

LIFESTYLE, FASHION TRENDS, AND SOCIAL MEDIA IN ONLINE FASHION PURCHASING DECISIONS

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ABSTRACT

Social media platforms, particularly TikTok, have reshaped how university students discover, evaluate, and purchase fashion products online, shifting consumption patterns from conventional retail toward trend- and influencer-driven digital shopping. Prior studies report inconsistent findings on whether lifestyle and fashion trends directly determine purchase decisions, suggesting that the mechanism connecting these variables may not be direct but channeled through another factor. This study examines the influence of lifestyle and fashion trends on online fashion purchase decisions, with social media use as a mediating variable, among students at the Faculty of Economics and Business, Islamic University of Lamongan (FEB UNISLA). A quantitative explanatory approach was applied to 150 purposively sampled respondents who had made an online fashion purchase through TikTok, with data analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The measurement model confirmed adequate validity and reliability for all constructs. Results show that lifestyle and fashion trends each have a positive and significant direct effect on purchase decisions and on social media use, social media use itself significantly affects purchase decisions, and social media significantly mediates both the lifestyle-purchase and fashion trend-purchase relationships. These findings extend the Theory of Planned Behavior to TikTok-based commerce and offer digital marketers empirical grounds for designing lifestyle- and trend-aligned social media strategies.

Keywords: Fashion Trends, Lifestyle, Online Purchase Decision, Social Media, TikTok.

A. INTRODUCTION

The advancement of digital technology has fundamentally altered consumer behavior, accelerating the shift from conventional retail transactions toward online shopping. Among the platforms driving this shift, TikTok stands out: originally a short-video entertainment application, it has evolved into an effective digital marketing channel through its TikTok Shop feature, allowing users to purchase products promoted by content creators, influencers, and brands within the same interface. Survey data reported by Yonatan (2025) indicate that Shopee remains the most frequently accessed marketplace among Indonesian internet users at 53.22 percent, while TikTok Shop ranks second at 27.37 percent, ahead of established platforms such as Tokopedia and Lazada. This positions TikTok Shop as a major channel through which social media content translates directly into purchasing behavior.

Among university students, TikTok usage has become part of daily life, extending beyond entertainment to include the discovery of fashion trends through influencer recommendations, content creators, and live-shopping features. This exposure changes how students make purchase decisions for fashion products, a category especially sensitive to trend and lifestyle cues. At the Faculty of Economics and Business, Islamic University of Lamongan (FEB UNISLA), many students are observed to wear modified hijabs, tops, and bottoms that closely mirror outfits popularized on TikTok, indicating that the platform actively shapes campus fashion behavior alongside, and sometimes in tension with, institutional dress norms.

Lifestyle is a key psychographic factor influencing consumption: it reflects how a person allocates time, money, interests, and opinions, and has been shown to shape brand preference, media use, and the way and place consumers choose to shop (Hikmawati et al., 2019). As lifestyles become more digitally oriented, students' search for and purchase of fashion products increasingly move online, reinforced by convenience, self-expression, and the pressure of continuously updated fashion norms (Rahmanisa & Mardhiyah, 2022).

Fashion trends themselves evolve continuously through social media exposure, with content such as outfit-of-the-day posts, fashion hauls, and influencer styling accelerating the diffusion of new looks (Winata et al., 2025). However, the empirical literature on how lifestyle and fashion trends translate into purchase decisions is not unanimous. Arshita and Sanjaya (2021) found that lifestyle positively and significantly affects purchase decisions, whereas Rahmah (2019) found no significant effect, arguing that consumers in that context prioritized product quality over lifestyle cues. A similar divide appears for fashion trends: Haryanti et al. (2020), Adriansyah and Gumilar (2024), and Arifatul (2025) report positive and significant effects, while Pera (2021) found no significant effect, since consumers weighed functional value and personal need above trend-following. This inconsistency suggests that the influence of lifestyle and fashion trends on purchase decisions may not be direct, but instead channeled through an intervening mechanism, social media use, which is where content exposure, peer influence, and shopping activity actually converge.

Building on this gap, the present study investigates the direct effects of lifestyle and fashion trends on online fashion purchase decisions and on social media use, the direct effect of social media use on purchase decisions, and, as the study's central contribution, the mediating role of social media use in the lifestyle-purchase and fashion trend-purchase relationships, using FEB UNISLA students who have purchased fashion products through TikTok as the research object.

B. LITERATURE STUDY

Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991) explains that behavior is driven by intention, which is in turn shaped by attitude toward the behavior, subjective norms, and perceived behavioral control. Purwanto et al. (2022) apply this framework to online consumer behavior, arguing that a positive attitude toward a shopping platform, social pressure from peers or influencers to follow a trend, and confidence in using the platform jointly form purchase intention. Within TikTok-based commerce, this framework is relevant because consumers are influenced not only by functional needs but also by visual content, trends, influencer recommendations, and platform convenience, making the theory a suitable lens for explaining how lifestyle and fashion trend exposure eventually convert into a purchase decision through the intervening channel of social media activity.

Lifestyle

Kotler and Keller (2022) define lifestyle as a person's pattern of living expressed through activities, interests, and opinions, representing the 'whole person' interacting with their environment. Complementing this classical activities-interests-opinions view, Hassan et al. (2017) propose an e-lifestyle construct, e-activity, e-interest, and e-opinion, that captures how internet- and technology-mediated behavior forms a digital extension of lifestyle. Comparing the two perspectives, the e-lifestyle framework is better suited to the present context because it explicitly measures the online dimension of consumption, which is the mechanism through which lifestyle connects to TikTok-based shopping.

Fashion Trend

Haryanta (2012) frames fashion trend as an unwritten social norm that binds individuals, as members of society, to follow prevailing modes of dress. Haq (2022) operationalizes the construct through three indicators, style, trend-following, and design, which emphasize the individual's active engagement with circulating fashion content rather than the norm itself. Read together, these sources confirm that fashion trend is both a social pressure and a personal engagement construct, reinforced by internet platforms that continuously surface new outfit inspiration and thereby shorten the trend cycle.

Purchase Decision

Kotler and Armstrong (2018) describe purchase decision as the stage in the buyer decision process at which the consumer actually buys the product, following need recognition, information search, and alternative evaluation, and followed by post-purchase evaluation. This study adopts the indicators of need recognition, purchase decision, and post-purchase decision consistent with Kotler and Keller (2022), which map cleanly onto the TikTok shopping journey from content exposure to in-app checkout.

Social Media

Social media is defined as internet-based applications built on Web 2.0 technology that enable the creation and exchange of user-generated content, used by communities to share information, knowledge, and opinions (Khatib, 2016). Khatib (2016) identifies four indicators, context, communication, collaboration, and connection, which this study adopts because they capture both the content quality dimension (context, communication) and the relational dimension (collaboration with influencers, connection with sellers) that distinguish TikTok from purely informational media.

Previous Research and Hypothesis Development

Beyond the studies already noted, Aini and Andjarwati (2020) and Gunawan and Carissa (2021) confirm that lifestyle significantly shapes purchase and consumptive behavior, while Fatmawati (2020) and Hartiningsih et al. (2021) show that a consumptive, digitally engaged lifestyle drives more intensive social media use. On the fashion trend side, Safitri et al. (2025) find that social media is the primary channel through which fashion trends reach consumers, and Ummah and Rahayu (2020) show that shopping lifestyle and social media exposure jointly drive fashion purchases. Building on the Theory of Planned Behavior and this body of evidence, seven hypotheses are proposed: lifestyle positively and significantly affects purchase decisions (H1); fashion trend positively and significantly affects purchase decisions (H2); lifestyle positively and significantly affects social media use (H3); fashion trend positively and significantly affects social media use (H4); social media use positively and significantly affects purchase decisions (H5); social media mediates the effect of lifestyle on purchase decisions (H6); and social media mediates the effect of fashion trend on purchase decisions (H7).

C. RESEARCH METHOD

This study applies a quantitative explanatory research design intended to test hypothesized causal relationships among four variables: lifestyle (X1) and fashion trend (X2) as exogenous variables, social media use (Z) as a mediating variable, and online purchase decision (Y) as the endogenous variable. The population consists of 427 FEB UNISLA students who had made a purchase through TikTok Shop. Following the sample-size guideline of Hair et al. (2021), which recommends multiplying the number of indicators by five to ten, the 15 measurement indicators used in this study yielded a target sample of 150 respondents (15×10).

A non-probability, purposive sampling technique was used because the full population of TikTok-using students could not be exhaustively identified. Eligible respondents were active FEB UNISLA students aged 19–25 years who used TikTok at least once a week and had purchased an online fashion product (clothing, footwear, bags, or accessories) at least once in the preceding 12 months. An online questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) was distributed via a Google Form link shared through WhatsApp; 300 links were distributed, of which 150 valid responses were retained for analysis.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3, following the two-stage evaluation procedure recommended by Hair et al. (2017, 2021). The outer (measurement) model was assessed through convergent validity (outer loading > 0.70 and average variance extracted, AVE, > 0.50), discriminant validity (cross-loadings), and reliability (composite reliability and Cronbach's alpha > 0.70). The inner (structural) model was assessed through the coefficient of determination (R^2), path coefficients evaluated through bootstrapping (significant when t-statistics > 1.65 and p-value < 0.05), and specific indirect effects to test the mediating role of social media use, using the same significance thresholds.

D. RESULTS AND DISCUSSION

Respondent Profile

Of the 150 valid respondents, 71.33 percent (107) were female and 28.67 percent (43) were male. The majority, 56.67 percent (85), were aged 22–24 years, followed by 34.67 percent (52) aged 19–21 and 8.67 percent (13) aged 25. Respondents were predominantly enrolled in the Management study program (63.3 percent, 95 students), with the remainder from Accounting (36.7 percent, 55 students). This profile is consistent with the target population of digitally active Generation Z students who are frequent TikTok users.

Measurement Model (Outer Model)

Convergent validity was confirmed for all four constructs. Outer loadings for the lifestyle indicators ranged from 0.789 to 0.866 (AVE = 0.669), fashion trend indicators ranged from 0.741 to 0.825 (AVE = 0.689), purchase decision indicators ranged from 0.764 to 0.878 (AVE = 0.641), and social media indicators ranged from 0.747 to 0.834 (AVE = 0.637), all exceeding the 0.70 loading and 0.50 AVE thresholds. Cross-loading analysis further confirmed discriminant validity, as every indicator loaded highest on its intended construct. Reliability was likewise well supported: composite reliability ranged from 0.913 to 0.935 and Cronbach's alpha ranged from 0.886 to 0.920 across all constructs, both comfortably above the 0.70 threshold (Table 1).

Table 1.
Convergent Validity and Reliability

Variable	Loading Range	AVE	Composite Reliability	Cronbach's Alpha	Result
Lifestyle (X1)	0.789–0.866	0.669	0.924	0.901	Valid & Reliable
Fashion Trend (X2)	0.741–0.825	0.689	0.913	0.886	Valid & Reliable
Purchase Decision (Y)	0.764–0.878	0.641	0.917	0.886	Valid & Reliable
Social Media (Z)	0.747–0.834	0.637	0.935	0.920	Valid & Reliable

Source: Authors' own research results. (2026)

Structural Model (Inner Model)

The R-square value for social media use was 0.615, indicating that lifestyle and fashion trend jointly explain 61.5 percent of the variance in social media use. The R-square value for purchase decision was 0.584, indicating that lifestyle, fashion trend, and social media use jointly explain 58.4 percent of the variance in purchase decision, with the remainder attributable to factors outside the model, such as price, product quality, or brand image (Table 2).

Table 2.
Coefficient of Determination (R-Square)

Endogenous Variable	R Square	R Square Adjusted
Social Media (Z)	0.615	0.609
Purchase Decision (Y)	0.584	0.576

Source: Authors' own research results. (2026)

Hypothesis Testing (Direct Effects)

All five direct-effect paths were positive and statistically significant (t-statistics > 1.65; p-value < 0.05), as shown in Table 3.

Table 3.
Path Coefficients and Hypothesis Testing

Relationship	Coefficient	t-statistics	p-value	Result
Lifestyle → Purchase Decision (H1)	0.401	6.310	0.000	Supported
Fashion Trend → Purchase Decision (H2)	0.214	3.238	0.001	Supported
Lifestyle → Social Media (H3)	0.459	8.096	0.000	Supported
Fashion Trend → Social Media (H4)	0.585	11.928	0.000	Supported
Social Media → Purchase Decision (H5)	0.345	4.022	0.000	Supported

Source: Authors' own research results. (2026)

Mediation Testing (Indirect Effects)

Table 4 presents the specific indirect effects, both of which were positive and statistically significant, confirming that social media use partially mediates the effect of lifestyle and fashion trend on purchase decisions. Since the direct effects of lifestyle and fashion trend on purchase decision (H1, H2) remain significant alongside these significant indirect effects, the mediation is classified as partial

rather than full, following the criterion of Baron and Kenny (1986) as applied by Muhtarom et al. (2022).

Table 4.
Specific Indirect Effects

Relationship	Coefficient	t-statistics	p-value	Result
Lifestyle → Social Media → Purchase Decision (H6)	0.158	3.456	0.001	Supported
Fashion Trend → Social Media → Purchase Decision (H7)	0.201	3.783	0.000	Supported

Source: Authors' own research results.

Discussion

Lifestyle was found to have the strongest direct effect on purchase decisions among the exogenous variables ($\beta = 0.401$), supporting H1 and aligning with Arshita and Sanjaya (2021) and Aini and Andjarwati (2020), who likewise found lifestyle to be a significant driver of fashion purchase decisions. This contrasts with Rahmah (2019), who found no significant lifestyle effect; the difference is plausibly explained by platform context, TikTok's algorithm-driven, highly personalized feed makes lifestyle-congruent products more visible and psychologically proximate than in the general retail setting Rahmah studied, strengthening the lifestyle-purchase link specifically in social-commerce settings.

Fashion trend also significantly predicted purchase decisions (H2 supported, $\beta = 0.214$), consistent with Haryanti et al. (2020) and Adriansyah and Gumilar (2024), though its effect was comparatively smaller than lifestyle's. This is consistent with Pera (2021), whose null result reflects consumers who prioritize functional value over trend-following; the present study's smaller-but-significant coefficient suggests trend-following operates as a real but secondary driver relative to lifestyle among FEB UNISLA students.

Both lifestyle (H3, $\beta = 0.459$) and fashion trend (H4, $\beta = 0.585$) significantly increased social media use, with fashion trend showing the stronger effect, consistent with Safitri et al. (2025), who identify social media as the principal channel through which fashion trends circulate, more so than a general lifestyle orientation. Social media use, in turn, significantly predicted purchase decisions (H5, $\beta = 0.345$), corroborating Indriyani and Suri (2020) and Irawati et al. (2022), and confirming that TikTok functions not merely as an information source but as an active driver of the final purchase step.

The significant partial mediation results (H6, H7) indicate that social media use is not simply a parallel outcome of lifestyle and fashion trend but an active conduit that channels part of their influence toward the purchase decision. This is consistent with Ummah and Rahayu (2020) and extends the Theory of Planned Behavior (Ajzen, 1991; Purwanto et al., 2022) to TikTok-based commerce: exposure to lifestyle- and trend-congruent content on social media plausibly strengthens attitude and subjective norm formation, which then more directly translates into purchase intention and behavior than lifestyle or trend exposure alone. Because both direct and indirect paths remain significant, the findings collectively show that lifestyle and fashion trend influence purchase decisions

through two coexisting routes, a direct route and a social-media-mediated route, rather than through social media alone.

E. CONCLUSIONS

This study demonstrates that lifestyle and fashion trend each exert a positive and significant influence on online fashion purchase decisions among FEB UNISLA students, both directly and indirectly through social media use, which was confirmed as a significant partial mediator in both relationships. Social media use itself significantly predicts purchase decisions, underscoring TikTok's dual role as both a lifestyle- and trend-diffusion channel and an active point of conversion into actual buying behavior. Theoretically, the findings extend the Theory of Planned Behavior into TikTok-based social commerce, showing that psychographic factors translate into purchase behavior partly through platform-mediated exposure rather than through attitude and norms alone. Practically, fashion marketers and digital sellers on TikTok should align product content with the lifestyle cues and fast-moving trends most visible to their target segment, invest in influencer collaboration and trend-responsive content such as outfit hauls and live shopping, and treat social media engagement itself as a conversion lever rather than only a brand-awareness tool. This study is limited by its focus on three constructs, its single-faculty sample, and its reliance on self-reported questionnaire data, which may introduce response subjectivity; future research is encouraged to incorporate additional predictors such as price, product quality, or brand image, to extend the sample across faculties or universities, and to consider mixed-method designs for a deeper understanding of TikTok-driven fashion consumption.

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