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Navigating Consumer Behaviour: Exploring the Influence of Fashion Trends and Social Media on Gen Z and Millennial Consumption in West Java

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ABSTRACT

Understanding consumer behaviour is crucial for assessing the economic well-being of individuals or households. However, with the advancement and modernization of society, individuals tend to impose their desires on consumption, leading to a consumeristic. This study investigates the impact of fashion trends and social media on consumption behavior among Generation Z and Millennials in West Java Province using partial least squares structural equation modeling (PLS-SEM). Primary data collected through surveys were analyzed. The results reveal that fashion trends significantly influence consumption behavior, while social media has a minimal impact. This suggests that efforts to reduce consumerism's impact should focus on addressing the influence of fashion trends. However, leveraging social media for educational campaigns promoting responsible consumption remains crucial.

1. INTRODUCTION

Understanding the dynamics of consumption is essential for maintaining economic stability and promoting sustainable development. Economic systems define consumption as the economic activity that aims to fulfill human needs and desires through the acquisition of goods and services (Wurangian et al., 2015). However, discerning between essential needs and discretionary desires has become increasingly complex in modern society, as highlighted by Anggraini et al. (2022). Needs represent the basic necessities that individuals require for survival and well-being, while desires encompass the aspirational or luxury items that individuals may wish to acquire (Zainur, 2020). Need satisfaction is critical for individual resilience and societal welfare, as unmet essential needs can undermine an individual's ability to thrive. Conversely, pursuing desires may not always contribute to the same level of well-being or economic stability.

Understanding household consumption expenditure is crucial for assessing the economic well-being of individuals and households, serving as a vital indicator of economic health (Berkat & Lumentah, 2022). This expenditure encompasses various spending categories, including both food and non-food items, offering insights into consumption patterns and societal trends. Food consumption, a fundamental component of household expenditure, plays a pivotal role in determining health outcomes and overall productivity levels within a household. Non-food consumption expenditures, on the other hand, shed light on the broader aspects of well-being and social dynamics within households, capturing expenditures on items such as housing, transportation, education, and leisure activities. Analyzing these consumption patterns enables

policymakers, researchers, and practitioners to formulate targeted interventions, develop economic policies, and enhance welfare programs aimed at improving the standard of living and promoting sustainable development.

However, with the advancement and modernization of society, individuals tend to impose their desires on consumption, leading to a consumeristic lifestyle (Ansharullah, 2019). Consumerism is an ideology where individuals or groups unconsciously engage in excessive consumption of goods (Rohman, 2016). The ongoing globalization in Indonesia has brought about massive modernization, impacting various aspects of life, including fashion trends (Anafarhanah, 2019). The rapid development of fashion trends in Indonesia has gained recognition from major nations, as evidenced by Indonesia ranking third in modest fashion according to the State of the Global Islamic Economy Report 2021/2022 (DinarStandard, 2022). Hendariningrum & Susilo (2008) define fashion as everything that serves to either protect or enhance the appearance of the body.

Social media facilitates users interactions without boundaries of distance or time. When used wisely, social media has positive effects, but it can have negative effects if used excessively. One positive effect of social media usage is the ease and speed of receiving, giving, and sharing information. Conversely, one negative effect is its potential to alter shopping behavior, leading individuals into a consumeristic lifestyle. Emulation of public figures' lifestyles portrayed on social media, including fashion and daily activities, often drives this behavioral change (Cahyono, 2016). Behavioral changes induced by social media can easily influence various demographics, especially Generation Z and millennials. Generation Z and millennials deeply integrate social media into their lives (Firamadhina & Krisnani, 2021). Generation Z, born between 1997 and 2012, and millennials, born between 1981 and 1996, are particularly associated with social media, enabling easy access to fashion trends. Their active involvement on social media platforms can lead to excessive consumption behaviors driven by pleasure rather than necessity, known as consumerism. Unaddressed consumeristic behavior can negatively affect not only the economy but also psychological, social, and ethical aspects (Sutarno & Purwanto, 2022).

Various fashion trends circulated on social media have contributed to a culture of high consumerism. Previous studies by Wulandari (2018) and Rahayu (2020) on fashion trends and consumptive lifestyles have shown that fashion trends have a significant positive influence on consumptive lifestyles. Another study by Miranda and Lubis (2017) on the influence of Instagram as an online fashion shopping medium on students's consumptive behavior indicated that Instagram significantly influences consumptive behavior. The study highlights the diverse lifestyles presented on social media platforms, particularly Instagram, as the source of this influence. Other studies related to consumption behavior and Generation Z have also been conducted, such as the study by Marka and Noor (2023), which focused on the factors influencing the consumption behavior of Generation Z. Similarly, Yahya et al. (2023) examined the role of green products and green pricing on consumer behavior and satisfaction.

Previous research has not thoroughly explored the combined influence of fashion trends and social media on individual consumption behavior. This study aims to bridge this gap by investigating the impact of the convergence of fashion trends and social media on individual consumption behavior. This study focuses on the demographic segments of Generation Z and Millennials, who are closely associated with these phenomena, and aims to offer insights into the intricacies of modern consumer behavior. Focused within the geographic boundaries of West Java Province, this research seeks to shed light on how the vibrant creative economy of the region interacts with the consumption patterns influenced by fashion trends and social media. West Java Province has garnered recognition for its rapid expansion in the creative economy sector, positioning it as a pivotal driver of regional development. Notably, in 2016, West Java's export value to the creative economy reached 31.9%, showcasing its significant contribution to economic growth. Moreover, the creative economy sector accounted for 11.81% of the gross domestic product (GDP) of the province. In addition to the context, data from the Central Statistics Agency of West Java Province highlights the dominance of Generation Z and Millennials within the region's population, totaling a substantial 25,870,000 individuals. Thus, this study aims to provide nuanced insights into the intricate relationship between fashion

trends, social media, and individual consumption behavior within the dynamic socio-economic landscape of West Java Province.

2. RESEARCH METHOD

This study is a quantitative study using a causal study design to investigate the association between variables (Sekaran & Bougie, 2019). It utilized primary data gathered directly from selected participants. The research focuses on a diverse cohort consisting of individuals from both Generation Z and Millennials in West Java Province, aged between 20 and 42, encompassing both genders. Non-probability sampling methodologies, specifically incidental sampling, guided the determination of the sample size for this study. Incidental sampling, also known as convenience sampling, is a statistical sampling method that collects data from a population without using a probability-based approach. In this method, participants are chosen based on their availability and accessibility rather than through a structured random selection process. The researcher will include as data sources all individuals incidentally encountered and deemed to meet the study's criteria. The sample size was calculated using the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{25.870.000}{1 + 25.870.000 \text{ X } 0,1^2} = 99,99$$

where

- n denotes the minimum required sample size.
- N denotes to the total population size.
- e denotes the margin of error.

According to BPS data, the population under study consists of 25,870,000 individuals from the Gen Z and millennial cohorts in West Java Province. Applying the Slovin formula with a confidence level set at 90%, the margin of error is determined to be 10%, or "e = 0.1." Therefore, the research requires a minimum sample size of 99.9914, rounded up to 100. Therefore, we can deduce that the study's participants consist of 100 respondents. The survey data collected from respondents has been analysed and the resulting demographic features are concisely displayed in Table 1.

Table 1. Respondent Demographic Profile

	Items	Total	Percentage (%)
Gender	Male	49	49%
	Female	51	51%
Age	Gen Z (20 – 26 years old)	64	64%
	Milenial (27 – 42 years old)	36	36%
Educational attainment	High School	17	17%
	Diploma	4	4%
	Bachelor	78	78%
	Other	1	1%
Occupation	Public Service	4	4%
	Private Service	19	19%
	Entrepreneurs	6	6%
	Students	52	52%
	Other	19	19%

This study utilised Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine the impact of fashion trends and social media on consumption behaviour among Generation Z and Millennials in West

Java Province. PLS-SEM is a composite model that integrates confirmatory factor analysis (outer model) with path analysis (inner model) (Wold, 1985). Figure 1 presents the details of the PLS-SEM specification employed in this study. The variables fashion trend (FT) and social media (SM) are exogenous latent variables. Consumption behaviour (CV) is a type of latent variable that is endogenous. The observable variables utilised to quantify the underlying variable employed in the model are displayed in Table 2.
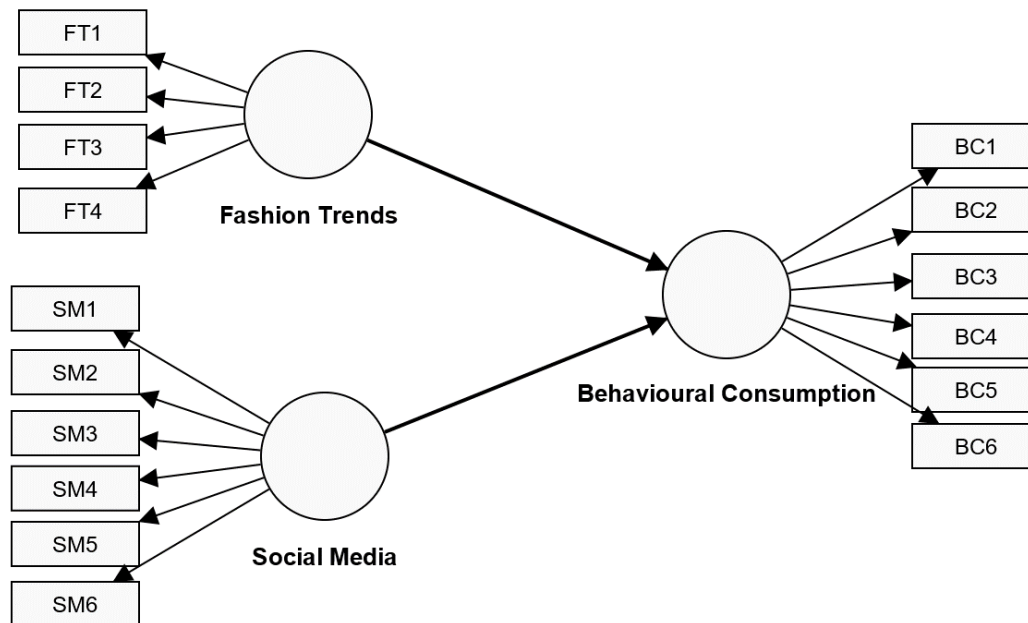

Figure 1. PLS-SEM Initial Spesification

Table 2. List of Latent Variables and Manifest Indicators

Variable	Definition	Indicator		Code	Reference
Fashion Trends (FT)	Fashion trends are everything that is currently developing among society in terms of clothing (Haryanti & Nurdin, 2021).	1.	Keep up with the times	FT1	(Sari & Patrikha, 2021); (Indriyani & Suri, 020); (Haryanti & Nurdin, 2021)
		2.	Influence of public figures	FT2	
		3.	Product quality	FT3	
		4.	Social visibility*)*	FT4	
Social Media (SM)	Social media is a term that describes various technologies that allow people to communicate, collaborate and share web-based information (Pratiwi, 2020).	1.	Social media usage	SM1	(Mustomi & Aprilia, 2020); (Neti et al., 2020); (Edy & Brotojoyo, 2017)
		2.	Social media effect	SM2	
		3.	Ease of finding references	SM3	
		4.	Ease of obtaining information	SM4	
		5.	Attractive advertising	SM5	
		6.	Advantages of social media	SM6	
Behavioral Consumption (BC)	Consumption in the economic sense is everything that a person uses to meet their needs for goods and services (Komala, 2018).	1.	Spontaneity	K1	(Sari, 2014); (Komala, 2018); (Laela, 2015)
		2.	Entertainment	K2	
		3.	Relieve stress	K3	
		4.	Attractive offer	K4	
		5.	The feeling of wanting to attract other people's attention	K5	
		6.	Product brand	K6	

PLS-SEM analysis is centered around predicting a particular set of hypothesised relationships that aims to maximize the amount of variance explained in the dependent variables (Hair et al., 2011). The process entails assessing the validity and reliability of the indicators utilized to measure latent variables through the examination of both the outer model and inner model. The evaluation of the outer model encompasses convergent validity, discriminant validity, and construct reliability. Convergent validity refers to the extent to which a measure is internally consistent. The average variance extracted (AVE) can be employed as a means to assess the convergent validity of the measured constructs. AVE is formulated as follows:

$$AVE = \frac{\left(\sum \lambda_i^2\right)}{\sum \lambda_i^2 + \sum_i \sigma^2(e_i)}$$

where

- λ : loading factor
- $\sigma^2(e_i)$: error variance

An evaluation of discriminant validity is necessary before delving into the connections between latent variables. The two most common methods for assessing discriminant validity for variance-based structural equation modeling, like partial least squares, are the Fornell-Larcker criterion and the analysis of cross-loadings (Henseler et al., 2015). Factor loading indicators on the designated construct must, according to cross-loading analysis, be more than 0.70 for all loadings of other constructs. The reliability of measurement indicators for latent variables is evaluated using construct reliability. The coefficient of reliability, sometimes known as consistency, is Cronbach's alpha. By using Cronbach's alpha estimation formula (Cronbach, 1951):

$$\alpha = \frac{N\bar{c}}{\bar{v} + (N-1)\bar{c}}$$

where

- N = the number of items.
- $\bar{c}$ = average covariance between item-pairs.
- $\bar{v}$ = average variance.

Moreover, the assessment of the inner model includes multicollinearity, coefficient of determination (R^2), and predictive relevance (Q^2). The variance inflation factor (VIF), which is the reciprocal of the tolerance for a given variable (xi), is a related indicator of collinearity. Hair et al. (2014) recommend eliminating one or more associated indicators if the level of collinearity is extremely high. The coefficient of determination, or R^2 value, gauges the prediction accuracy of the model. Giving general guidelines for acceptable R^2 values is challenging because they vary depending on the study topic and model complexity. In success driver studies, researchers expect significantly higher values of 0.75 and beyond, whereas in areas like consumer behavior, R^2 values of 0.20 are considered high (Hair et al., 2011; Reinartz et al., 2009).

3. RESULTS AND DISCUSSIONS

Before delving into the examination of how fashion trends and social media influence the consumption behaviors of Generation Z and Millennials, this research assesses the fitness of the PLS-SEM model. The initial assessment in the SEM model can be examined by analyzing the outcomes of the measurement model or inner model. One method for assessing the measurement model's adequacy is to verify the loading factor values of each manifest indicator on its associated latent variable. Variables with loading factor values greater than 0.50 are considered valid, indicating convergent validity. Variables with indicator values below 0.50 are considered to have a low level of validity. Therefore, the model will omit these variables (Ghozali & Latan, 2015). According to the study results shown in Figure 2, there are four indicators with correlation values below 0.50 that are considered invalid. These indicators are CB6 (0.467), SM1 (0.380), SM2 (0.475), and FT3 (0.386). Therefore, it is necessary to eliminate these indicators. After eliminating the invalid indicators, all variable indicator values exceed 0.50, which confirms their validity. Figure 2 displays the conclusive outcomes of the PLS-SEM model.
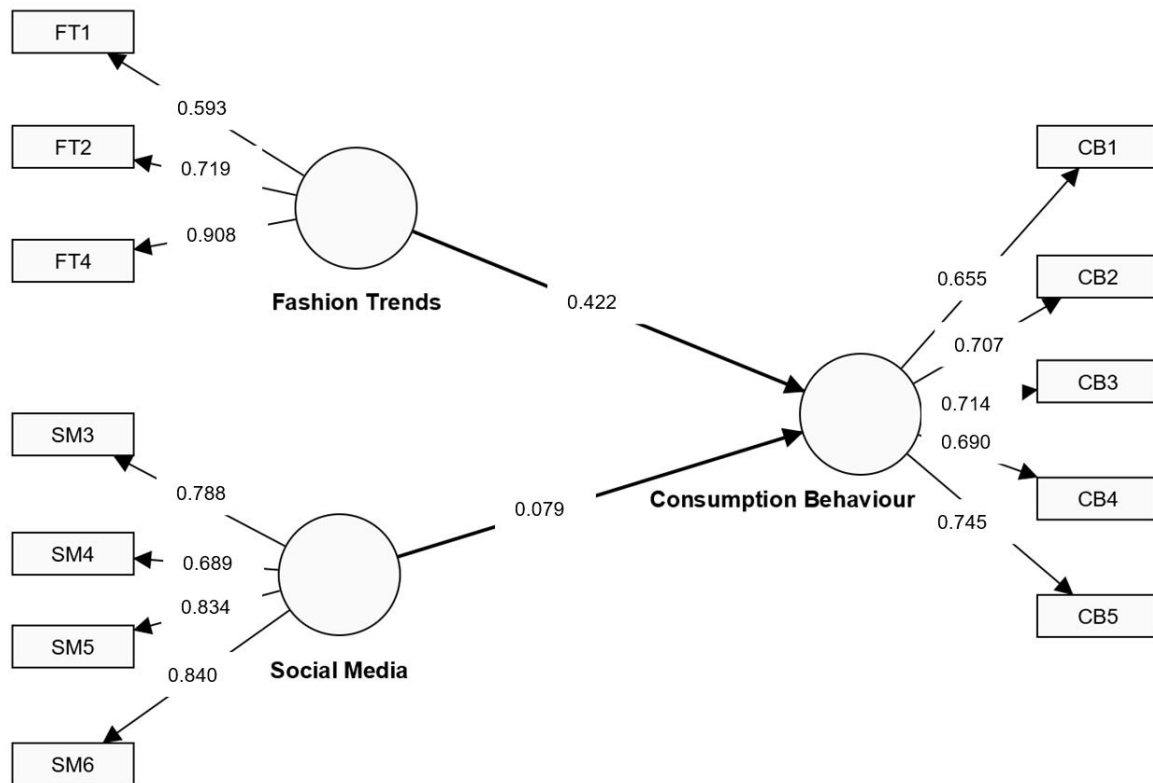
Figure 2. PLS-SEM Final Result Diagram

Based on the final model, the validity of the latent variables can be assessed by examining the AVE values. In order to establish a valid model, it is necessary for the AVE value of each construct to exceed 0.40. According to Fornell & Larcker (1981), if the AVE is less than 0.5, but close (i.e., greater than 0.4) and the Composite Reliability is greater than 0.6, the convergent validity of the construct can still be sufficient. As can be seen from Table 3, the AVE values for the consumption, social media, and fashion trend variables are 0.497, 0.625, and 0.564, respectively. This means that all variables meet the evaluation criteria, as their AVE coefficients are more than 0.40.

Table 3. Average Variance Extracted of Latent Variables

	AVE
Behavioural Consumptions (BC)	0.497
Social Media (SM)	0.625
Fashion Trends (FT)	0.564

In addition to assessing concept validity, reliability tests using Cronbach's alpha and composite reliability standards can also assess the practicality of measuring underlying variables. Variables can be deemed dependable if their Cronbach's alpha and composite reliability values are above 0.6 (Hair et al., 2014). According to Table 4, all variables have values that exceed 0.6. Therefore, we can infer the reliability of all the employed latent variables.

Table 4. Cronbach's Alpha and Composite Reliability of Latent Variables

	Cronbach's Alpha	Composite Reliability
Behavioural Consumptions (BC)	0.755	0.831
Social Media (SM)	0.817	0.869
Fashion Trends (FT)	0.676	0.790

Moreover, the R-square values obtained by the model can be used to monitor the results of testing the structural or inner model. Table 10 presents the R-Square analysis results. The R-square value is 0.222,

which corresponds to 22.2%. This indicates that 22.2% of the variability in consumption behavior constructs can be accounted for by the variability in fashion trends and social media constructs. Other variables not included in the model account for the remaining 77.8%.

Table 5. Structural Equation Estimation Results

	Original Sample	*Sample Mean*	*Standard Deviation*	*T-Statistics*	*p-values*
Fashion Trends → Behavioural Consumptions	0.422	0.429	0.122	3.460	0.001
Social Media → Behavioural Consumptions	0.079	0.121	0.125	0.629	0.530

The hypothesis testing results examining the influence of fashion trends and social media on the consumption behavior of Generation Z and Millennials are displayed in Table 5. The initial hypothesis examining the impact of fashion trends on the purchasing behavior of Gen Z and Millennials reveals a parameter coefficient value of 0.422, signifying a favorable influence of fashion trends on the consumption behavior of Gen Z and Millennials. Furthermore, the p-value of the fashion trend variable is found to be less than 0.05, suggesting that fashion trends have a significant impact on consumption behavior. We attribute the significant influence of the fashion trend variable on consumption behavior to the widespread phenomenon of fashion models, which profoundly impact consumption behavior. Generation Z and Millennials, two groups that always strive to present themselves attractively and assert their existence, tend to fulfill secondary needs and frequently follow fashion trends. Changes in fashion trends can trigger consumption impulses due to the desire to update clothing and styles in line with the latest fashion developments.

The research findings above corroborate the studies conducted by Arsita & Sanjaya (2021) and Haryanti & Nurdin (2021), which concluded that fashion trends exert a favorable and substantial influence on consumer behavior. This study identifies fashion trends as a determinant that can impact consumption behavior. The utilization of new fashion styles that are acceptable to the market can be employed as a tactic to influence consumer behavior. Furthermore, extensive approval from the majority of social groupings is a crucial determinant that greatly impacts fashion trends and consumer behavior.

The second hypothesis investigates the impact of social media on the consumption behavior of Generation Z and Millennials. The parameter coefficient value of 0.079 suggests a positive influence of social media on the consumption behavior of Generation Z and Millennials. Nevertheless, the p-value of the social media variable exceeds 0.05, suggesting that social media does not have a substantial impact on consumption behavior. The reason for this is likely due to the fact that the use of social media by the participants in this study does not strongly contribute to consumerist behavior. This finding can be understood because most respondents, especially Generation Z, dominated by student groups with limited financial resources, tend to use social media for social interaction and entertainment rather than for consumption or purchasing purposes.

Additionally, in the context of this study, social media may not directly impact consumption decisions because not all information or promotions seen on social media directly lead to purchasing actions. This finding corroborates the study conducted by Mustomi and Aprilia (2020), which demonstrated that social media has no impact on an individual's consumption behavior. This study refutes the conclusions of the research conducted by Tajuddien and Praditya (2022), which demonstrated that social media is a potent promotional platform capable of influencing an individual's consumption behavior.

4. CONCLUSION

This study reveals that fashion trends significantly influence consumption behaviour, whereas social media does not have a significant impact on consumption behaviour. These findings indicate that initiatives

targeting the reduction of consumerism's impact on society should emphasise tackling the influence of fashion trends on consumption behaviour. Considering the study's substantial impact on fashion trends, implementing strategies that focus on fostering sustainable consumption habits, such as advocating for long-lasting and durable fashion choices, could effectively reduce the adverse consequences of consumerism. Although social media has a minimal effect on consumption behaviour, promoting a culture of conscious consumption by utilising social media platforms for educational campaigns or community projects that prioritise responsible consumption has become increasingly important. Focusing on the specific factors that drive consumption is also crucial to optimising our efforts to mitigate the effects of consumerism.

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