

## The Effect of Utilitarian Value, Hedonic Value on Purchase Intention Through Attitude as a Moderating Variable (Case Study on Buttonscarve Consumers); a Conceptual Paper

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### ABSTRACT

The premium hijab industry in Indonesia is experiencing rapid growth, driven by changes in consumer preferences that not only consider functional values such as comfort, but also emotional values that provide satisfaction and pride. This study aims to analyze the effect of Utilitarian Value and Hedonic Value on Purchase Intention, with Attitude as a mediating variable for Buttonscarves consumers. Using quantitative methods through Partial Least Square (PLS) and Likert scale questionnaires, the results show that functional and emotional values have a significant effect in shaping positive attitudes that drive purchase intention for premium hijab. These findings provide strategic insights for companies in understanding the dynamics of consumer preferences.

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## **INTRODUCTION**

The Muslim fashion industry is currently one of the fastest growing sectors in the world, both in the global and domestic markets. This market not only covers the need to dress in accordance with Islamic principles, but has also begun to transform into a fashion trend that is in demand in many countries, even outside the Muslim population. As a country with a population of more than 282 million in the first semester of 2024, Indonesia has a strategic position in various economic, social, and cultural sectors (BPS, 2024). With 87.08% of the total population being Muslim, Indonesia is not only the country with the largest Muslim population in the world, but also the center of the development of products and services based on Islamic values. This provides a great opportunity for various industries to grow, including the halal and modest fashion industries that play an important role in the national economy. Islamic lifestyle is now not only viewed from a spiritual perspective (Alanadoly & Salem, 2022), but also as an expression of modernity that blends with the identity of Indonesian society. One of the tangible forms of this phenomenon is the increasing demand for Muslim clothing, especially hijab, which is not only a religious symbol, but also part of the fashion trend part of the lifestyle that reflects the growing personality, creativity and courage of Muslim women (Sahara. A. R et al., 2023).

Hijab generally refers to the garment or head covering used by Muslim women to cover their awrah in accordance with Islamic teachings. The term is derived from the Arabic hijab, which means "cover" or "barrier." In practice, hijab not only includes head coverings but also reflects the principle of dressing modestly and in accordance with religious values (Syahridawaty, 2020). The development of hijab style over the past few years has changed the negative perception of hijab. The development of hijab is currently reflected in various types of hijab, currently local hijab brands in Indonesia compete with each other in creating hijab designs that are in demand by the market (ITPC, 2023). This growth is strengthened by the increasing purchasing power of the public, product innovation by local designers, and technological support such as e-commerce and social media that allows product distribution to various regions, even to international markets. With a domestic hijab market value of Rp 91 trillion, it is no wonder that this industry has become one of the backbones of Indonesia's creative economy. One of them is premium hijab that has high quality, exclusive designs, and brands that have their own charm and are sold at prices, the price range starts from hundreds of thousands. There are brands that sell premium hijab such as Buttonscarve, Heaven lights, Ria Miranda, Dian Pelangi, Parte.co, and others.

The reasons why consumers choose premium hijab are due to various factors rooted in psychological, social, and economic aspects. This choice is not only driven by functional needs, but also by the emotional value, social identity, and perceived quality attached to the product (Jones et al., 2006). One of the premium hijab brands that has attracted attention is Buttonscarves, which is known for its exclusive design and product quality. Premium hijab products such as Buttonscarves are not only seen from practical functions such as

comfort and durability, but also provide emotional satisfaction that reflects lifestyle, social status, and pride for its users. This phenomenon shows a shift in consumer preferences that not only buy products out of necessity, but also to obtain emotional and symbolic experiences.

In marketing theory, Utilitarian Value is understood as the practical benefits that consumers get from goods, such as ease of use, comfort, and durability (Babin, B. J., Darden, W. R., & Griffin, 1994). On the other hand, hedonic value is related to the emotional satisfaction or positive experience experienced by consumers during their use of the product. (Hirschman, E. C., & Holbrook, 1982) These two types of value have a major impact on attitude towards an item. Therefore, based on the research background above, the purpose of this study focuses on knowing the effect of utilitarian value and hedonism value on purchase intention through attitude as a mediating variable (Case Study on Buttonscarve Consumers).

## **THEORETICAL REVIEW**

### ***Utilitarian Value***

Utilitarian value is a value that shows consumer interest in using a product based on the usefulness, nature, and practical functions of the product. Utilitarian value that is felt may also depend on certain consumption needs, where consumers are interested in using a product based on its usefulness, nature, and practical functions, this means that a product is purchased in a deliberate and efficient manner. Meanwhile, according to (Overby, J. and Lee, 2006) utilitarian value is defined as a comprehensive evaluation of the experience of the benefits obtained and the sacrifices made during a particular experience. Meanwhile, (Subagio, 2011) defines utilitarian value as a person's internal drive to assess motives in obtaining a quality product or service by considering the efficiency of time and effort.

### ***Hedonic Value***

Hedonic value can be defined as the motivation to seek pleasure, hedonic value reflects the values of the shopping experience which includes curiosity, pleasure, passion, and social experience. According to (Kester S. O., Ardvin, Y. T., 2022) hedonic value is something that strengthens the senses, emotions and ideals of consumers when buying a product. Furthermore (Bastin, 2010) defines hedonic value as a shopping experience that involves the need for pleasure, novelty, escape, and social interaction.

Hedonic value is the pursuit of personal pleasure and the way in which consumers fulfill it. Arnold and Reynolds (2003) identified different types of hedonic shopping impulses: shopping for adventure, satisfaction (pleasure), idea shopping (a way to ensure knowledge of emerging trends in the market), role (providing relief to others), value (the pleasure of finding discounts), and social (a means of getting along with others).

### ***Attitude***

Attitude is an invisible response that comes from a stimulus to a person's stimulus to an object or social situation, both positive and negative responses. Attitude describes a person's relatively consistent feelings, judgments, and tendencies towards an object or idea so that it puts a person in a frame of mind to like or dislike an object (Kotler, 2008). According to (Ajzen, 2020) in the Theory of Planned Behavior (TPB), attitude is a person's predisposition to act based on the evaluation they have of an object.

### ***Purchase Intention***

Purchase intention is a type of decision making that studies the reasons for buying a particular brand by consumers (Shah, et al., 2012). Purchase intention can be interpreted as a person's mind to buy a certain item. In addition, purchase intention is also a combination of thoughts and consumer interest in a product so that they have the opportunity to purchase the product. Purchase Intention is the possibility that consumers will buy a product or service. An increase in purchase intention means an increase in the possibility of purchasing a product or service. (Schiffman,2007) states that Purchase Intention is a psychological activity that arises because of feelings and thoughts about a desired good or service. If someone has high motivation for a particular object, then he will be encouraged to behave towards the product. Conversely, if the motivation is low, then he will try to avoid the object in question. (Kotler, 2016) states that Purchase Intention is the behavior of consumers who have the desire to choose and buy a product based on experience in choosing a product and using the product.

### ***Conceptual Framework Development***

#### ***The Effect of Utilitarian Value on Purchase Intention***

Utilitarian Value focuses on the practical usefulness and benefits of products that consumers feel, such as convenience and efficiency. Research on the relationship between Utilitarian Value and purchase intention has been conducted by (Nurpadilah et al., 2024) and (Wardah et al., 2023). The results of this study indicate that the Utilitarian Value variable has a positive and significant effect on purchase intention.

H1: Utilitarian Value has a positive influence on purchase intention

#### ***The Effect of Utilitarian Value on Purchase Intention***

Hedonic value reflects emotional satisfaction, such as the pleasure and pride that consumers get when buying a product. Research on the relationship between hedonic value and purchase intention has been conducted by (Febriyanti & Irmawati, 2024) (Redda, 2020). The results of this study indicate that the hedonic value variable has a positive and significant effect on purchase intention.

H2: Hedonism Value has a positive influence on purchase intention

*The effect of Utilitarian Value on Purchase Intention through Attitude as a Moderating Variable*

Attitude as an evaluation of attitude towards a product plays an important role as a mediating variable. Research on the relationship between utilitarian value on purchase intention through attitude as moderating has been conducted by (Riptiono & Putra, 2024) (Nida & Sumadi, 2023) The results of this study indicate that the hedonism value variable has a positive and significant effect on purchase intention.

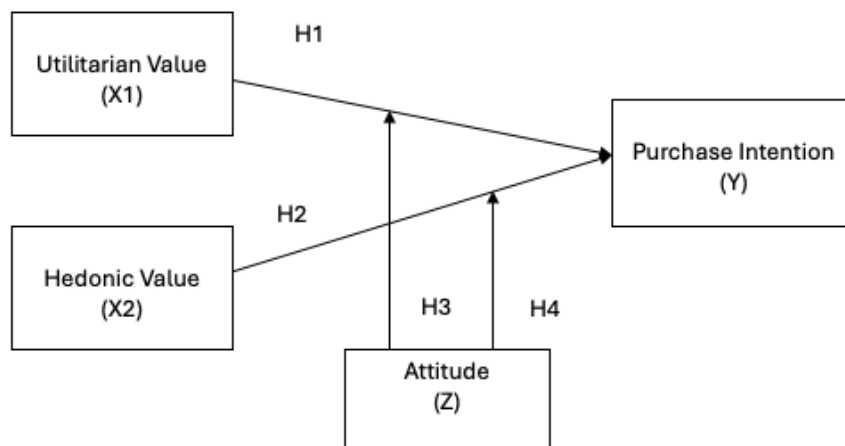
H3: attitude moderates the effect of utilitarian value, hedonic value on purchase intention

*The effect of Hedonic Value on Purchase Intention through Attitude as an Moderating*

Research on the relationship between hedonic value and purchase intention through attitude as mediation has been conducted by (Riptiono & Putra, 2024) The results of this study indicate that the hedonism value variable has a positive and significant effect on purchase intention.

H4: attitude moderates the effect of hedonic value on purchase intention

Based on previous research findings and formulated hypotheses, a research model was developed as depicted below:



**Figure 1. Conceptual Framework**

**RESEARCH METHODOLOGY**

The population in this study came from the total population in Bandung City, which amounted to 2,693,500 people. The sample was selected from the population and chosen to participate in the study. The researcher used a non-probability sampling technique in this study, which is a sampling technique that does not allow the population to have an equal chance of being selected as a sample. In addition, the use of non-probability sampling techniques aims to show the relationship between variables in the study. The researcher intentionally selects a sample that is representative of the study (i.e., purposive

sampling) to ensure that the sample is representative of the population. In this study, quantitative analysis was conducted after data from respondents was collected, data was obtained through questionnaires distributed through Google Forms.

The measurement scale used in this study is a Likert scale with alternative answer choices 1 to 5. This study uses Partial Least Square (PLS) which is one of the SEM (Structural Equation Modeling) statistical methods which aims to test the predictive relationship between constructs by seeing if there is a relationship or influence of these constructs.

## **RESULTS**

The rapid advancement of technology has significantly affected consumer purchasing behavior, especially in the premium hijab industry. The emergence of digital and e-commerce platforms has made it easier for consumers to access a wide range of products, which influences their purchasing decisions based on practical benefits and emotional satisfaction. The results of this study highlight some key aspects of consumer behavior related to Utilitarian and Hedonic Values, as well as the mediating role of Attitude in Purchase Intention among Buttons-carves consumers.

The role of Utilitarian Value in influencing Purchase Intention aligns with research by (Nurpadilah et al. 2024) and (Wardah et al. 2023), which emphasize the importance of product functionality in consumer decision-making. The analysis shows that Utilitarian Values play an important role in shaping consumers Purchase Intentions. Consumers who prioritize aspects such as product quality, comfort, durability, and practicality tend to have a higher propensity to purchase premium hijab. This is in line with previous research which shows that consumers perceive high-value products as long-term investments, leading to stronger purchase commitments.

This study found that Hedonic Value also has a strong positive influence on Purchase Intention. Consumers are attracted to products that provide elements of pleasure, exclusivity, and emotional satisfaction. The unique and aesthetic design of premium hijab contributes significantly to its appeal, making consumers more likely to buy it even though its functional aspects are secondary. The significant impact of Hedonic Value corresponds with findings from (Febriyanti & Irmawati (2024) and (Redda 2020), reinforcing the idea that emotional fulfillment plays a vital role in purchasing behavior.

Attitude serves as an important link between Utilitarian and Hedonic Value and Purchase Intention. Consumers who develop favorable perceptions of a brand or product are more likely to convert their preferences into actual purchases. This study confirms that positive attitude enhances the influence of utilitarian and hedonic considerations, making consumers more receptive to premium hijab products. The mediating function of Attitude is supported by studies conducted by (Riptiono & Putra 2024) and (Nida & Sumadi 2023), highlighting the importance of brand perception in enhancing Purchase Intention.

## DISCUSSION

The results of this study provide valuable insights into consumer behavior in the premium hijab market, particularly regarding the influence of utilitarian and hedonic values on purchase intention. The findings highlight the importance of understanding consumer motivations beyond product functionality, as emotional and psychological factors also play an important role in purchase decisions. The strong impact of utilitarian value on purchase intention confirms that consumers perceive premium headscarves as high quality products that offer tangible benefits. This is in line with previous studies showing that consumers are willing to invest in products that ensure durability, comfort and practicality. Therefore, brands should continue to emphasize product quality as a core competitive advantage. (Puspitasari et al., 2023)

In contrast, the significant effect of hedonic value indicates the growing importance of emotional fulfillment in consumer purchasing behavior. Many consumers are attracted to exclusive and aesthetically appealing headscarves, reinforcing the role of brand image in shaping purchase decisions. This supports previous findings that consumers often make purchases based on the pleasure and self-expression that a product provides, rather than purely functional benefits (Nny et al., 2024)

The mediating role of attitude further underscores the importance of brand perception and consumer trust in influencing purchase intention. A positive attitude toward a brand increases the likelihood of purchase, as consumers who associate a brand with positive experiences and emotions are more likely to make repeat purchases. These findings suggest that companies should invest in brand-building efforts such as storytelling, influencer collaboration and community engagement to strengthen consumer perceptions.

The results of this study are also consistent with previous literature, which supports the idea that utility and hedonic factors contribute significantly to purchase decisions. However, it also highlights the need for a balanced marketing approach, as overemphasizing one dimension of value may lead to missed opportunities in targeting different consumer segments.

## CONCLUSIONS

The Muslim fashion industry, especially hijab, is experiencing significant growth in both domestic and global markets. As a country with the largest Muslim population in the world Indonesia has a strategic role in the development of this industry. The hijab is now seen not only as a religious symbol, but also as part of today's fashion and lifestyle trends that reflect the identity, creativity, and courage of Muslim women. This phenomenon creates demand for premium hijab products such as Buttoncarves. Buttoncarves is known for its unique design, high quality, and emotional appeal that increases user pride. The shift in consumer preferences towards premium hijab shows that purchasing decisions are not only based on functional or utilitarian values such as product comfort and durability, but also on emotional satisfaction and hedonism values related to emotional satisfaction and positive experiences.

These values play an important role in shaping consumers' positive attitudes towards the product and in turn encourage purchase interest.

Therefore, this study aims to determine the effect of Utilitarian Value and Hedonism Value on purchase intention by using attitude as a mediating variable case study consumers. This research is expected to provide a deeper understanding of the dynamics of consumer preferences in the premium hijab industry and inform the strategies that companies should use to understand consumers.

### **FURTHER STUDY**

Future research can explore factors like brand trust, social influence, and digital marketing in shaping consumer attitudes toward premium hijabs. Comparative studies across demographics and markets can refine targeting strategies, while longitudinal research can track evolving preferences. Additionally, qualitative methods like interviews can provide deeper insights into emotional and personal motivations behind purchasing decisions.

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