysis was conducted using Partial Least Squares (PLS) based Structural Equation Modeling (SEM), which was chosen because it can analyze complex relationships between latent variables and is suitable for relatively small sample sizes. The analysis stages include construct validity and reliability tests, structural model evaluation, and hypothesis testing using t-statistics and p-values with criteria $p < 0.05$ and $t > 1.96$. Data processing was carried out using SmartPLS software to produce accurate and reliable model estimates.

3.5 Ethical Considerations

This research was conducted with attention to research ethics principles, where all respondents participated voluntarily after receiving information about the research objectives. Respondent consent was obtained thru informed consent included in the questionnaire, and data confidentiality was maintained by not including respondents' personal identities. The data collected is used solely for academic purposes, thereby ensuring the privacy and security of the information provided by the respondents.

4. Results

4.1 Respondent Characteristics

The characteristics of the respondents in this study are presented to provide an overview of the profile of the participants involved. This information includes the level of education, age, and the faculty of the respondents.

Table 1. Profile and Characteristics of Respondents

Attribute	Characteristics	Frequency (n)	Percentage (%)
Education	S1	189	94.5%
	S2	11	5.5%
Age	17 – 20 years old	44	22.1%
	21 – 25 years old	134	67.3%
	26 – 30 years old	20	10.1%
	31 years old	1	0.5%
Faculty	Economics and Business	106	53%
	Computer Science	21	10.5%
	Social Sciences and Politics	18	9%

Law	24	12%
Indignation and science of education	19	9.5%
MM (Magister of Management)	6	3%
MH (Master of Law)	5	2.5%
MIA (Magister Ilmu Administrasi)	1	0.5%

Source: Data Processed, 2024

Based on Table 1, the majority of respondents are undergraduate students (94.5%) with a dominant age group of 21–25 years (67.3%). In terms of faculty, respondents are predominantly from the Faculty of Economics and Business (53%), indicating that most participants come from an economic education background.

4.2 Measurement Model Evaluation (Outer Model)

4.2.1 Convergent Validity

The convergent validity test is conducted to determine the extent to which the indicators can represent the measured construct. The test results are presented thru the measurement model and outer loading values.

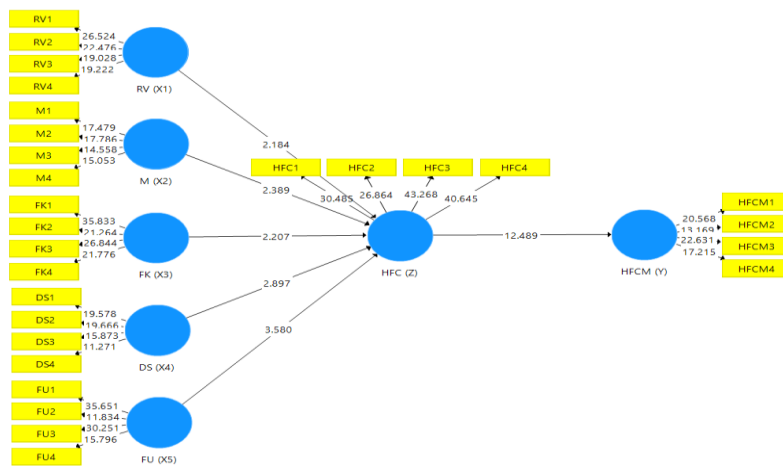


Figure 2. Outer Model
Source: Data Processed, 2024

Figure 2 shows the relationship between indicators and latent constructs in the research model. Next, the outer loading values of each indicator are presented in the table below.

Table 2. Outer Loading

	RV (X1)	M (X2)	FK (X3)	DS (X4)	FU (X5)	HFC (Z)	HFCM (Y)
RV1	0.866						
RV2	0.832						
RV3	0.820						
RV4	0.728						

M1	0.759					
M2	0.743					
M3	0.746					
M4	0.745					
FK1		0.843				
FK2		0.805				
FK3		0.827				
FK4		0.810				
DS1			0.790			
DS2			0.822			
DS3			0.747			
DS4			0.756			
FU1				0.840		
FU2				0.712		
FU3				0.839		
FU4				0.728		
HFC1					0.812	
HFC2					0.822	
HFC3					0.859	
HFC4					0.832	
HFCM1						0.739
HFCN2						0.716
HFCM3						0.773
HFCM4						0.745

Source: Data Processed, 2024

The results in Table 2 show that all indicators have loading values above 0.70, thus it can be stated that these indicators meet the criteria for convergent validity.

4.2.2 Discriminant Validity

Discriminant validity testing is conducted to ensure that each construct has a clear distinction from other constructs. The test results are shown thru cross-loading values.

Table 3. Cross Loadings

	RV (X1)	M (X2)	FK (X3)	DS (X4)	FU (X5)	HFC (Z)	HFCM (Y)
RV1	0.866	0.523	0.444	0.345	0.154	0.423	0.247
RV2	0.832	0.525	0.398	0.363	0.178	0.362	0.308
RV3	0.820	0.507	0.471	0.337	0.168	0.412	0.244
RV4	0.728	0.510	0.416	0.341	0.349	0.495	0.396
M1	0.491	0.759	0.485	0.492	0.322	0.500	0.393
M2	0.454	0.743	0.511	0.349	0.401	0.450	0.445
M3	0.392	0.746	0.422	0.316	0.419	0.458	0.464
M4	0.580	0.745	0.491	0.391	0.152	0.428	0.237
FK1	0.415	0.525	0.843	0.466	0.370	0.541	0.475
FK2	0.546	0.489	0.805	0.392	0.282	0.424	0.291

FK3	0.450	0.591	0.827	0.444	0.433	0.503	0.513
FK4	0.369	0.486	0.810	0.384	0.357	0.503	0.288
DS1	0.377	0.372	0.400	0.790	0.294	0.429	0.308
DS2	0.368	0.481	0.382	0.822	0.284	0.476	0.317
DS3	0.254	0.407	0.447	0.747	0.390	0.456	0.417
DS4	0.340	0.346	0.375	0.756	0.273	0.366	0.232
FU1	0.255	0.420	0.370	0.407	0.840	0.457	0.420
FU2	0.216	0.369	0.412	0.308	0.712	0.299	0.372
FU3	0.183	0.320	0.339	0.262	0.839	0.418	0.453
FU4	0.199	0.259	0.287	0.271	0.728	0.407	0.525
HFC1	0.410	0.494	0.457	0.409	0.351	0.812	0.513
HFC2	0.387	0.437	0.446	0.403	0.472	0.822	0.575
HFC3	0.465	0.565	0.572	0.541	0.476	0.859	0.602
HFC4	0.497	0.542	0.523	0.492	0.399	0.832	0.532
HFCM1	0.244	0.316	0.249	0.262	0.480	0.541	0.739
HFCM2	0.382	0.399	0.372	0.333	0.300	0.443	0.716
HFCM3	0.194	0.377	0.308	0.218	0.423	0.509	0.773
HFCM4	0.313	0.458	0.525	0.484	0.469	0.491	0.745

Source: Data Processed, 2024

Based on Table 3, each indicator has the highest loading value on its construct compared to other constructs, indicating that the model has good discriminant validity. In addition, all AVE values are also above 0.50.

4.2.3 Reliability Analysis

Reliability testing is conducted to measure the internal consistency of each construct. The test results are presented in the table below.

Table 4. Construct Reliability and Validity

	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
RV (X1)	0.661	0.886	0.829
M (X2)	0.560	0.836	0.738
FK (X3)	0.674	0.892	0.839
DS (X4)	0.608	0.861	0.785
FU (X5)	0.612	0.863	0.788
HFC (Z)	0.691	0.899	0.851
HFCM (Y)	0.553	0.832	0.731

Source: Data Processed, 2024

Table 4 shows that all constructs have a Composite Reliability value above 0.60 and a Cronbach's Alpha above 0.70, thus it can be stated that all variables in this study are reliable.

4.3 Structural Model Evaluation (Inner Model)

4.3.1 Coefficient of Determination (R^2)

The coefficient of determination test is conducted to determine the ability of the independent variable to explain the dependent variable.

Table 5. R-Square Values

Variable	R-Square
HFCM (Y)	0.446
HFC (Z)	0.533

Source: Data Processed, 2024

Based on Table 5, the R-square value for hijab fashion consumption is 0.446, while for fashion consciousness it is 0.533, indicating the level of variation that can be explained by the model.

4.3.2 Goodness of Fit (GoF)

The Goodness of Fit test is conducted to evaluate the overall model fit.

Table 6. Model Fit Indices

	Strated Model	Estimated Model
SRMR	0.085	0.090
d_ ULS	2.949	3.308
d_ G	0.829	0.855
Chi-square	973.584	993.780
NFI	0.686	0.679

Source: Data Processed, 2024

The results in Table 6 show that the NFI value is 0.686, indicating that the model has an acceptable level of fit.

4.4 Hypothesis Testing

Hypothesis testing is conducted thru the bootstrapping procedure by examining the path coefficient values, t-statistics, and p-values. The hypothesis is accepted if the p-value < 0.05 and t-statistics > 1.96.

4.4.1 Direct Effects

Table 7. Direct Effect

Hypothesis	Path	Coefficient	T-Statistics	P-Values	Decision
H1	RV → FC	0.159	2.184	0.029	Accepted
H2	M → FC	0.189	2.389	0.017	Accepted
H3	FK → FC	0.198	2.207	0.028	Accepted
H4	DS → FC	0.204	2.897	0.004	Accepted
H5	FU → FC	0.220	3.580	0.000	Accepted
H6	FC → CHF	—	12.489	0.000	Accepted

Source: Data Processed, 2024

All direct relationships showed significant results, so all direct hypotheses (H1–H6) were accepted.

4.4.2 Indirect Effects (Mediation Analysis)

Mediation testing is conducted to assess the role of Fashion Consciousness as an intervening variable between the independent variable and the Consumption of Hijab Fashion.

Table 8. Indirect Effects

Hypothesis	Indirect Path	Coefficient	T-Statistics	P-Values	Decision
H1	RV → FC → CHF	0.106	2.189	0.029	Accepted
H2	M → FC → CHF	0.124	2.383	0.018	Accepted
H3	FK → FC → CHF	0.133	2.061	0.040	Accepted
H4	DS → FC → CHF	0.137	2.995	0.003	Accepted
H5	FU → FC → CHF	0.147	3.066	0.002	Accepted

Source: Data Processed, 2024

The test results show that Fashion Consciousness significantly mediates the relationship between all independent variables and Consumption of Hijab Fashion.

5. Discussion

The research results affirm that the consumption of hijab fashion among Muslim female students is influenced by a combination of religious values, psychological factors, product knowledge, lifestyle, and personal preferences thru the mediating role of fashion awareness. These findings support the Theory of Planned Behavior, which explains that consumption behavior is shaped by beliefs, attitudes, and behavioral intentions before being realized in actual actions. In this context, fashion awareness serves as an important mechanism that connects individual determinants with consumption decisions.

Religious values have been proven to have a positive influence on hijab fashion awareness and consumption. This shows that religious orientation remains a fundamental consideration in the selection of products that align with Muslim norms and identity. These findings are in line with Roseline & Okoro (2025) who state that religion is the primary source of guidance for consumption behavior. Thus, the increase in religiosity does not hinder consumption, but rather directs consumers toward product choices that are considered spiritually and socially appropriate.

Motivation also has a positive influence on hijab fashion awareness. The desire to look attractive, feel comfortable, boost self-confidence, and gain social acceptance are important factors in driving consumption. These findings are consistent with Vázquez-Martínez et al. (2021) who explain that motivation is a driver of behavioral change. Among young consumers, hijab fashion products are not only perceived as functional needs but also as sources of emotional and symbolic value.

Fashion knowledge significantly influences hijab fashion awareness. Consumers with a better understanding of trends, quality, and style references tend to be more active in following market developments and making purchases. These results support Mameli et al. (2022) and Afendi (2020) who emphasize that access to information enhances consumers' evaluation capabilities and awareness. In the digital era, social media has become a strategic channel in shaping market knowledge and preferences.

Dressing style has also been proven to have a positive influence on fashion awareness. These findings indicate that appearance is part of the representation of identity and lifestyle. Consumers who place a high value on self-image tend to be more responsive to products that support personal expression. This result is in line with Aris et al. (2020) and Summa (2021) who assert that lifestyle orientation contributes to fashion consumption decisions.

The uniqueness of fashion shows the strongest influence among antecedent variables on hijab fashion awareness. This indicates that the desire to stand out and express individuality is the main driver of consumption behavior in the youth segment. These findings are consistent with Alfoqahaa (2025) and Cho et al. (2022) who explain that the need for self-differentiation drives a preference for unique and innovative fashion products.

The awareness of hijab fashion has proven to have the strongest direct influence on consumption. The higher the consumer's attention to trends, brands, and style changes, the greater their tendency to make purchases. These findings support Wiranata & Hananto (2020) as well as Riesgo et al. (2023) that fashion awareness reflects the level of individual engagement with clothing and appearance.

Theoretically, this research expands the literature on Muslim consumer behavior by demonstrating the integration of religious values and modern lifestyle orientation. Practically, industry players need to emphasize unique designs, religious relevance, product innovation, and informative digital communication to reach young consumers who view fashion as a form of identity expression as well as adherence to religious values.

6. Conclusion

This study concludes that religious values, motivation, fashion knowledge, dressing style, and fashion uniqueness have a significantly positive impact on hijab fashion awareness, while hijab fashion awareness significantly affects consumption and mediates all relationships between variables. These findings affirm that the consumption of modest fashion is shaped by the interaction of spiritual values, lifestyle, and trend orientation. Theoretically, this research expands the literature on Muslim consumer behavior, while practically providing implications for the industry to emphasize religious relevance, design innovation, product differentiation, and digital marketing. The limitations of the study lie in the cross-sectional design, limited sample, and the absence of external factors. Subsequent research is recommended to expand the sample scope and develop models with psychological and environmental variables.

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Data Availability Statement

The data supporting the findings of this research are available from the corresponding author upon reasonable request. The data are not publicly disclosed to maintain respondent confidentiality and adhere to research ethical considerations.

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