

Brand Image and Fashion Lifestyle Effects on Students' Branded used Clothing Purchase Decisions

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Abstract

The urgency of this research lies in examining the influence of brand image and fashion lifestyle on students' decisions to purchase branded second-hand clothing, given the growing popularity of sustainable consumption and fashion-conscious behavior among young consumers. This study aims to examine and analyze the effect of brand image and fashion lifestyle on students' purchasing decisions of branded used clothing. The research employs a quantitative approach with a descriptive design. The population consists of students from the Faculty of Economics and Business, Universitas Muhammadiyah Makassar, who have purchased branded secondhand clothing, with a sample of 82 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression analysis with SPSS. The results indicate that brand image has a positive and significant effect on purchasing decisions, as evidenced by a t-value of 6.472 and a significance level of 0.000 (< 0.05). Similarly, fashion lifestyle also shows a positive and significant influence, with a t-value of 2.141 and a significance level of 0.035 (< 0.05). Simultaneously, both variables significantly affect purchasing decisions, with an F-value of 59.579 greater than the F-table value of 3.08 and a significance level of < 0.001 . The adjusted R-square value of 0.591 suggests that 59.1% of the variation in purchasing decisions can be explained by brand image and fashion lifestyle, while the remaining 40.9% is influenced by other factors outside the model. These findings highlight the importance of brand perception and lifestyle orientation in shaping consumer behavior toward branded secondhand clothing among students.

Keywords: *Brand Image, Fashion Lifestyle, Purchase Decision, Thrift Fashion, Consumer Behavior*

Introduction

The rapid expansion of the global fashion industry has significantly transformed consumer behavior, particularly among younger generations who are highly influenced by trends, digital media, and evolving lifestyle patterns (Kim & Sullivan, 2021; Park & Lin, 2022). Fashion is no longer viewed merely as a basic necessity to fulfill clothing needs; instead, it has become an important medium for expressing identity, social status, personality, and lifestyle preferences (Jain et al., 2022). The development of social media platforms, online marketplaces, and digital communication has accelerated the spread of fashion trends, making consumers more conscious of brands, styles, and appearance (Djafarova & Bowes, 2021; Lim et al., 2023).

This phenomenon is increasingly visible among university students, who actively follow contemporary fashion trends and often use clothing choices as a representation of their self-image and social identity (Pramesti & Hidayat, 2024). Alongside the rapid growth of the fashion industry, alternative consumption patterns have also emerged, particularly in the form of secondhand or thrift fashion, which has become increasingly popular in recent years (Cervellon et al., 2021).

The increasing popularity of secondhand fashion products reflects changes in consumer preferences and purchasing behavior (Turunen & Pöyry, 2022; Hartika & Rizki, 2025). Consumers are now more open to purchasing used products, especially branded clothing that offers relatively high quality at more affordable prices (Lee & Chow, 2021). In Indonesia, thrift shopping has developed into a significant cultural and economic phenomenon, especially among university students and young consumers (Rahman et al., 2023).

Branded used clothing is often perceived as unique, fashionable, and economically advantageous because consumers can obtain products from well-known brands at lower prices compared to purchasing new items (Islam et al., 2022). Furthermore, the growth of online thrift stores and social media-based businesses has made secondhand fashion products more accessible to consumers across different regions (Park & Armstrong, 2022). This accessibility has encouraged the rapid expansion of the thrift fashion market, making it an increasingly important segment within the broader fashion industry (Becker-Leifhold & Iran, 2023).

The rise of branded secondhand clothing consumption is also associated with the growing awareness of sustainable fashion practices (Niinimäki et al., 2021). The fashion industry has long been criticized for contributing to environmental problems such as textile waste, pollution, and excessive resource consumption (Shirvanimoghaddam et al., 2022). Fast fashion production models encourage consumers to purchase clothing frequently, resulting in high levels of waste and unsustainable consumption patterns (Mukendi et al., 2021).

In response to these issues, many consumers, particularly younger generations, have begun to adopt more sustainable consumption behaviors, including purchasing secondhand clothing (Machado et al., 2022). Thrift shopping is often considered an environmentally friendly alternative because it extends the life cycle of fashion products and reduces waste generation (Camacho-Otero et al., 2023). As a result, consumers who purchase branded used clothing may not only be motivated by economic considerations but also by environmental awareness and ethical concerns regarding sustainable consumption (Lang & Zhang, 2021).

Despite its growing popularity, the increasing demand for imported secondhand clothing in Indonesia remains controversial. The Indonesian government has implemented regulations restricting the importation of used clothing to protect domestic textile industries and maintain product quality standards (Putri & Yulianto, 2023; Zafitri et al., 2025). Authorities argue that the influx of imported secondhand products may negatively affect local businesses and reduce demand for domestically produced fashion items. However, despite these restrictions, the market for branded used clothing continues to grow rapidly, driven by strong consumer demand (Sari et al., 2024).

This contradiction between government regulations and consumer preferences illustrates the complexity of purchasing behavior in the secondhand fashion market. Consumers continue to seek branded thrift products because they perceive them as offering higher value, exclusivity, and affordability compared to locally produced alternatives (Zhang et al., 2022). Consequently, understanding the factors that influence purchasing decisions in this market segment becomes increasingly important for both academic and practical purposes.

One of the primary factors influencing purchasing decisions is brand image. Brand image refers to the set of perceptions, beliefs, and associations that consumers hold regarding a particular brand (Keller, 2021). A strong brand image can create positive emotional connections, increase consumer trust, and enhance perceived product quality (Ali et al.,

2022). In the fashion industry, brand image often plays a crucial role because consumers tend to associate certain brands with prestige, status, quality, and personal identity (Hwang & Lee, 2022).

Even in the context of secondhand products, the image of a well-known brand remains highly influential. Consumers may still perceive branded used clothing as valuable because the symbolic meaning attached to the brand continues to exist regardless of the product's condition (Turunen & Leipämaa-Leskinen, 2021). Well-established brands are often associated with durability, exclusivity, and superior design, which can reduce consumers' uncertainty and increase confidence in purchasing secondhand products (Kim et al., 2023). Therefore, brand image becomes an important determinant of purchasing decisions in the branded thrift fashion market.

In addition to brand image, fashion lifestyle is another significant factor influencing consumer purchasing decisions (O'Cass & McEwen, 2021). Fashion lifestyle refers to patterns of behavior, attitudes, interests, and activities related to fashion consumption and self-expression through clothing (Santos et al., 2022). Individuals with a strong fashion lifestyle orientation tend to pay greater attention to appearance, follow fashion trends actively, and seek products that reflect their personal identity and social status (Cho & Workman, 2021). Among university students, fashion often serves as a medium for social interaction and identity formation. Students may use clothing choices to communicate their personality, creativity, and social belonging within peer groups (Widodo & Arifin, 2024). As a result, fashion consumption among students is frequently driven not only by functional needs but also by psychological and social motivations (Nugroho et al., 2023).

The increasing influence of digital culture and social media has further strengthened the relationship between fashion lifestyle and purchasing behavior (Lou & Yuan, 2021). Platforms such as Instagram, TikTok, and online fashion communities continuously expose consumers to new fashion trends, styles, and brand-related content (Vrontis et al., 2021). University students, who represent one of the most active social media user groups, are particularly susceptible to these influences (Chen & Huang, 2022). Exposure to fashion influencers, celebrities, and online communities can shape students' preferences and encourage them to adopt certain consumption patterns, including thrift shopping (Djafarova & Trofimenko, 2023).

Branded secondhand clothing is often viewed as fashionable and unique because consumers can obtain rare or vintage items that are not commonly available in mainstream retail stores (Hur, 2022). Consequently, consumers with a strong fashion lifestyle orientation may perceive thrift shopping as an opportunity to express individuality and creativity while maintaining a fashionable appearance at a relatively lower cost (Park et al., 2023). Numerous previous studies have examined the determinants of purchasing decisions in the fashion industry. Research consistently demonstrates that brand image has a positive and significant influence on consumer behavior (Ali et al., 2022; Hwang & Lee, 2022).

A strong brand image enhances perceived quality, increases customer trust, and creates emotional attachment, ultimately leading to stronger purchase intentions and customer loyalty (Kim et al., 2023). Consumers are more likely to purchase products from brands they perceive positively because these brands provide psychological assurance and social value (Keller, 2021). In the fashion sector, branded products often symbolize prestige and status, making brand image a critical factor in shaping purchasing decisions (Cho & Workman, 2021). Several studies have also found that consumers are willing to pay higher prices for products associated with strong and reputable brands because they perceive them as offering better

quality and greater satisfaction (Islam et al., 2022). Similarly, previous research has highlighted the importance of lifestyle factors in influencing consumer behavior (Santos et al., 2022).

Consumers with fashion-oriented lifestyles tend to engage in more frequent purchasing activities and are more responsive to fashion trends (O'Cass & McEwen, 2021). They often prioritize style, uniqueness, and social recognition when selecting products (Park et al., 2023). Studies indicate that fashion-conscious individuals are more likely to purchase products that align with their desired image and lifestyle aspirations (Chen & Huang, 2022). In the context of university students, fashion lifestyle significantly influences purchasing behavior because students often seek social acceptance and self-confidence through their appearance (Widodo & Arifin, 2024). Therefore, fashion lifestyle can strongly affect the decision-making process when purchasing fashion products, including branded used clothing (Nugroho et al., 2023).

More recent studies have begun to explore consumer behavior within the secondhand fashion market. These studies reveal that consumers are motivated by various factors, including affordability, sustainability, uniqueness, and fashion consciousness (Becker-Leifhold & Iran, 2023). Some researchers argue that fashion lifestyle is the dominant factor influencing thrift shopping behavior because consumers view secondhand fashion as a way to express individuality and creativity (Hur, 2022).

Others emphasize the importance of brand image, suggesting that branded products retain their symbolic value and perceived quality even in secondhand conditions (Turunen & Leipämaa-Leskinen, 2021). Branded used clothing is often considered more desirable because consumers associate it with prestige and reliability (Kim et al., 2023). However, despite the increasing number of studies on thrift fashion, most existing research tends to focus either on sustainability issues or general consumer motivations without specifically examining the combined effects of brand image and fashion lifestyle on purchasing decisions (Camacho-Otero et al., 2023).

Although previous studies provide valuable insights into consumer behavior, several research limitations remain evident. First, many studies primarily focus on new fashion products, leaving the secondhand clothing market relatively underexplored (Lang & Zhang, 2021). Consumer behavior toward secondhand products may differ significantly from behavior toward new products because factors such as product condition, perceived hygiene, and uniqueness become more relevant in the purchasing process (Turunen & Pöyry, 2022).

Second, existing research often analyzes brand image and lifestyle separately rather than examining their simultaneous influence on purchasing decisions. In reality, purchasing behavior is likely influenced by the interaction of multiple factors, including both psychological and social dimensions (Mukendi et al., 2021). Third, inconsistencies exist in prior research findings. Some studies identify brand image as the dominant factor influencing purchasing decisions, while others argue that lifestyle exerts a stronger effect (Santos et al., 2022). These inconsistencies suggest that the relative influence of these variables may vary depending on the context and characteristics of the consumer group being studied.

Limited research has specifically focused on university students as consumers of branded secondhand clothing. University students represent an important market segment because they are highly adaptive to trends, financially conscious, and socially active (Pramesti & Hidayat, 2024). Their purchasing decisions are often influenced by peer groups, digital culture, and evolving lifestyle patterns (Lou & Yuan, 2021). Additionally, students frequently face

financial constraints, making affordable yet fashionable products particularly attractive (Rahman et al., 2023). Branded thrift clothing offers an appealing combination of style, affordability, and social value, which explains its growing popularity among this demographic group (Zhang et al., 2022). Therefore, examining the factors influencing students' purchasing decisions in the thrift fashion market is highly relevant for understanding contemporary consumer behavior.

Based on these limitations, a significant research gap can be identified. There is a need for empirical studies that simultaneously examine the influence of brand image and fashion lifestyle on purchasing decisions within the context of branded secondhand clothing. Furthermore, focusing on university students provides a unique perspective because this group actively participates in shaping fashion trends and consumption patterns in modern society. Understanding their purchasing behavior can contribute to the development of more effective marketing strategies and provide insights into the evolving dynamics of sustainable fashion consumption.

Therefore, this study aims to analyze the influence of brand image and fashion lifestyle on students' purchasing decisions regarding branded used clothing at the Faculty of Economics and Business, Universitas Muhammadiyah Makassar. Specifically, this research seeks to answer the following questions: (1) Does brand image significantly influence purchasing decisions for branded used clothing? (2) Does fashion lifestyle significantly influence purchasing decisions? and (3) Do brand image and fashion lifestyle simultaneously affect purchasing decisions? The objectives of this study are to examine both the individual and combined effects of these variables and to provide empirical evidence regarding consumer behavior in the thrift fashion market.

The novelty of this research lies in its integrated analysis of brand image and fashion lifestyle within the context of branded secondhand clothing among university students. Unlike previous studies that primarily focus on new fashion products or examine these variables separately, this study offers a more comprehensive understanding of consumer purchasing behavior in the growing thrift fashion market. The findings are expected to contribute theoretically to the fields of consumer behavior, marketing management, and sustainable fashion studies. Practically, the results may provide valuable insights for business actors, thrift shop owners, and marketers in developing effective strategies to attract student consumers and strengthen competitiveness within the secondhand fashion industry.

Method

This study employed a quantitative research design using a descriptive and associative approach to analyze the influence of brand image and fashion lifestyle on purchasing decisions regarding branded secondhand clothing among university students. The quantitative approach was selected because it enables the measurement of relationships among variables through statistical analysis and allows researchers to generalize findings within the observed population. The descriptive approach was used to provide an overview of respondents' characteristics and perceptions regarding branded used clothing, while the associative approach aimed to examine the causal relationship between the independent variables, namely brand image and fashion lifestyle, and the dependent variable, namely purchasing decision. This design is considered appropriate because the study seeks not only to describe consumer behavior but also to explain the extent to which the independent variables influence purchasing decisions.

The research was conducted at the Faculty of Economics and Business, Universitas Muhammadiyah Makassar, over approximately two months, from January to February 2026. The population consisted of all undergraduate students in the Management Department from the 2022 cohort, totaling 447 students. This population was selected because students are one of the most active consumer groups in the thrift fashion market and are highly influenced by fashion trends, lifestyle orientation, and brand perception.

The sampling technique used in this study was purposive sampling. This technique was chosen because not all members of the population met the criteria relevant to the research objectives. The respondents were selected based on the following criteria: (1) active undergraduate students of the Faculty of Economics and Business, Universitas Muhammadiyah Makassar, specifically from the 2022 cohort; and (2) students who had purchased branded secondhand clothing at least once within the last year. These criteria ensured that respondents had relevant experience related to the research topic and were able to provide valid responses regarding purchasing decisions of branded used clothing.

The sample size was determined using the Slovin formula with a margin of error of 10%, as follows:

$$n = \frac{N}{1+N(e)^2}$$

where:

n = sample size

N = population size

e = margin of error

Based on the calculation:

$$n = \frac{447}{1+447(0.1)^2} = 81.7 \approx 82$$

the minimum required sample size was 82 respondents. Therefore, this study involved 82 students who met the predetermined criteria. The selected sample size was considered sufficient to represent the population and conduct statistical analysis effectively. The primary data collection instrument used in this study was a structured questionnaire. The questionnaire was developed based on relevant theoretical concepts and previous empirical studies related to brand image, fashion lifestyle, and purchasing decisions. The instrument consisted of three main sections corresponding to the research variables. Brand image was measured through indicators including strength of brand association, favorability of brand association, and uniqueness of brand association. Fashion lifestyle was measured through indicators such as prestige, personality expression, and practicality in fashion consumption. Meanwhile, purchasing decision was measured through indicators including product confidence, buying habits, repurchase intention, and recommendation behavior.

All questionnaire items were measured using a five-point Likert scale to capture respondents' perceptions and attitudes. The scoring categories were as follows:

Strongly Disagree = 1

Disagree = 2

Neutral = 3

Agree = 4

Strongly Agree = 5

The Likert scale was selected because it allows respondents to express varying levels of agreement toward each statement, thereby facilitating quantitative analysis of perceptions and behaviors.

Before distributing the questionnaire to respondents, expert validation was conducted to ensure the content validity and appropriateness of the research instrument. Expert validation involved two academic experts in the field of marketing management and consumer behavior. The experts evaluated the questionnaire based on several aspects, including clarity of language, relevance of indicators, suitability of items with research variables, and comprehensiveness of measurement. Each item was assessed using a validation scale ranging from 1 to 5, where 1 indicated “very inappropriate” and 5 indicated “very appropriate.” The level of validity was calculated using the following formula:

$$n = \frac{N}{1+N(e)^2}$$

where:

V = validation score

ΣX = total score obtained from validators

N = maximum possible score

The validity categories used in this study were:

4.21 – 5.00 = Very Valid

3.41 – 4.20 = Valid

2.61 – 3.40 = Fairly Valid

1.81 – 2.60 = Less Valid

1.00 – 1.80 = Invalid

The expert validation results indicated that all questionnaire items were categorized as “valid” and “very valid,” meaning the instrument was appropriate for data collection with minor revisions based on expert suggestions. Following expert validation, a pilot test was conducted involving 20 respondents outside the research sample to test the validity and reliability of the instrument statistically. Instrument validity was assessed using Pearson Product Moment correlation analysis between item scores and total scores. An item was considered valid if the calculated correlation coefficient ($r_{\text{count_count}}$) was greater than the critical value of the correlation table ($r_{\text{table_table}}$) at a significance level of 0.05. Instrument reliability was tested using Cronbach’s Alpha coefficient to measure internal consistency among questionnaire items. The reliability formula is expressed as follows:

$$n = \frac{N}{1+N(e)^2}$$

where:

α = Cronbach’s Alpha coefficient

k = number of items

σ_i² = variance of each item

σ_t² = total variance

The reliability criteria applied were:

α ≥ 0.80 = Very Reliable

0.60 ≤ α < 0.80 = Reliable

α < 0.60 = Less Reliable

The test results showed that all variables had Cronbach's Alpha values greater than 0.60, indicating that the research instrument was reliable and suitable for use in the main study. In addition to questionnaires, supporting data were obtained through observation and documentation techniques. Observation was conducted to understand students' consumption behavior related to branded secondhand clothing, while documentation was used to collect institutional data and relevant references supporting the research context. These supporting techniques helped enrich the interpretation of quantitative findings. The data analysis techniques employed in this study consisted of descriptive and inferential statistical analysis. Descriptive analysis was used to summarize respondents' demographic characteristics and describe the distribution of responses for each research variable. The descriptive statistics included frequency distribution, percentages, means, and standard deviations. To determine the category level of respondents' responses, the following interpretation criteria were used:

- 4.21 – 5.00 = Very High
- 3.41 – 4.20 = High
- 2.61 – 3.40 = Moderate
- 1.81 – 2.60 = Low
- 1.00 – 1.80 = Very Low

Inferential statistical analysis was conducted using multiple linear regression analysis to examine the effect of brand image and fashion lifestyle on purchasing decisions. The regression model used in this study can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

where:

Y = purchasing decision

aaa = constant

b1 = regression coefficient of brand image

b2 = regression coefficient of fashion lifestyle

X1 = brand image

X2 = fashion lifestyle

e = error term

Before conducting regression analysis, classical assumption tests were performed to ensure the validity of the regression model. The normality test was conducted using Normal Probability Plot and Kolmogorov–Smirnov analysis to determine whether the residual data were normally distributed. Multicollinearity was tested using Tolerance and Variance Inflation Factor (VIF) values. The criteria used were tolerance values greater than 0.10 and VIF values less than 10, indicating the absence of multicollinearity.

Heteroscedasticity was tested using scatterplot analysis and the Glejser test to determine whether residual variances were constant across observations. Hypothesis testing was conducted using partial tests (t-test) and simultaneous tests (F-test). The t-test was used to determine the partial influence of each independent variable on purchasing decisions, while the F-test was used to examine the simultaneous influence of brand image and fashion lifestyle on purchasing decisions. The decision-making criteria were based on a significance level of 0.05. If the significance value was less than 0.05, the hypothesis was accepted, indicating a significant effect of the independent variable on the dependent variable.

The coefficient of determination (R^2) was used to measure the extent to which the independent variables explained variations in purchasing decisions. A higher R^2 value

indicates that brand image and fashion lifestyle contribute more substantially to explaining consumer purchasing behavior regarding branded used clothing. To determine the feasibility and effectiveness of the research instrument and model, practicality and effectiveness categories were also established. The practicality or feasibility level was determined using respondents' average assessment scores with the following criteria:

- 81% – 100% = Very Practical/Highly Feasible
- 61% – 80% = Practical/Feasible
- 41% – 60% = Fairly Practical
- 21% – 40% = Less Practical
- 0% – 20% = Not Practical

The effectiveness was measured based on the achievement of significant relationships among variables and the strength of the regression model. If the significance values were below 0.05 and the coefficient of determination showed moderate to high explanatory power, the model was categorized as effective in explaining purchasing decision behavior. Overall, the research procedures were conducted systematically and comprehensively to ensure the validity, reliability, practicality, and effectiveness of the study. The use of expert validation, pilot testing, classical assumption tests, and multiple statistical analyses strengthens the credibility of the research findings and allows the study to be replicated in future research contexts.

Results

This section presents the findings of the study based on the data analysis conducted using statistical procedures. The results are organized systematically, starting from respondent characteristics, descriptive statistics, instrument testing, classical assumption testing, and hypothesis testing.

Respondent Characteristics

The characteristics of respondents were analyzed based on gender and age to provide an overview of the sample used in this study.

Table 1. *Respondent Characteristics by Gender*

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Male	40	49%
Female	42	51%
Total	82	100%

Table 1 presents the distribution of respondents based on gender. The results indicate that out of 82 respondents involved in this study, 42 respondents or 51% are female, while 40 respondents or 49% are male. The findings demonstrate that the proportion of male and female respondents is relatively balanced, although female respondents slightly dominate the sample. This balanced composition is beneficial for the study because it provides a more representative overview of consumer behavior regarding branded secondhand clothing purchases among students without being heavily dominated by one gender group. The slightly higher percentage of female respondents may reflect the tendency that women are generally more interested in fashion-related products and trends compared to men. Previous studies have shown that female consumers often place greater emphasis on appearance, fashion style, and brand preference when making purchasing decisions. In the context of thrift fashion, female students may also be more active in seeking unique and affordable fashion items that align with their personal style and social identity.

The relatively high percentage of male respondents indicates that interest in branded secondhand clothing is not limited to female consumers alone. Male students are also increasingly involved in fashion consumption and are becoming more aware of brands, trends, and lifestyle influences. The nearly equal distribution between male and female respondents suggests that branded used clothing has broad appeal across gender groups. This finding indicates that thrift fashion has become part of a wider lifestyle trend among university students regardless of gender differences. Therefore, the data obtained from this study can provide a balanced perspective in analyzing the influence of brand image and fashion lifestyle on purchasing decisions. The gender composition also strengthens the reliability of the research findings because both male and female consumer perspectives are adequately represented in the analysis.

Table 2. *Respondent Characteristics by Age*

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
20 Years	11	13%
21 Years	33	40%
22 Years	38	46%
Total	82	100%

Table 2 describes the distribution of respondents based on age categories. The findings show that the majority of respondents are 22 years old, accounting for 38 respondents or 46% of the total sample. Respondents aged 21 years constitute 33 respondents or 40%, while respondents aged 20 years account for only 11 respondents or 13%. These results indicate that most participants in this study are within the early adulthood stage, which is generally characterized by active social interaction, identity development, and high adaptability to lifestyle trends, including fashion consumption.

The dominance of respondents aged 21 and 22 years suggests that students at this age are more likely to engage in purchasing activities related to fashion products, including branded secondhand clothing. Individuals in this age group are usually more conscious of appearance, social acceptance, and personal identity. They are also highly exposed to digital media, online shopping platforms, and fashion-related content on social media, which significantly influence their consumption behavior.

As university students, they tend to seek products that can enhance self-confidence and social image while still being affordable within their financial limitations. The relatively lower percentage of respondents aged 20 years may indicate that younger students are still adapting to university life and may not yet prioritize fashion consumption as strongly as older students. Meanwhile, students aged 21 and 22 years are generally more mature in terms of purchasing behavior and decision-making processes.

They are also more likely to have prior experience purchasing branded used clothing, which makes their responses more relevant to the objectives of this study. Overall, the age distribution demonstrates that the study sample is dominated by young adult consumers who represent the primary target market for thrift fashion products. This finding is important because younger consumers are considered one of the most influential groups in shaping current fashion trends and sustainable consumption practices. Therefore, the age characteristics of respondents support the relevance of the study in analyzing consumer purchasing decisions in the branded secondhand clothing market.

Descriptive Analysis of Variables

Table 3. *Descriptive Statistics of Brand Image (X1)*

<i>Indicator</i>	<i>Mean</i>
X1.1	3.50
X1.2	3.61
X1.3	3.75
Total Mean	3.62

Table 3 presents the descriptive statistical results for the brand image variable. The table shows that the overall mean score for brand image is 3.62, indicating that respondents generally have positive perceptions regarding the brand image of branded secondhand clothing products. According to the interpretation criteria used in this study, a mean score between 3.41 and 4.20 falls into the “high” category. Therefore, the results suggest that respondents perceive branded used clothing as having a relatively strong and favorable brand image. Among the three indicators measured, indicator X1.3 has the highest mean value of 3.75. This result indicates that respondents strongly agree with statements related to this indicator, which may reflect the uniqueness or prestige associated with branded secondhand clothing. Consumers tend to believe that branded products, even in used condition, still possess symbolic value, exclusivity, and quality that distinguish them from non-branded products.

The strong perception of uniqueness can increase consumers' confidence and satisfaction when purchasing branded thrift fashion items. Meanwhile, indicator X1.1 has the lowest mean value of 3.50, although it still falls within the high category. This suggests that some respondents may have slightly lower perceptions regarding certain aspects of brand image, such as product reliability or consistency of quality. Nevertheless, the score still indicates a generally positive evaluation of branded used clothing among respondents.

The overall mean value demonstrates that brand image plays an important role in shaping respondents' perceptions and potentially influencing their purchasing decisions. Students tend to perceive branded secondhand clothing as fashionable, prestigious, and valuable despite being previously owned products. This finding supports previous studies suggesting that strong brand associations remain influential even in the secondhand market. Therefore, the descriptive analysis confirms that brand image is an important variable in understanding consumer behavior toward branded thrift fashion products among university students.

Table 4. *Descriptive Statistics of Fashion Lifestyle (X2)*

<i>Indicator</i>	<i>Mean</i>
X2.1	3.44
X2.2	3.56
X2.3	3.83
X2.4	3.72
Total Mean	3.64

Table 4 presents the descriptive statistical analysis of the fashion lifestyle variable. The results indicate that the total mean score for fashion lifestyle is 3.64, which falls within the high category. This finding suggests that respondents generally demonstrate a strong orientation toward fashion-related lifestyles. The respondents tend to consider fashion as an important aspect of their daily lives, self-expression, and social interaction. Among the indicators, X2.3 has the highest mean score of 3.83. This result indicates that respondents

strongly agree with statements related to this indicator, which may represent fashion as a reflection of personality, identity, or social prestige.

The high score suggests that university students place significant importance on appearance and fashion trends as part of their self-image. Branded secondhand clothing may therefore serve not only as a functional product but also as a means of expressing individuality and creativity. On the other hand, indicator X2.1 has the lowest mean score of 3.44, although it still belongs to the high category. This indicates that respondents have relatively lower agreement regarding certain practical or habitual aspects of fashion lifestyle compared to other indicators. Nevertheless, the score still reflects a positive orientation toward fashion consumption among respondents. The overall findings imply that respondents are highly influenced by fashion trends and lifestyle considerations when making purchasing decisions.

As university students, respondents are likely exposed to fashion content through social media platforms, peer groups, and digital communities, which shape their preferences and consumption patterns. Fashion lifestyle appears to encourage students to seek products that align with their desired appearance and social identity. The high mean score for the fashion lifestyle variable also supports the assumption that thrift fashion has become an integral part of contemporary youth culture. Students may perceive branded secondhand clothing as trendy, affordable, and unique, allowing them to maintain a fashionable image without spending excessively. Therefore, fashion lifestyle is an important factor influencing purchasing decisions in the branded used clothing market.

Table 5. *Descriptive Statistics of Purchasing Decision (Y)*

<i>Indicator</i>	<i>Mean</i>
Y1	3.89
Y2	3.61
Y3	3.84
Y4	3.63
Y5	3.52
Y6	3.75
Total Mean	3.70

Table 5 presents the descriptive statistical results for the purchasing decision variable. The table shows that the total mean score for purchasing decision is 3.70, which falls into the high category. This indicates that respondents generally demonstrate positive purchasing decisions regarding branded secondhand clothing products. In other words, respondents tend to have confidence and willingness to purchase branded used clothing based on their perceptions and preferences.

Among the six indicators, Y1 has the highest mean score of 3.89. This suggests that respondents strongly agree with statements related to this indicator, which may reflect confidence in product selection or satisfaction with branded secondhand clothing. The high score indicates that respondents believe branded thrift products can meet their expectations in terms of quality, style, and value. This finding implies that consumers are increasingly comfortable purchasing secondhand products, particularly when they are associated with reputable brands.

Meanwhile, indicator Y5 has the lowest mean score of 3.52. Although it remains within the high category, the lower score may indicate that some respondents are less likely to engage in behaviors such as recommending branded used clothing to others or making

repeated purchases. This suggests that while respondents generally have positive purchasing decisions, certain aspects of consumer behavior may still vary among individuals. The overall mean value demonstrates that respondents have favorable attitudes toward purchasing branded secondhand clothing.

Several factors may contribute to this behavior, including affordability, uniqueness, brand prestige, and lifestyle compatibility. Students may perceive thrift fashion as an effective way to obtain fashionable products while maintaining financial efficiency. The findings also indicate that purchasing decisions among respondents are influenced not only by functional considerations but also by psychological and social factors. Consumers are likely motivated by the desire to follow fashion trends, express individuality, and achieve social recognition through branded products. Therefore, the descriptive analysis confirms that purchasing decisions regarding branded used clothing are relatively strong among university students and are likely influenced by both brand image and fashion lifestyle.

Instrument Testing

Table 6. Validity Test Results

<i>Variable</i>	<i>Item</i>	<i>r-count</i>	<i>r-table</i>	<i>Result</i>
Brand Image	X1.1	0.783	0.217	Valid
	X1.2	0.743	0.217	Valid
	X1.3	0.685	0.217	Valid
Fashion Lifestyle	X2.1	0.820	0.217	Valid
	X2.2	0.863	0.217	Valid
	X2.3	0.734	0.217	Valid
	X2.4	0.828	0.217	Valid
Purchasing Decision	Y1	0.785	0.217	Valid
	Y2	0.524	0.217	Valid
	Y3	0.651	0.217	Valid
	Y4	0.775	0.217	Valid
	Y5	0.707	0.217	Valid
	Y6	0.510	0.217	Valid

Table 6 presents the results of the validity test for all questionnaire items used in this study. The validity test was conducted to determine whether each questionnaire item was capable of accurately measuring the intended research variables, namely brand image, fashion lifestyle, and purchasing decision. The test was performed by comparing the calculated correlation value (*r-count*) of each item with the critical value of the correlation table (*r-table*), which was 0.217 at the significance level of 0.05. The results show that all questionnaire items have *r-count* values greater than the *r-table* value of 0.217. For the brand image variable, the *r-count* values range from 0.685 to 0.783, indicating strong correlations between each item and the overall variable score. Similarly, the fashion lifestyle variable demonstrates high validity, with *r-count* values ranging from 0.734 to 0.863.

The purchasing decision variable also shows acceptable validity levels, with *r-count* values ranging from 0.510 to 0.785. Since all items exceed the minimum required threshold, every item is categorized as valid. The highest validity value is found in indicator X2.2 of the fashion lifestyle variable, with an *r-count* value of 0.863. This indicates that the item has a very strong relationship with the overall construct being measured. Meanwhile, the lowest validity value is found in indicator Y6 of the purchasing decision variable, with an *r-count* value of 0.510.

Although lower than other indicators, this value still exceeds the required threshold and therefore remains valid for use in the study. Overall, the validity test results confirm that all

questionnaire items are appropriate and effective for measuring the research variables. The strong correlation values indicate that the instrument has good construct validity and is capable of producing accurate data related to respondents' perceptions and behaviors. Consequently, the questionnaire can be considered suitable for further statistical analysis, including reliability testing, regression analysis, and hypothesis testing. These results also strengthen the credibility and accuracy of the research findings.

Discussion

This section discusses the findings of the study by connecting the statistical results with relevant theories and previous empirical studies. The discussion is organized according to the research objectives, namely analyzing the effect of brand image and fashion lifestyle on purchasing decisions of branded used clothing among students at the Faculty of Economics and Business, Universitas Muhammadiyah Makassar. The interpretation of findings is linked to consumer behavior theory, lifestyle theory, and purchasing decision theory to provide a more comprehensive understanding of the phenomenon under study.

The Effect of Brand Image on Purchasing Decision

The results of this study indicate that brand image has a positive and significant effect on purchasing decisions. This is evidenced by the t-value of 6.472, which is greater than the critical value, and the significance level of 0.000, which is below the significance threshold of 0.05. These findings demonstrate that brand image is an important factor influencing students' decisions to purchase branded used clothing. The better the brand image perceived by consumers, the stronger the tendency to make purchasing decisions regarding secondhand fashion products.

This finding is closely related to consumer behavior theory proposed by Kotler and Keller, which explains that brand image represents the collection of perceptions, beliefs, and impressions embedded in consumers' minds regarding a brand. Consumers generally use brand image as an evaluation tool before making purchasing decisions because brands function as symbols of quality, prestige, and trust. In the context of branded used clothing, consumers may face uncertainty regarding product condition, authenticity, and durability. Therefore, a strong brand image helps reduce perceived risk and increases consumer confidence in purchasing decisions.

The findings also support signaling theory, which states that brands act as signals of product quality and credibility. Well-known brands provide assurance to consumers regarding product standards even though the products are secondhand. This explains why respondents still consider branded used clothing valuable and attractive. Consumers tend to perceive branded products as having better quality, stronger durability, and higher social value compared to non-branded products. Consequently, brand image becomes a critical determinant in influencing purchasing decisions within the thrift fashion market.

Furthermore, this result aligns with self-concept theory, which argues that consumers tend to purchase products that reflect their desired identity and social image. For university students, branded fashion products often symbolize prestige, modernity, and social belonging. Even though the products are secondhand, the symbolic meaning attached to the brand remains influential. Students may feel more confident and socially accepted when wearing products associated with reputable brands. Thus, purchasing branded used clothing is not solely based on functional considerations but also psychological and symbolic motivations.

The findings of this study are also consistent with previous empirical research showing that brand image significantly influences purchasing decisions. Earlier studies found that consumers are more likely to purchase products from brands with strong reputations because such brands create emotional attachment, perceived quality, and trust. In the fashion industry, brand image frequently serves as a competitive advantage because consumers associate branded products with exclusivity and status. This study extends previous findings by demonstrating that brand image remains influential not only in the market for new products but also in the secondhand fashion market.

In addition, the findings indicate that consumers rely heavily on brand cues when evaluating products with relatively higher uncertainty, such as thrift clothing. Since consumers cannot always guarantee the physical condition of secondhand products, brand reputation becomes an alternative indicator of quality. Therefore, the results strengthen the theoretical assumption that brand image functions as a cognitive shortcut that simplifies consumer decision-making processes. Overall, the study confirms that brand image remains a dominant factor influencing purchasing decisions, even within the context of sustainable and secondhand fashion consumption.

The Effect of Fashion Lifestyle on Purchasing Decision

The findings of this study also reveal that fashion lifestyle has a positive and significant effect on purchasing decisions. The statistical analysis shows a t-value of 2.141 with a significance level of 0.035, which is below 0.05. This indicates that fashion lifestyle contributes significantly to students' purchasing decisions regarding branded used clothing. Students with stronger fashion-oriented lifestyles are more likely to purchase thrift fashion products because these products align with their preferences, social identity, and desire for self-expression.

This finding is consistent with lifestyle theory developed by Adler and further expanded in consumer behavior studies. Lifestyle theory explains that individuals' consumption patterns are influenced by their activities, interests, and opinions. Fashion lifestyle specifically refers to how consumers express themselves through clothing choices, fashion preferences, and engagement with trends. Consumers with strong fashion lifestyles tend to place greater importance on appearance, uniqueness, and social recognition. As a result, they are more inclined to purchase products that support their desired self-image and social identity.

The findings also support symbolic interaction theory, which argues that individuals use products and consumption behavior as symbols to communicate meaning within social interactions. In this context, branded used clothing serves as a medium of self-expression for university students. Through thrift fashion, students can display creativity, uniqueness, and fashion consciousness while maintaining affordability. This phenomenon demonstrates that fashion products are consumed not only for practical purposes but also for symbolic and social functions.

Additionally, the results align with Maslow's hierarchy of needs, particularly the levels related to esteem needs and self-actualization. Students may purchase branded secondhand clothing to gain social recognition, improve self-confidence, and express individuality. Fashion lifestyle encourages consumers to seek products that enhance their social appearance and satisfy psychological needs beyond basic functionality. Therefore, thrift fashion becomes an attractive alternative because it combines affordability, style, and symbolic value.

The findings further support the theory of planned behavior, which suggests that consumer behavior is influenced by attitudes, subjective norms, and perceived behavioral

control. Students with positive attitudes toward fashion trends and thrift shopping are more likely to engage in purchasing behavior. Social media exposure, peer influence, and digital fashion communities may strengthen these attitudes and encourage students to adopt thrift shopping as part of their lifestyle. Consequently, fashion lifestyle significantly shapes consumer behavior in the secondhand fashion market.

The results are also consistent with previous studies indicating that fashion-conscious consumers tend to engage in more active purchasing behavior. Earlier research showed that consumers with strong interest in fashion are more responsive to trends and more willing to explore alternative fashion sources such as thrift stores. This study confirms that fashion lifestyle not only influences what consumers purchase but also affects where and how they purchase fashion products.

Moreover, the findings reflect the growing influence of sustainable fashion consumption. Contemporary consumers increasingly view thrift shopping as part of environmentally conscious behavior. Thus, fashion lifestyle is no longer solely associated with prestige and trend-following but also with awareness of sustainability issues. University students may perceive branded secondhand clothing as a way to remain fashionable while supporting more responsible consumption practices. Therefore, the study demonstrates that fashion lifestyle influences purchasing decisions through both social and environmental dimensions.

The Simultaneous Effect of Brand Image and Fashion Lifestyle on Purchasing Decision

The results of the F-test indicate that brand image and fashion lifestyle simultaneously have a positive and significant effect on purchasing decisions. This is shown by the F-value of 59.579 with a significance level below 0.001. In addition, the coefficient of determination (Adjusted R Square = 0.591) indicates that 59.1% of the variation in purchasing decisions can be explained by brand image and fashion lifestyle, while the remaining 40.9% is influenced by other factors outside the research model.

These findings support integrated consumer decision-making theory, which states that purchasing decisions are influenced by multiple interconnected factors, including cognitive, emotional, social, and behavioral aspects. Brand image represents the cognitive dimension because it relates to consumers' perceptions and evaluations of product quality and reputation. Meanwhile, fashion lifestyle represents behavioral and psychological dimensions related to self-expression, identity, and social interaction. When combined, these variables create a stronger influence on consumer purchasing decisions.

The findings are also in line with the Stimulus-Organism-Response (SOR) theory. In this theory, brand image and fashion lifestyle act as stimuli influencing consumers' internal evaluations and emotional responses, which eventually lead to purchasing decisions. A positive brand image creates trust and perceived value, while fashion lifestyle strengthens emotional attachment and identity expression. Together, these factors encourage consumers to make purchasing decisions regarding branded used clothing.

The coefficient of determination result indicates that although brand image and fashion lifestyle significantly influence purchasing decisions, there are still other factors affecting consumer behavior. These factors may include price, product quality, peer influence, social media exposure, income level, and environmental awareness. Nevertheless, the relatively high Adjusted R Square value demonstrates that the research model has strong explanatory power in understanding consumer behavior in the thrift fashion market.

Furthermore, the simultaneous effect highlights the interaction between symbolic consumption theory and consumer culture theory. Consumers do not merely evaluate products based on functional utility but also based on symbolic meanings attached to brands and lifestyle preferences. In the context of branded used clothing, students tend to choose products that simultaneously reflect prestige, uniqueness, affordability, and social identity. Therefore, purchasing decisions are shaped by a combination of rational evaluations and emotional motivations.

This finding also extends previous empirical studies by applying traditional consumer behavior theories to the secondhand fashion market. Most previous research focused primarily on new fashion products, whereas this study demonstrates that similar theoretical mechanisms also apply to branded thrift products. The difference lies in the contextual dynamics of secondhand consumption, where sustainability awareness, affordability, and uniqueness become more prominent considerations.

Synthesis of Findings

Overall, the findings of this study confirm that brand image and fashion lifestyle significantly influence purchasing decisions, both partially and simultaneously. The results support consumer behavior theory, lifestyle theory, signaling theory, self-concept theory, symbolic interaction theory, and the theory of planned behavior. These theories collectively explain that purchasing decisions are shaped by a combination of cognitive evaluations, emotional attachments, social influences, and identity-related motivations.

This study contributes to the literature by providing empirical evidence within the context of branded secondhand clothing among university students. The findings demonstrate that traditional marketing variables such as brand image remain highly relevant in contemporary fashion markets, including the secondhand segment. At the same time, the study highlights the increasing importance of lifestyle factors and sustainable consumption trends in influencing modern consumer behavior.

The study also reinforces the understanding that thrift fashion has evolved beyond economic necessity and has become part of contemporary youth culture and identity expression. Students perceive branded secondhand clothing not only as affordable products but also as symbols of fashion awareness, creativity, and social belonging. Consequently, the findings provide a more comprehensive understanding of consumer behavior in the evolving fashion industry, particularly within the context of sustainable and secondhand fashion consumption.

Conclusion

This study aimed to analyze the influence of brand image and fashion lifestyle on purchasing decisions regarding branded used clothing among students of the Faculty of Economics and Business, Universitas Muhammadiyah Makassar. The findings revealed that brand image has a positive and significant effect on purchasing decisions, with a t-value of 6.472 and a significance value of 0.000 (<0.05). Fashion lifestyle also demonstrated a positive and significant influence, with a t-value of 2.141 and a significance value of 0.035 (<0.05). Simultaneously, brand image and fashion lifestyle significantly affected purchasing decisions, as indicated by an F-value of 59.579 and a significance level below 0.001. Furthermore, the coefficient of determination (Adjusted R Square) of 0.591 indicates that 59.1% of purchasing

decision variations can be explained by these two variables, while 40.9% are influenced by other factors outside the research model.

These results confirm the research objectives and demonstrate that brand image is the dominant factor influencing students' purchasing decisions for branded secondhand clothing. Students tend to rely on brand reputation, perceived quality, and symbolic value when evaluating thrift fashion products. Meanwhile, fashion lifestyle reflects students' desire for self-expression, trend adaptation, and social identity through fashion consumption. The study contributes theoretically by extending consumer behavior and lifestyle theories into the context of secondhand fashion consumption. Practically, the findings imply that thrift fashion businesses should strengthen brand positioning and align marketing strategies with consumers' fashion lifestyles through digital marketing, product curation, and trend-based promotions.

However, this study has limitations because it only involved respondents from one faculty and examined two independent variables. Future research is recommended to include additional variables such as price perception, social influence, product quality, and sustainability awareness, as well as broader populations and mixed-method approaches to obtain deeper insights into consumer behavior in the thrift fashion market.

Acknowledgment

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