

The Effect of Gender Perception and Lifestyle on Purchase Decisions of NAYME.IDN Consumers

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Abstract: *The fashion industry is strongly influenced by lifestyle trends and changing consumer identity, especially among Generation Z. NAYME.IDN experienced fluctuating sales from October 2024 to September 2025 and an increase in male consumers, although the brand was initially positioned for female consumers. This study aims to describe gender perception, lifestyle, and purchase decisions, and to analyze the effect of gender perception and lifestyle on purchase decisions for NAYME.IDN products. This study used a quantitative method with a descriptive-verificative approach. Data were collected through a structured questionnaire using a five-point Likert scale. The sample consisted of 35 Generation Z consumers who had purchased NAYME.IDN products through online or offline channels. Data were analyzed using descriptive statistics, classical assumption tests, multiple linear regression, coefficient of determination, t-test, and F-test. The results show that gender perception, lifestyle, and purchase decision are in the high category. Gender perception has no significant partial effect on purchase decision, while lifestyle has a positive and significant effect. Simultaneously, gender perception and lifestyle significantly affect purchase decision, with an R^2 value of 0.502. These findings indicate that lifestyle is a more dominant factor in shaping purchase decisions for NAYME.IDN products.*

INTRODUCTION

The fashion industry is one of the most dynamic sectors because it responds quickly to changes in consumer lifestyle trends. At the global level, The State of Fashion report by McKinsey (2024) states that more than 60% of consumers change their fashion purchasing preferences according to lifestyle trends. A similar pattern also appears in Indonesia, especially among Generation Z consumers, who place fashion as part of self-expression and social identity. Previous studies show that fashion represents lifestyle and personality among female Generation Z consumers, while male Generation Z consumers are increasingly active in building self-image

through fashion products (Prayogo & Fitria, 2023; Putri & Santoso, 2022). This condition indicates that interest in fashion has increasingly moved beyond traditional gender boundaries.

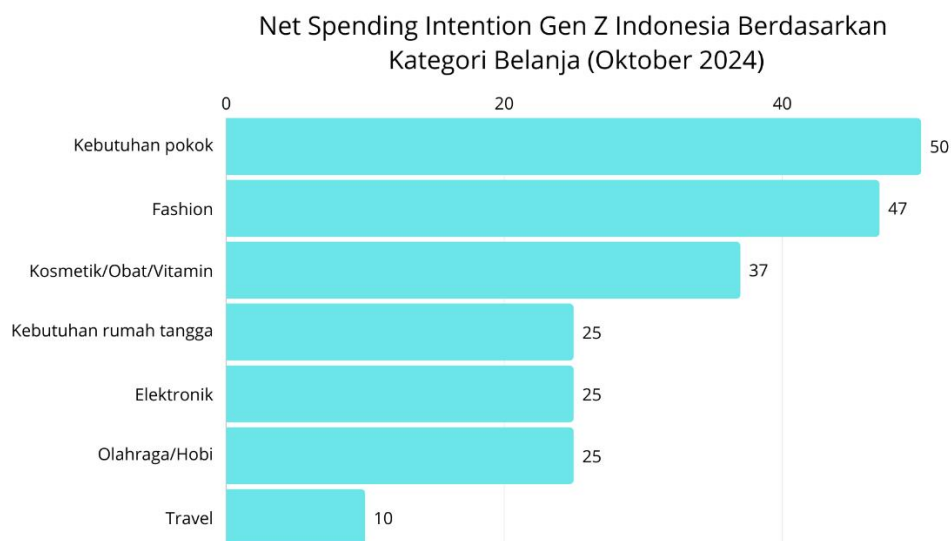


Figure 1. Net Spending Intention of Indonesian Generation Z by Shopping Category

Source: Mandiri Institute, 2024

Figure 1 shows that fashion is one of the highest spending intention categories among Indonesian Generation Z consumers. Net spending intention refers to consumers' tendency to maintain or increase their spending on certain product categories within a specific period (Mandiri Institute, 2024). The data indicate that fashion ranks after basic needs, showing that fashion has become an important consumption priority for Generation Z. This condition makes purchase decision behavior in the fashion sector relevant to be examined further.

However, high spending intention in fashion does not always lead to consistent purchase decisions toward a particular brand. Generation Z consumers tend to be selective and critical in evaluating whether a product matches their gender perception, lifestyle, and self-image (Rahman et al., 2022). Their preferences are influenced not only by functional needs, but also by symbolic and emotional values attached to fashion products. This issue can be seen in NAYME.IDN, a local fashion brand that experienced fluctuating sales during October 2024 to September 2025.

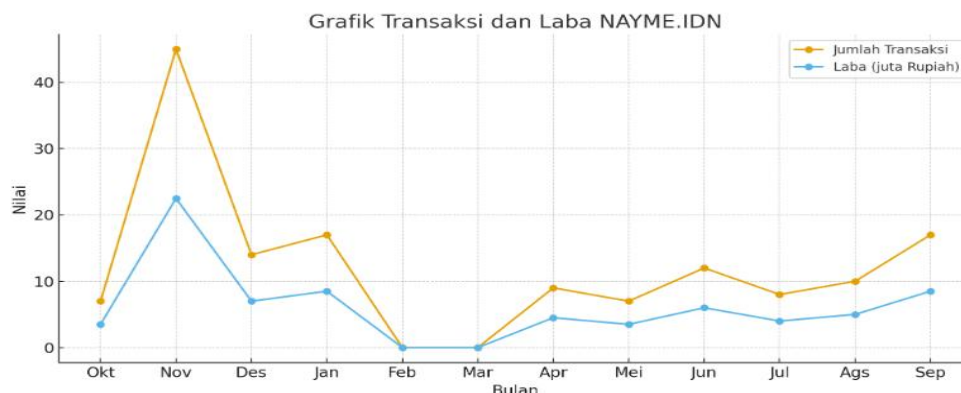


Figure 2. Sales and Profit Data of NAYME.IDN Products 2024–2025

Source: NAYME.IDN Internal Sales Data, 2025

Figure 2 shows that NAYME.IDN experienced fluctuating sales during the observed period. Sales increased significantly in October and November 2024, reaching approximately 45 transactions, mainly due to the brand's participation in offline bazaars. In this period, consumers were able to interact directly with the products through visual experience and physical touch, which strengthened emotional attachment to fashion products. However, sales declined sharply in February and March 2025, along with the decrease in digital marketing activities, especially social media exposure. Sales began to increase again from April to September 2025 as digital promotion activities became more active. This pattern indicates that NAYME.IDN's purchase decisions are closely related to consumer lifestyle, particularly digital and social media-based consumption behavior.

Another important phenomenon appears in the gender composition of NAYME.IDN consumers. Although NAYME.IDN was initially positioned as a fashion brand for female Generation Z consumers, the brand also experienced an increase in male consumers.

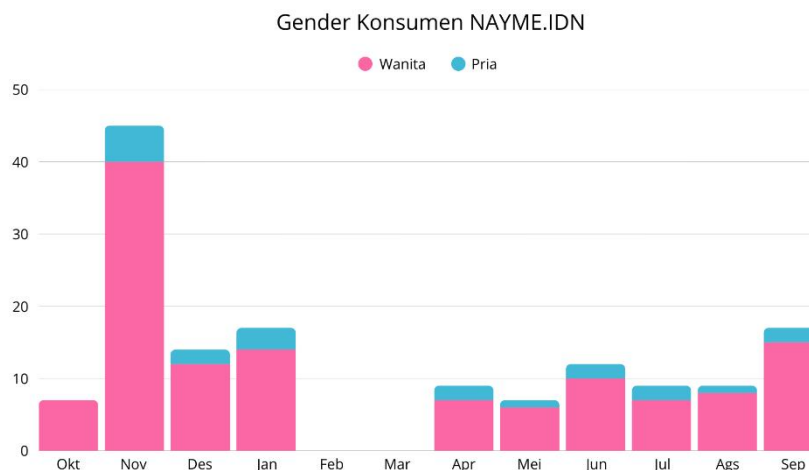


Figure 3. Gender Distribution of NAYME.IDN Consumers

Source: NAYME.IDN Internal Consumer Data, 2025

Figure 3 shows that male consumers contributed around 15% of total transactions during the observed period. This increase mainly occurred during periods with more intensive offline selling activities, such as bazaars, which expanded the brand's reach across gender groups. This phenomenon indicates a shift in fashion consumption behavior, where products that were previously associated with one gender can be accepted by consumers across gender groups based on symbolic meaning, visual appeal, and consumption purpose. In consumer behavior theory, purchase decisions are influenced by psychological, social, and cultural factors, including gender perception and lifestyle (Kotler & Armstrong, 2021).

Gender perception becomes relevant because it explains how consumers interpret the suitability of product attributes with socially constructed masculinity and femininity. In contemporary fashion, gender boundaries have become more fluid, allowing products that were originally associated with one gender to be accepted by wider consumer groups. Huang and Ku (2023) explain that gender perception refers to how individuals interpret the suitability of product attributes with masculine and feminine meanings. Kim et al. (2022) also show that young consumers tend to evaluate fashion products based on self-congruence rather than traditional gender stereotypes. Therefore, the increase in male consumers of NAYME.IDN reflects the importance of gender perception in understanding fashion purchase decisions among Generation Z consumers.

In addition to gender perception, lifestyle is also an important factor that explains NAYME.IDN consumer behavior. Lifestyle reflects consumers' activities, interests, and opinions that shape their consumption preferences (Sutisna, 2001). Generation Z consumers are closely connected to social media, digital experiences, and expressive values. Therefore, their fashion purchase decisions are not only driven by functional needs, but also by self-image, social interaction, and symbolic meaning (Lee & Kim, 2023). The increase in NAYME.IDN sales during periods of active digital promotion indicates that digital lifestyle and social media exposure play an important role in encouraging purchase decisions. Alshurideh et al. (2024) also found that digital lifestyle significantly influences fashion purchase decisions among young consumers, especially through online platforms.

Previous studies have examined the effect of gender perception and lifestyle on purchase decisions. Tjokrosoeharto (2021), Kim et al. (2022), and Huang and Ku (2023) found that gender perception influences consumer preferences and purchase decisions in fashion products. Meanwhile, Faadhilah (2018) and Pramudi (2015) found that lifestyle has a positive effect on purchase decisions, although Enrico et al. (2014) reported different findings. However, most previous studies examined gender perception and lifestyle separately or focused on global brands and general fashion contexts. Limited studies have integrated gender perception and lifestyle simultaneously in the context of a local fashion brand experiencing cross-gender consumer dynamics such as NAYME.IDN.

Based on this phenomenon and research gap, this study aims to analyze the effect of gender perception and lifestyle on purchase decisions for NAYME.IDN products among Generation Z consumers. This study is expected to contribute to consumer behavior literature, especially in understanding how gender perception and lifestyle influence fashion purchase decisions in the local brand context. Practically, the findings are expected to help NAYME.IDN develop branding, product, and marketing strategies that are more adaptive to cross-gender consumer behavior and modern digital lifestyle trends.

LITERATURE REVIEW

Purchase Decision

Purchase decision is an important concept in consumer behavior because it explains how consumers choose, evaluate, and buy a product. A purchase decision does not occur instantly, but involves psychological and cognitive processes. Engel et al. (1995) explain that consumer purchase decisions consist of several stages, including need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Kotler and Keller (2021) also state that purchase decisions are shaped by the interaction between internal factors, such as motivation, perception, and attitude, and external factors, such as culture, reference groups, and marketing stimuli.

Purchase decision can also be understood as the final action taken by consumers after evaluating several alternatives. Schiffman and Wisenblit (2019) explain that purchase decision is part of consumer behavior that involves information processing, alternative evaluation, and final choice. Kotler and Armstrong (2018) define purchase decision as consumer behavior in choosing and buying products for personal consumption, which is influenced by perceived value, product quality, and marketing strategy. In the digital era, this process has become more complex because online reviews, algorithmic recommendations, and social media content increasingly influence consumer decisions, especially among young consumers (Golchha & Nagariya, 2025).

In the fashion industry, purchase decisions are more complex because fashion products are not only used to fulfill functional needs. Fashion also represents identity, personality, lifestyle, and social image. Naeem and Rana (2025) explain that modern consumers are not only influenced by functional benefits, but also by symbolic values, such as self-image, lifestyle suitability, and gender perception. Therefore, Generation Z consumers may choose fashion products because the product reflects their self-concept, supports their appearance, or matches the image they want to present in their social environment.

In this study, purchase decision refers to the decision of Generation Z consumers to buy NAYME.IDN products after considering their needs, product information, available alternatives, and post-purchase experience. The indicators of purchase decision include need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Engel et al., 1995; Kotler & Keller, 2021). These indicators are used to measure how consumers move from initial interest to actual purchase behavior toward NAYME.IDN fashion products.

Gender Perception

Gender perception refers to the way individuals interpret, evaluate, and give meaning to gender-related attributes in a social context. Gender is not only related to biological differences, but also to social roles, identity, and symbolic meanings attached to masculinity and femininity. The APA Dictionary of Psychology (2024) defines perception as a cognitive process of organizing, interpreting, and giving meaning to sensory stimuli, while WHO (2023) explains gender as social roles, identities, and expressions attached to sex. Thus, gender perception can be understood as a cognitive process in interpreting gender meanings within social interaction.

In social and consumer behavior studies, gender perception is viewed as a dynamic construct shaped by culture, experience, and social learning. Tacikowski (2020) explains that gender identity is related to thoughts, feelings, and experiences about oneself as male, female, or non-binary. Tullmann (2017) states that gender perception is influenced by interpretive horizons formed through perceptual experience and social learning. Harper (2006) also explains that gender identity is learned through observation and the internalization of social norms. This means that consumers' interpretation of masculine and feminine product attributes can differ depending on their social and cultural context.

In fashion consumption, gender perception plays an important role because fashion

products are often associated with certain gender meanings through color, design, style, and brand positioning. Hernández et al. (2011) and Hansen and Jensen (2009) found that men and women may differ in how they evaluate fashion products and make purchase decisions. PB and Amirputri (2024) also found that women tend to use e-WOM and digital information sources more intensively before buying fashion products, while men tend to be more pragmatic and functional. However, contemporary fashion trends show that gender boundaries are becoming more flexible. Kim et al. (2022) explain that young consumers increasingly evaluate fashion products based on self-congruence rather than traditional gender stereotypes, while Huang and Ku (2023) emphasize that gender perception is related to how consumers interpret the suitability of product attributes with masculine and feminine meanings.

In this study, gender perception is used to understand how Generation Z consumers perceive the gender suitability of NAYME.IDN products. This variable is relevant because NAYME.IDN was initially positioned as a fashion brand for female consumers, but the brand also experienced an increase in male consumers. Gender perception is measured through brand gender congruity, design neutrality, gender identity confidence, and purchasing motivation. These indicators refer to the ideas of Patterson and O'Malley (2006), Avery (2012), and Fischer and Arnold (1990), which explain how consumers negotiate gender identity, product image, and purchasing motives in consumption behavior.

Lifestyle

Lifestyle refers to the pattern of life reflected in consumers' activities, interests, opinions, values, and personality. Brivio et al. (2023) explain that lifestyle is a multidimensional concept because it includes behavioral patterns influenced by social, cultural, and psychological factors. Kotler and Keller (2009) define lifestyle as a person's pattern of living that is expressed through activities, interests, and opinions. This concept helps explain how individuals interact with their environment and make consumption choices that reflect their values and preferences.

In consumer behavior research, lifestyle is often measured using the Activities, Interests, and Opinions framework. Plummer (1974) explains that activities describe how consumers spend their time, interests show what consumers consider important, and opinions reflect consumers' views about themselves, products, and their social environment. Kotler and Keller (2021) and Solomon (2022) further explain that lifestyle is also related to values and personality, which influence consumption preferences. Therefore, lifestyle is not only a pattern of daily behavior, but also a representation of identity and psychological orientation.

Lifestyle is highly relevant in fashion consumption because consumers often choose fashion products that match their daily activities, aesthetic preferences, social environment, and personal values. Hidayah and Sari (2021) explain that consumers tend to choose fashion products that align with their personal values, followed trends, and desired image. Faadhilah (2018) and Pramudi (2015) also found that consumptive lifestyle, self-actualization needs, and trend-following behavior influence purchase decisions in fashion products. For Generation Z consumers, lifestyle is closely connected to digital habits, social media exposure, trend awareness, and the desire to express identity through visual appearance.

In this study, lifestyle refers to the way Generation Z consumers express their preferences and identity through the purchase of NAYME.IDN fashion products. Lifestyle is measured through activities, interests, opinions, and values or personality (Plummer, 1974; Kotler & Keller, 2021; Solomon, 2022). These indicators describe how consumers' daily behavior, interest in fashion, views toward products, and personal values influence their decision to purchase NAYME.IDN products. Since NAYME.IDN's sales pattern is closely related to digital

promotion and consumer lifestyle trends, lifestyle becomes an important variable in explaining purchase decisions among Generation Z consumers.

METHOD

Research Methods, Object, & Subject

This study used a quantitative method with a descriptive-verificative approach. A quantitative method was used because the study examined a predetermined sample through research instruments and analyzed the data statistically to test the proposed hypotheses (Sugiyono, 2022). The descriptive approach was used to describe Generation Z consumer behavior in purchasing NAYME.IDN fashion products, especially in relation to gender perception, lifestyle, and purchase decision. The verificative approach was used to empirically test the causal relationship between gender perception and lifestyle toward purchase decision.

The object of this study was Generation Z consumer behavior in purchasing NAYME.IDN fashion products. Generation Z was selected because this group is active in fashion trends, highly connected to social media, and uses fashion as a medium of identity expression (Kotler & Keller, 2021; Solomon, 2022). The development of gender-neutral fashion also makes gender perception relevant in explaining how consumers evaluate fashion products (Kim et al., 2022). Lifestyle was also considered important because Generation Z has dynamic and modern consumption patterns that influence fashion preferences (Rahman et al., 2022).

The subject of this study was Generation Z consumers aged 18–27 years who had purchased NAYME.IDN products through online or offline channels. This group was selected because Generation Z is closely related to digital technology, fashion trends, self-expression, and identity-based consumption. Therefore, they were considered appropriate respondents to explain how gender perception and lifestyle shape purchase decisions for NAYME.IDN products.

Measurement

The variables were operationalized into measurable dimensions, indicators, and questionnaire items. Operationalization was conducted to transform abstract concepts into variables that could be observed and measured quantitatively (Sekaran & Bougie, 2016). Gender perception was measured through indicators of brand gender congruity, design neutrality, gender identity confidence, and purchasing motivation. These indicators refer to consumer assessment of product suitability across gender groups, design flexibility, confidence in purchasing products with gendered meanings, and the purpose of purchase, whether for personal use or gift-giving.

Lifestyle was measured using the Activities, Interests, and Opinions framework. This framework explains lifestyle through consumer activities, interests, and opinions in daily life (Wells & Tigert, 1971; Plummer, 1974). In this study, lifestyle was measured through product use intensity, trend sensitivity, and brand image evaluation. Purchase decision was measured through need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation, referring to the consumer decision-making process in purchasing products (Engel et al., 1995; Kotler & Keller, 2021).

Data were collected using a structured questionnaire with a five-point Likert scale. The instrument was tested through validity and reliability tests before the main analysis. The validity test was used to examine whether each item was able to measure the intended variable, while the reliability test was used to assess the consistency of the instrument. Reliability was measured using Cronbach's Alpha, with a commonly accepted minimum threshold of 0.70 (Ghozali, 2021).

Sample & Population

The population of this study consisted of all Generation Z consumers aged 17–27 years who had purchased NAYME.IDN products, especially the Pouch 2in1 Slingbag Coquette, through online channels such as Instagram, TikTok, and marketplace platforms, as well as through offline channels. The total population consisted of 35 consumers. A population refers to a group of objects or individuals selected by the researcher based on certain characteristics to be analyzed (Sugiyono, 2022).

This study used a saturated sampling technique. A sample is part of the population selected based on certain characteristics (Sugiyono, 2022). Saturated sampling is a sampling technique in which all members of the population are used as research samples, and it is commonly applied when the population is relatively limited (Sugiyono, 2017). Therefore, all 35 Generation Z consumers of NAYME.IDN were used as respondents in this study

Data Analysis

Data analysis was conducted using descriptive statistics, classical assumption tests, multiple linear regression, coefficient of determination, t-test, and F-test. Descriptive statistics were used to describe the sample data without generalizing the findings beyond the population (Sugiyono, 2022). The measurement results were categorized into low, moderate, and high categories based on the classification approach proposed by Azwar (2012).

Classical assumption tests were conducted before regression analysis to ensure the feasibility of the regression model. These tests included normality, multicollinearity, and heteroscedasticity tests. The normality test was used to examine whether the residual data were normally distributed. The multicollinearity test was used to examine whether there was a strong linear relationship among independent variables. The heteroscedasticity test was used to examine whether the regression model had unequal residual variance. A good regression model should meet these assumptions so that hypothesis testing can be interpreted properly (Ghozali, 2021).

Multiple linear regression was used because this study examined two independent variables and one dependent variable. This technique is appropriate for analyzing the partial and simultaneous effects of two or more independent variables on one dependent variable (Ghozali, 2021). In this study, gender perception and lifestyle were positioned as independent variables, while purchase decision was positioned as the dependent variable. Hypothesis testing was conducted to determine whether the proposed relationships between variables could be empirically supported by the collected data (Sekaran & Bougie, 2016).

The t-test was used to examine the partial effect of gender perception and lifestyle on purchase decision. The F-test was used to examine the simultaneous effect of gender perception and lifestyle on purchase decision. The coefficient of determination was used to measure the extent to which purchase decision could be explained by gender perception and lifestyle.

Based on the research framework, the hypotheses proposed in this study are:

H¹: Gender perception has a positive and significant effect on purchase decisions for NAYME.IDN fashion products.

H²: Lifestyle has a positive and significant effect on purchase decisions for NAYME.IDN fashion products.

H³: Gender perception and lifestyle simultaneously have a positive and significant effect on purchase decisions for NAYME.IDN fashion products.

RESULT & DISCUSSION

Descriptive Statistics

Descriptive Statistics

Descriptive statistics were used to describe the general condition of gender perception, lifestyle, and purchase decision among Generation Z consumers of NAYME.IDN. A total of 35 valid responses were analyzed in this study. The results show that all research variables were in the high category. Gender perception had a mean score of 25.20, lifestyle had a mean score of 20.66, and purchase decision had a mean score of 26.46. These results indicate that respondents had an open perception toward gender flexibility in fashion products, a lifestyle aligned with modern fashion trends, and a strong purchase decision toward NAYME.IDN products.

Table 1. Descriptive Statistics of Research Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation	Category
Gender Perception	35	17	30	25.20	3.620	High
Lifestyle	35	14	25	20.66	3.481	High
Purchase Decision	35	21	30	26.46	3.013	High

Source: Data processing, 2026

The high score of gender perception shows that Generation Z consumers generally perceived NAYME.IDN products as inclusive and acceptable beyond traditional gender boundaries. The high lifestyle score indicates that respondents were highly connected to fashion trends, visual aesthetics, and self-expression. Meanwhile, the high purchase decision score shows that respondents had strong confidence in choosing and purchasing NAYME.IDN products.

Regression Analysis and Model Summary

Multiple linear regression was conducted to examine the effect of gender perception and lifestyle on purchase decision. The results show that both independent variables had positive regression coefficients. Gender perception had a coefficient of 0.151, while lifestyle had a coefficient of 0.483. This means that increases in gender perception and lifestyle scores tend to increase purchase decision scores.

Table 2. Regression Analysis and Model Summary

Variable	B	SE	Beta	t	p
Constant	12.674	2.659	-	4.767	<0.001
Gender Perception	0.151	0.166	0.181	0.908	0.371
Lifestyle	0.483	0.173	0.558	2.798	0.009
R	0.709				
R ²	0.502				

Variable	B	SE	Beta	t	p
Adjusted R ²	0.471				
F	16.152				
Model p-value	<0.001				

Source: Data processing, 2026

Based on the regression results, the regression equation is:

$$Y = 12.674 + 0.151X_1 + 0.483X_2$$

The coefficient of gender perception was positive but not statistically significant, with $t = 0.908$ and $p = 0.371$. Therefore, H1 was not supported. This result indicates that gender perception did not have a significant partial effect on purchase decision for NAYME.IDN products.

The coefficient of lifestyle was positive and statistically significant, with $t = 2.798$ and $p = 0.009$. Therefore, H2 was supported. This result indicates that lifestyle had a significant effect on purchase decision. Consumers with lifestyles that are more aligned with fashion trends, visual identity, and digital expression tend to show stronger purchase decisions toward NAYME.IDN products.

The model summary shows an R value of 0.709 and an R² value of 0.502. This means that 50.2% of the variance in purchase decision could be explained by gender perception and lifestyle, while the remaining 49.8% was explained by other factors outside the model. The F-test result shows that gender perception and lifestyle simultaneously had a significant effect on purchase decision, with $F = 16.152$ and $p < 0.001$. Therefore, H3 was supported

Discussion

The findings of this study show that Generation Z consumers of NAYME.IDN have high scores in gender perception, lifestyle, and purchase decision. This indicates that respondents generally have positive perceptions toward NAYME.IDN products, are highly connected to fashion lifestyle trends, and show strong confidence in purchasing the products. The high purchase decision score also suggests that NAYME.IDN has been able to convert consumer interest into actual purchase behavior. This condition is relevant to consumer behavior theory, which explains that purchase decisions are formed through need recognition, information search, alternative evaluation, purchase action, and post-purchase evaluation (Engel et al., 1995; Kotler & Keller, 2021).

The descriptive result for gender perception shows that respondents perceived NAYME.IDN products positively. The highest indicator was design flexibility, especially the statement that the pouch or sling bag design was visually attractive. This result indicates that consumers were more responsive to design aesthetics and product appeal than to rigid gender labels. Generation Z consumers tend to evaluate fashion products based on self-expression, visual identity, and personal confidence. This finding is in line with Kim et al. (2022), who state that young consumers increasingly evaluate fashion products based on self-congruence rather than traditional gender stereotypes. It also supports Huang and Ku (2023), who explain that gender perception in fashion is related to how consumers interpret masculine and feminine meanings

attached to product attributes.

However, the regression result shows that gender perception did not have a significant partial effect on purchase decision. Gender perception had a positive coefficient, but the effect was not statistically significant, with $t = 0.908$ and $p = 0.371$. This result indicates that although respondents have positive gender perceptions toward NAYME.IDN products, gender perception alone is not strong enough to directly determine their purchase decisions. In this context, gender labels may no longer become the main consideration for Generation Z consumers when purchasing fashion products. They may accept products across gender categories, but their actual decision to buy is more influenced by other factors such as product aesthetics, trend relevance, lifestyle fit, and social media exposure.

This finding provides a different perspective from previous studies that found gender perception to influence fashion purchase decisions, such as Tjokrosoeharto (2021), Kim et al. (2022), and Huang and Ku (2023). The difference may occur because NAYME.IDN consumers are part of Generation Z, a consumer group that is more open to flexible fashion meanings and less dependent on conventional gender boundaries. Therefore, gender perception in this study functions more as a contextual factor that supports consumer acceptance of the product, rather than as a dominant factor that directly drives purchase decisions.

Lifestyle was found to have a positive and significant effect on purchase decision, with $t = 2.798$ and $p = 0.009$. This result indicates that lifestyle is an important driver of purchase decisions for NAYME.IDN products. Consumers with lifestyles that are more aligned with fashion trends, digital exposure, visual aesthetics, and self-expression tend to show stronger purchase decisions. This finding supports Plummer (1974), Kotler and Keller (2021), and Solomon (2022), who explain that lifestyle reflects consumers' activities, interests, opinions, values, and personality, which shape consumption preferences.

The indicator analysis also strengthens this result. The highest lifestyle indicators were trend sensitivity and image evaluation, especially the tendency to buy NAYME.IDN products because the model was viral or trending on social media and because the product created an aesthetic impression. This shows that Generation Z consumers do not only buy fashion products for functional use. They also use fashion products to build visual identity, follow digital trends, and present themselves socially. This finding is consistent with Rahman et al. (2022), who found that modern lifestyle influences online fashion purchase decisions, and with Lee and Kim (2023), who explain that fashion consumption among young consumers is strongly related to self-image and symbolic expression.

The simultaneous test shows that gender perception and lifestyle together had a significant effect on purchase decision, with $F = 16.152$ and $p < 0.001$. The R^2 value of 0.502 indicates that 50.2% of the variance in purchase decision could be explained by gender perception and lifestyle, while the remaining 49.8% was explained by other factors outside the model. These factors may include price, product quality, brand image, digital promotion, peer influence, and situational purchase motivation. This result shows that purchase decisions for NAYME.IDN products are not formed by a single factor, but by the interaction between identity perception and lifestyle relevance.

Overall, the findings indicate that lifestyle plays a more dominant role than gender perception in explaining purchase decisions for NAYME.IDN products. Gender perception helps explain why consumers can accept a product beyond traditional gender boundaries, but lifestyle explains why they are willing to buy it. Therefore, NAYME.IDN should focus on strengthening marketing strategies that connect the product with Generation Z lifestyles, such as visual trends,

social media storytelling, outfit inspiration, and aesthetic content. At the same time, the brand should maintain inclusive communication so that consumers across gender groups can still perceive the product as relevant to their identity. This strategy can help NAYME.IDN maintain its brand identity while expanding its market reach in a more adaptive way.

CONCLUSION

This study concludes that Perceived Usefulness has a positive and significant effect on Digital Technology Adoption among MSME owners in Tasikmalaya City. MSME owners with stronger perceptions of the usefulness of digital technology tend to show higher levels of digital technology adoption. The findings also show that both Perceived Usefulness and Digital Technology Adoption are in the high category, indicating that MSME owners have a good perception of digital technology benefits and have used digital technology to support business operations, marketing, customer service, market expansion, and readiness to adapt to digital development.

The R^2 value of 0.637 indicates that Perceived Usefulness explains 63.7% of Digital Technology Adoption. This means that perceived benefits are an important factor in encouraging MSME owners to accept, use, and integrate digital technology into their business activities. The results confirm that digital technology adoption among MSMEs is not only related to access to digital platforms, but also to business owners' belief that technology can provide practical benefits, such as improving effectiveness, productivity, performance, task completion, and business management.

These findings suggest that MSME digitalization programs should focus on strengthening benefit-oriented digital literacy and practical technology assistance. Government institutions, business communities, and digital platform providers should help MSME owners understand how digital tools can directly support sales, promotion, transactions, customer service, and operational efficiency. Future studies are encouraged to examine other factors such as digital literacy, perceived ease of use, perceived security, trust, government support, organizational readiness, and business capability to provide a broader understanding of Digital Technology Adoption among MSMEs.

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