

How Gen Z's Interest in Hijab Fashion, Shaped Through Brand Engagement and Content Marketing

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ABSTRACT

The rapid advancement of digital technology has transformed consumer behaviour in seeking information and making purchasing decisions, particularly among Generation Z, who are highly adaptive to digital media. In the omnichannel business environment, content marketing has become an important strategy for establishing relationships with consumers by delivering valuable, relevant, and consistent content across multiple platforms. This study aims to examine the effect of content marketing on purchase intention through brand engagement among Generation Z consumers of Molina Hijab products. A quantitative research approach was employed using a survey method involving 160 Generation Z respondents who were familiar with or had interacted with Molina Hijab products. Respondents were selected using purposive sampling. Data were analysed using Structural Equation Modelling (SEM) with AMOS 22. The results indicate that brand engagement was found to mediate the relationship between content marketing and purchase intention. The coefficient of determination indicates that content marketing explains 95.8% of the variance in brand engagement, while content marketing and brand engagement jointly explain 92.1% of the variance in purchase intention. These findings suggest that an integrated content marketing strategy within an omnichannel marketing system effectively strengthens consumers' emotional engagement with the brand, thereby increasing purchase intention among Generation Z consumers. The study contributes to the growing literature on digital marketing by highlighting the mediating role of brand engagement in the relationship between content marketing and purchase intention within the context of the Muslim fashion industry.

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1. INTRODUCTION

Advances in digital technology and the increasingly widespread use of social media have transformed consumer behavior—from seeking information and interacting with others to making purchasing decisions regarding fashion products. Generation Z, as a consumer group born and raised in the digital age, relies heavily on social media as a source of information and a lifestyle reference—including when selecting Muslim fashion products such as the hijab. This trend is driving fashion businesses to leverage social media as an effective marketing tool through content marketing strategies that build emotional connections with consumers. (Kotler et al., 2016).

Content marketing is a marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a target audience (Pulizzi & Piper, 2023). In the context of digital marketing, high-quality content that is visually appealing, informative, authentic, and relevant can increase consumer engagement with a brand. This engagement is known as brand engagement, which refers to the level of cognitive, emotional, and behavioral attachment consumers have toward a brand (Schivinski & Dabrowski, 2016).

The growing use of social media in the fashion industry shows that consumers care not only about product quality but also about the interactive experience created through digital content (Vo Minh et al., 2022). Gen Z consumers tend to be more easily drawn to brands that actively engage with them through creative and interactive content on social media. Previous research has shown that content marketing has a positive impact on brand engagement and consumer purchase intent in digital marketing (Hollebeek, 2011; Sudirman, 2024). In addition, high

brand engagement can drive purchasing interest because consumers feel an emotional connection to the brands, they follow (Goyal & Verma, 2024).

Research on hijab fashion still has many aspects that require further study and in-depth analysis; furthermore, Gen Z's relationship with the hijab in today's era has its own unique characteristics that are worth noting as a contemporary consumer behaviour in the fields of marketing and business management.

Molina Hijab, as one of the Muslim fashion brands, uses social media to reach female consumers ranging from teenagers to college students. The increasingly competitive hijab fashion industry requires brands to create content that is not only appealing but also capable of boosting consumer interaction and engagement. Therefore, this study was conducted to analyze the impact of content marketing on brand engagement and the impact of brand engagement on purchase intent among Generation Z social media users regarding Molina Hijab products.

This study involved 200 female Generation Z respondents in high school and college. The findings are expected to contribute theoretically to the development of digital marketing research and provide practical insights for Muslim fashion businesses in developing effective social media-based marketing strategies. (Hollebeek, 2011; Kotler et al., 2016; Pulizzi & Piper, 2023).

2. METHODS

This study employs a quantitative approach using descriptive methods. The quantitative approach was chosen because the study aims to examine measurable relationships between variables through the processing of numerical data and statistical analysis. Descriptive methods were used to describe the consumer behaviour of Generation Z toward hijab

fashion brands on social media, specifically regarding the influence of content marketing on brand engagement and its implications for consumer purchase intent.

2.1 Research Methodology

The data analysis technique used in this study was Structural Equation Modelling (SEM) with the aid of IBM SPSS AMOS version 22 software. SEM was chosen because this method is capable of simultaneously analysing causal relationships among latent variables and testing measurement models and structural models in a single integrated analysis. The analysis stages included tests of construct validity and reliability, goodness-of-fit tests, and hypothesis testing of the relationships among the study variables.

2.2 Respondent

The population in this study consists of female social media users who belong to Generation Z and are interested in hijab fashion products, specifically Molina Hijab. The sampling technique used was purposive sampling, which involves selecting a sample based on specific criteria tailored to the research objectives. The criteria for respondents in this study included: (1) female, (2) within the Generation Z age range—from high school students to college students, and (3) active social media users who had seen content related to Molina Hijab fashion products. Based on these criteria, a total of 160 respondents were identified as meeting the study's criteria.

2.3 Research Location and Time

The research was conducted on-site in the vicinity of the Grand Mosque of Tasikmalaya City, the Bakti Tunas Husada University campus, the Kahuripan neighbourhood, and other randomly selected areas of Tasikmalaya City. The

research was conducted between December 2025 and January 2026.

2.4. Data Types

The data used in this study was collected through face-to-face questionnaires completed by the respondents and therefore falls under the category of primary data.

3. Results of the Discussion

3.1 Data Normality Test

Based on the results of the Assessment of Normality, it was found that all indicators had a critical ratio (CR) for skewness below ± 5.81 . The multivariate kurtosis value of 17.835 with a CR of 4.995 indicates that the data do not fully satisfy the assumption of multivariate normality.

Tabel 1 Assessment of Normality

Variable	min	max	skew	c.r.
PI_5	1,000	5,000	-,948	- 4,897
PI_4	1,000	5,000	- 1,097	- 5,664
PI_3	1,000	5,000	-,874	- 4,514
PI_2	1,000	5,000	-,895	- 4,622
PI_1	1,000	5,000	-,539	- 2,786
BE_1	1,000	5,000	-,958	- 4,947
BE_2	1,000	5,000	- 1,050	- 5,425
BE_3	1,000	5,000	-,886	- 4,573
BE_4	1,000	5,000	-,934	- 4,822
BE_5	1,000	5,000	-,449	- 2,316
CM_5	1,000	5,000	-,671	- 3,465
CM_4	1,000	5,000	-,916	- 4,733

CM_3	1,000	5,000	-,870	- 4,493
CM_2	1,000	5,000	1,126	- 5,814
CM_1	1,000	5,000	-,395	- 2,041

This situation is commonly encountered in studies that use a Likert scale and have more than 150 respondents. For this reason, the maximum likelihood estimate can still be used because it is relatively robust to non-extreme deviations from normality.

In addition, the Mahalanobis Distance indicates that there are several observations with low probability values. However, their number is relatively small and they do not dominate the overall sample, so no data were removed.

3.2 Goodness of Fit Model

The results of the Goodness-of-Fit test are as follows:

Table 2 Goodness of Fit

Indicator	Result	Criterion	Interpretation
Chi-square	161.136	Smaller is better	Not yet optimal
Probability	0.000	≥ 0.05	Does not meet criterion
GFI	0.886	≥ 0.90	Marginal Fit
AGFI	0.845	≥ 0.90	Marginal Fit
RMSEA	0.072	≤ 0.08	Good Fit
TLI	0.909	≥ 0.90	Good Fit
NFI	0.849	≥ 0.90	Marginal Fit
CFI	0.924	≥ 0.90	Good Fit

Source: AMOS Data Analysis, 2026

Overall, the model has not achieved a perfect fit, but it falls within the "acceptable fit" category, as the three primary indices (RMSEA, TLI, and CFI) meet

the recommended criteria for SEM analysis. Therefore, the model is deemed suitable for testing hypotheses. (Ghazali, 2011).

3.3 Results of the Measurement Model Testing

All indicators had loading factors above 0.60, except for indicator PI5, which had a value of 0.549 but was still considered acceptable for exploratory research. The highest loading factor was found for indicator CM2 (0.764), while the lowest was for PI5 (0.549). Thus, all indicators were deemed capable of representing their respective latent constructs.

Tabel 3 Standardized Regression Weights

	Estimate
<i>Brand_Engagement</i> <-- <i>Content_Marketing</i>	,979
<i>Purchase_Intention</i> <-- <i>Brand_Engagement</i>	,960
CM_1 <-- <i>Content_Marketing</i>	,692
CM_2 <-- <i>Content_Marketing</i>	,764
CM_3 <-- <i>Content_Marketing</i>	,740
CM_4 <-- <i>Content_Marketing</i>	,705
CM_5 <-- <i>Content_Marketing</i>	,655
BE_5 <-- <i>Brand_Engagement</i>	,641
BE_4 <-- <i>Brand_Engagement</i>	,621
BE_3 <-- <i>Brand_Engagement</i>	,623
BE_2 <-- <i>Brand_Engagement</i>	,692

BE_1 <---	Brand_Engagement	,613
PI_1 <---	Purchase_Intention	,711
PI_2 <---	Purchase_Intention	,634
PI_3 <---	Purchase_Intention	,628
PI_4 <---	Purchase_Intention	,670
PI_5 <---	Purchase_Intention	,549

Source: AMOS Data Analysis, 2026

3.4 Hypothesis Testing Results

Relations	Estimate	CR	P	Decision
Content Marketing → Brand Engagement	0,995	7,328	<0,001	Accepted
Brand Engagement → Purchase Intention	1,058	7,443	<0,001	Accepted

Source: AMOS Data Analysis, 2026

The results indicate that all research hypotheses are accepted. (M. Byrne, 2010)

3.5 Discussion

a) The Impact of Content Marketing on Brand Engagement

The results of the study found that content marketing has a positive and significant effect on brand engagement, with a standard coefficient of 0.979 (Table 3). This indicates that the higher the quality of the marketing content delivered by Molina Hijab through various marketing communication channels, the higher the level of Gen Z consumer engagement with the brand.

These findings are relevant to the characteristics of Generation Z, which consumes digital content at a high rate. Unlike previous generations, Generation Z tends

not only to receive product information but also to evaluate the creativity, authenticity, relevance, and entertainment value of content before forming an emotional connection with a brand (Leo & Berlianto, 2026; Wijaya & Susilawaty, 2023; Zeqiri et al., 2025). As Molina Hijab is marketed through an omnichannel approach, consumers enjoy a consistent experience across TikTok, Instagram, online marketplaces, the website, and physical stores. This consistency in the experience enhances Generation Z's engagement with the brand.

Marketing experts such as Pulizzi, Kotler, and Keller state that content marketing is one of the key strategies for building long-term relationships between companies and their consumers. This is consistent with research conducted by (Godey et al., 2016; Kim & Ko, 2012; Reitsamer et al., 2026)

b) The Effect of Brand Engagement on Purchase Intention

Brand Engagement was found to have a positive and significant effect on Purchase Intention, with a standard coefficient of 0.960 (Table 3). This finding indicates that the higher the level of consumer engagement with the Molina Hijab brand, the greater their intention to make a purchase. For Gen Z consumers, brand engagement is not only manifested through purchasing activities but also through interactions such as leaving comments, sharing content, following social media accounts, and participating in community activities. (Zeqiri et al.,

2025). These activities strengthen the psychological connection with the brand, thereby increasing purchase intent.

In the context of omnichannel retailing, a positive experience a consumer has on one channel helps reinforce their perception of other channels. For example, a consumer who first discovers a product on TikTok may continue researching it on a marketplace and then make a purchase at a physical store—or vice versa. It is this cross-channel integration that strengthens the relationship between brand engagement and purchase intention.

These results are consistent with a study conducted by Goyal & Verma, which states that Brand Engan (Goyal & Verma, 2024; Ortiz et al., 2023)

c) **The Role of Brand Engagement in Mediation**

The path coefficient values indicate that Content Marketing has a very strong influence on Brand Engagement, while Brand Engagement has a very strong influence on Purchase Intention. Furthermore, the model explains 95.8% of the variation in Brand Engagement ($R^2 = 0.958$) and 92.1% of the variation in Purchase Intention ($R^2 = 0.921$).

This indicates that brand engagement serves as a key mechanism that explains how content marketing is able to increase purchase intention. In other words, content marketing not only provides product information but also builds an emotional connection between consumers and the brand. This emotional connection, in turn,

drives the formation of purchase intention.

This finding is consistent with the results of a study conducted by Hera Anam et al. (2023)

For companies that have adopted an omnichannel approach, such as Molina Hijab, these results show that the success of a digital marketing strategy depends not only on the volume of content published, but also on the content's ability to generate engagement, participation, and consistently positive experiences across all marketing channels.

4. Conclusions and Recommendations

4.1 Conclusion

Based on the results of the study, the following conclusions can be drawn:

- a) Content marketing has a positive and significant impact on Generation Z consumers' brand engagement with Molina Hijab products. This means that the higher the quality of the content marketing delivered by the company, the higher the level of consumer engagement with the brand.
- b) Brand engagement has a positive and significant effect on purchase intention. Consumers who have a strong emotional connection to a brand and interact with it frequently tend to have a stronger purchase intention.
- c) Brand Engagement acts as a mediating variable in the relationship between Content Marketing and Purchase Intention. This indicates that the influence of Content Marketing on purchase intention occurs not only directly through the delivery of information, but also through the formation of an emotional

d) connection between consumers and the brand.

4.2 Recommendations

The research findings indicate that Molina Hijab needs to focus its marketing strategy on creating content that is educational, authentic, interactive, and relevant to the Generation Z lifestyle. Additionally, as a company that implements an omnichannel strategy, consistency in messaging and customer experience across all touchpoints (social media, marketplaces, the website, and physical stores) is a key factor in building brand engagement, which ultimately increases purchase intention.

This study found that content marketing continues to influence consumers' purchase intentions, even through brand engagement; therefore, the content marketing created by companies can strengthen the connection between the brand and consumers.

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