

Understanding Consumer Intentions to Purchase Local or Second-hand Fashion in Indonesia

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Abstract. *The fashion industry in Indonesia continues to grow, including trends in local fashion products and second-hand clothing. This study aims to determine the factors that shape consumers' purchase intention towards these fashion products by analyzing the influence of self-efficacy, product specifications, socio-cultural factors, and the mediating role of hedonic motivation. Using a quantitative approach with online questionnaires and purposive sampling (at least 200 respondents), the study used Structural Equation Modeling (SEM) Partial Least Square (PLS) 4.0 for validity testing, reliability, and structural analysis. The results showed that self-efficacy has a significant positive effect on the purchase intention of local fashion products and second-hand clothing. Product specifications and socio-cultural factors have a significant positive effect on purchase intention for local fashion products, but not for second-hand clothing. Hedonic motivation does not mediate the effect of self-efficacy, product specifications, and socio-cultural factors on purchase intention of local fashion products, but mediates the effect of self-efficacy and socio-cultural factors on purchase intention of second-hand clothing. The findings offer insights for marketing strategy and brand management in the local and second-hand fashion industry, emphasizing the importance of consumer trust and specific factors that influence purchase decisions.*

Keywords: *Fashion, local product, second-hand, purchase intention, hedonic motivation*

Abstrak. *Industri mode di Indonesia terus berkembang seiring dengan tren produk fashion lokal dan pakaian bekas. Penelitian ini bertujuan untuk menentukan faktor-faktor yang membentuk minat beli konsumen terhadap produk fashion tersebut dengan menganalisis pengaruh self-efficacy, spesifikasi produk, faktor sosial-budaya, serta peran mediasi motivasi hedonis. Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner online dan teknik purposive sampling (minimal 200 responden). PLS-SEM digunakan untuk pengujian validitas, reliabilitas, dan analisis struktural. Hasil penelitian menunjukkan bahwa self-efficacy memiliki pengaruh positif signifikan terhadap minat beli pada produk fashion lokal dan pakaian bekas. Spesifikasi produk dan faktor sosial-budaya memiliki pengaruh positif signifikan terhadap minat beli produk fashion lokal, namun tidak terhadap pakaian bekas. Motivasi hedonis tidak memediasi pengaruh self-efficacy, spesifikasi produk, dan faktor sosial-budaya terhadap minat beli produk fashion lokal, tetapi memediasi pengaruh self-efficacy dan faktor sosial-budaya terhadap minat beli pakaian bekas. Temuan ini memberikan wawasan untuk strategi pemasaran dan manajemen merek di industri fashion lokal dan pakaian bekas, dengan menekankan pentingnya kepercayaan konsumen dan faktor spesifik yang memengaruhi keputusan pembelian.*

Kata Kunci: *Mode, Produk Lokal, Second-Hand, Niat pembelian, Motivasi hedonisme*

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Introduction

The fashion retail industry in Indonesia has become a profitable sector in recent years. It contributes significantly to the creative economy, playing a crucial role in economic development and job creation. The industry ranks among the top three subsectors within the creative economy, accounting for 17% of GDP and exports (Surodjo et al., 2022). As a rapidly growing sector, it has potential for global market expansion. Data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenKopUKM) indicates that in 2017, the fashion industry contributed 3.76% to the national gross domestic product, with exports valued at \$13.29 billion. Notably, the fashion sub-sector was also the largest contributor in 2016, accounting for 54.54% of the creative economy's output.

The growth of this industry is driven by various market segments, each with distinct characteristics and needs. According to Nisrina & Ardi (2022), demographic factors such as age, gender, and income significantly impact fashion preferences.

For instance, younger consumers often prefer sustainable and affordable fashion items like secondhand clothing, while older consumers are more focused on quality and brand loyalty (Corbo et al., 2023). Additionally, psychographic factors such as consumer values and lifestyle choice play a key role. Yuniastuti & Pratama (2023) highlight that the modest fashion sector in Indonesia, which caters to a predominantly Muslim population, has seen considerable growth and faces fierce international competition.

Based on consumer behavior factors, including purchase frequency and motivations for selecting secondhand clothing, also vary among different demographic and psychographic groups. Research by Nulpauzi et al. (2024) underscores the importance of understanding these variations to develop targeted marketing strategies. By utilizing these insights, businesses within the Indonesian fashion industry can effectively segment and target their markets, refine their marketing approaches, and enhance profitability.

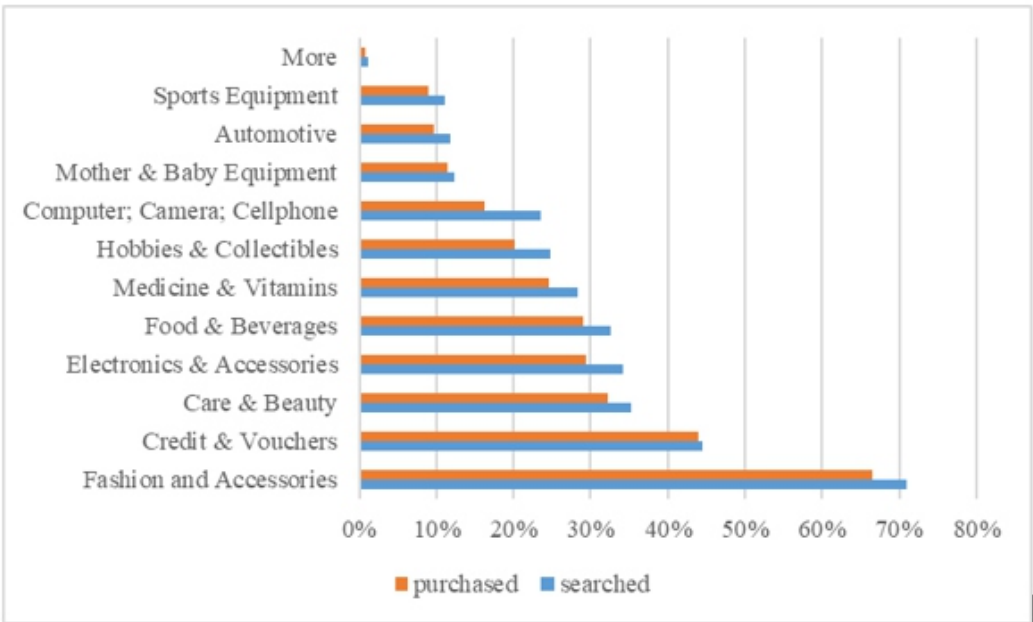


Figure 1.
Preferred Product Categories When Shopping Online

As seen in Figure 1, research results from Katadata Insight Center and Sirclo indicate that fashion products and accessories dominate consumer searches and purchases when shopping online. Approximately 71% of consumers search for these products, with around 66.6% making a purchase. About 44.4% of consumers seek prepaid credit and vouchers on e-commerce platforms, and approximately 35.3% of respondents look for body care and beauty products.

The fashion industry in Indonesia faces several significant challenges that threaten the local market. One major issue is the reliance on imported products (both raw materials and finished goods), as noted by Gunadi (2020). Secondhand clothing imports have surged dramatically, increasing by 607.6% in early 2022. This trend, which is particularly prevalent among Generation Z consumers, is driven by factors such as the quest for uniqueness, fashion engagement and the search for inexpensive items (Ketut & Dharma, 2023). This influx of secondhand clothing has adversely affected domestic apparel manufacturers, reducing their market share by 15–20%.

The growth of Indonesia's local fashion industry, especially in the Muslim fashion segment, offers both significant opportunities and unique challenges on the global stage. Audita et al. (2022) highlight how traditional attire, such as the kebaya, is being reimaged through processes like cultural referencing, blending, co-sourcing, and co-production to harmonize authenticity with modern consumer preferences. Islamic fashion brands, as noted by Sari and Asad (2019), strategically integrate religious principles into their design and marketing efforts, using fashion as a medium to promote Islamic values. To enhance sustainability and competitiveness, some businesses have adopted innovative frameworks like the Triple Layered Business Model Canvas, emphasizing environmentally conscious practices (Hurriyati et al., 2023).

Additionally, Nurcahyanie et al. (2022) report that, in response to shifts caused by the COVID-19 pandemic, Muslim fashion retailers have started leveraging online product reviews to gather insights for product innovation. This approach has allowed them to adapt effectively to the evolving consumer behaviors characteristic of the "new normal" era.

The secondhand clothing market has become a thriving business in Indonesia. Secondhand clothes serve as an alternative for individuals experiencing economic decline, poverty, and low purchasing power. The culture of using secondhand products has given rise to the term "thrifting". Thrifting involves purchasing used items such as clothing, shoes, accessories, kitchenware, and other products that have been used but are still in good condition. Many consumers participate in this activity to reduce the negative impact of fast-fashion practices, which involve rapidly changing trends and can adversely affect the environment (Prasetya, 2023).

In Indonesia, thrifting culture is driven by youth subcultures, student organizations, sustainable fashion advocates, influencers, and local thrift markets. These groups promote thrifting as a trend for individuality, affordability, and sustainability, fueling its rapid growth among young people. Research by Valenciana & Pudjibudojo (2022) shows an increased interest in purchasing secondhand clothing among Indonesian consumers. This growing interest has arisen from changing fashion trends and popular culture, including influence from South Korea. As a result of this phenomenon, there is an increasing demand for domestically sourced secondhand products. Figure 2 shows the import data for secondhand clothing from Statistics Indonesia for the years 2018–2022.

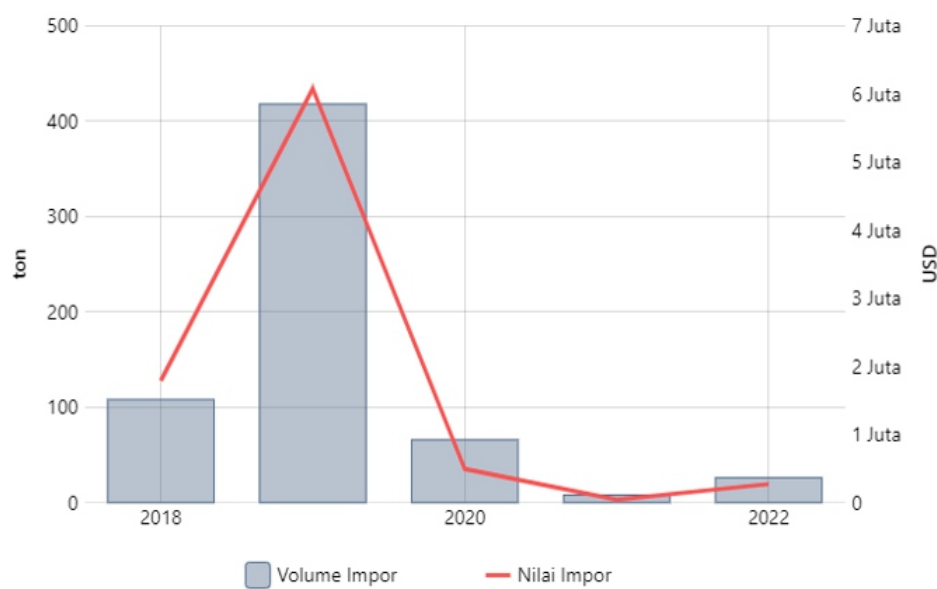


Figure 2.
Volume And Value (in Usd) Of Used Clothing Imports In Indonesia in 2018–2022 (BPS.go.id, 2022)

Based on the data in Figure 2, secondhand clothing imports in Indonesia show a fluctuating trend. In 2018, the import volume reached 107.98 tons, with an import value of \$1,790,435.38. The import value significantly increased in 2019 to \$6,075,437.00. However, the volume of secondhand clothing imports decreased in 2020 to 65.91 tons, with an import value of \$493,983.00. The import volume of secondhand clothing increased again in 2022 to 26.22 tons, with an import value of \$272,146.00. The fluctuating trend in secondhand clothing imports in Indonesia can be partially attributed to the impact of the COVID-19 pandemic. In 2019, the import value surged, reflecting a growing demand for secondhand fashion. However, in 2020, both the volume and value of imports declined sharply, likely due to pandemic-related restrictions, supply chain disruptions, and shifts in consumer spending priorities. As conditions stabilized, imports began to recover, though at lower volumes, with the 2022 figures showing a slight rebound in both volume and value. This pattern illustrates how the pandemic influenced the market, creating both challenges and gradual recovery phases in the industry.

As the trend has increased, Indonesian secondhand clothing imports have become a noteworthy topic. The phenomenon of importing secondhand clothing has significant impacts on the country's economy and trade policies. These imports are governed by various laws and ministerial regulations in Indonesia, such as Law No. 8 of 1999 on Consumer Protection and Minister of Trade Regulation No. 12 of 2020, which classifies secondhand clothing as a prohibited import item (Baladiyah & alaysia, 2023). The ban on importing certain items, including secondhand clothing, has been subject to legal, economic, and trade analyses, emphasizing the need for global cooperation to maintain fair and secure trade (Faizah & Alaysia, 2023). The impact of these regulations on local businesses involved in the import of secondhand clothing includes market closures and loss of income for entrepreneurs (Ardiansyah, 2023).

The main purpose of this study is to determine the factors that shape consumer purchase intentions, especially for local fashion products and used fashion products. The factors analyzed include self-efficacy, product specifications, socio-cultural factors, and the mediating role of hedonic motivation.

By studying these factors, this research also aims to uncover what drives consumer decision-making in terms of sustainable fashion. A comparison between local and secondhand fashion can reveal the factors that consumers prioritize depending on the type of sustainable product.

Yusvita (2020) found that self-efficacy plays a significant role in influencing purchase intentions within the fashion industry. A study of customers who had shopped on Tokopedia, an Indonesian e-commerce platform, revealed that self-efficacy, perceived ease of use, and perceived benefits positively affect online purchasing behavior, with perceived risk acting as a mediating variable. Additionally, de Lenne & Vandenbosch (2017) found that self-efficacy beliefs can predict the intention to purchase sustainable fashion. For example, consumers who are confident that they are able to distinguish between products with valid sustainability claims and products with greenwashing are more likely to have purchase intentions. These findings indicate that enhancing self-efficacy, perceived ease of use, and perceived benefits can improve online purchasing behavior, even in the presence of perceived risks.

H1: Self-efficacy directly affects purchase intention of local and secondhand fashion products.

Product specifications have also been shown to significantly influence purchase intentions within the fashion industry. Key product attributes influencing purchase intentions include aesthetic qualities, such as design and brand image (Lee & Kim, 2015), which attract consumers through visual appeal; functional characteristics, including quality and practicality, which affect usability and durability (Tjiandra et al., 2023); and eco-friendly aspects, where sustainability increasingly sways environmentally conscious buyers (Nandikonda & Munari, 2021). A study that examined factors affecting consumers' purchase intentions for sportswear revealed that product attributes have a significant impact on purchase intentions (Tian & Xi, 2023). This study was based on an extended

SOR model from a product attributes perspective. A study by Adibah & Sufiati (2024) found that detailed product information, along with media richness, price fairness, and social media marketing, significantly affects consumer purchase intentions. In the context of online fashion purchases, it is crucial to mitigate perceived risks, such as product and information security risks. Detailed product specifications can help reduce these risks by providing consumers with accurate and reliable information about the products they are considering (Lakchan & Samaraweera, 2023).
H2: Product specification directly affects purchase intention on local and secondhand fashion products.

Social and cultural factors have been shown to significantly impact purchase intentions in the fashion industry. The rise of e-commerce platforms like Shopee has created a competitive environment for Islamic fashion. Studies show that social norms and perceived behavioral control significantly affect the purchasing intentions of Muslim consumers in Indonesia (Fortunata & Hanafiah, 2024). This is particularly relevant given that Indonesia is home to the largest Muslim population in the world, with over 80% of its citizens identifying as Muslims. This demographic dominance shapes consumer behavior, creating a significant market for Islamic fashion and related products, especially in an increasingly digitalized economy. According to Kalesaran et al. (2022), social influence and product attributes have a notable effect on customers' intentions to purchase secondhand clothing. Similarly, Gurnani & Gupta (2024) highlight that in the Indian fashion retail sector, consumer behavior is shaped by a complex interplay of cultural dynamics, economic conditions, and social influences. In Muslim communities, social influences, particularly those originating from religious and cultural contexts, play a crucial role in shaping brand attachment and perceived value. These considerations, in turn, significantly affect the intention to repurchase clothing that aligns with cultural and religious norms (Ahmed et al., 2018).

H3: Social and cultural factors directly affect purchase intention on local and secondhand fashion products.

Hedonic motivation in the purchase of fashion products can arise when consumers seek happiness and pleasure through the sensory experiences that clothing and accessories offer. Sensory aspects of fashion, including fabric textures and the visual appeal of designs, contribute to the enjoyment derived from these products. Furthermore, the status, prestige, and personal identity associated with fashion items, along with the influence of celebrity endorsements and social media marketing, further trigger hedonic motivation in consumers, increasing their desire to make fashion purchases (E. Cho et al., 2021).

Although existing research has not specifically tested the mediating role of hedonic motivation in the relationship between self-efficacy, product specifications, social-cultural factors, and purchase intentions, studies suggest that hedonic motivation may play a mediating role in the relationship between certain factors and purchase intentions in the fashion industry. The present study aims to confirm whether hedonic motivation mediates the relationship between self-efficacy, product specifications, socio-cultural factors, and purchase intentions.

H4: Hedonic motivation mediates the influence of self-efficacy on the intention to purchase local and secondhand fashion products, H5: Hedonic motivation mediates the influence of product specifications on the intention to purchase local and secondhand fashion products, H6: Hedonic motivation mediates the influence of social-cultural factors on the intention to purchase local and secondhand fashion products.

This study examines local fashion products and secondhand clothing within a single framework, unlike other studies that tend to focus on only one category. By providing a comparative analysis of the factors that influence consumer behavior toward both types of products, this research offers a broader perspective on the fashion industry in Indonesia. The study also considers unique socio-cultural factors, including local identity and global trends like South Korean fashion, that are often overlooked in similar research.

Additionally, this research explores the mediating role of hedonic motivation in the purchase of secondhand goods, an area that has not been extensively explored.

This study is expected to contribute significantly to industry stakeholders' understanding of consumer behavior, their ability to formulate appropriate marketing strategies, and their focus on promoting sustainability through social media. By assessing the influence of psychological, cultural, and product-related factors on consumer decision-making, the study extends the literature on the roles of self-efficacy and hedonic motivation. This research also provides practical guidance for fashion brands and marketers seeking to build consumer trust and engagement, whether by promoting local products aligned with socio-cultural values or leveraging emerging frugality trends. Furthermore, the study offers recommendations to policymakers and business leaders on how to encourage sustainable consumption and mitigate the fashion industry's negative environmental impacts.

By understanding the complex interplay between self-efficacy and hedonic motivation, businesses can facilitate sustainable consumption practices and reduce environmental impact. The use of social media is also anticipated to enhance purchase intentions and sales, thereby contributing to the overall sustainability of the fashion industry. The conceptual framework for this research is illustrated in Figure 3

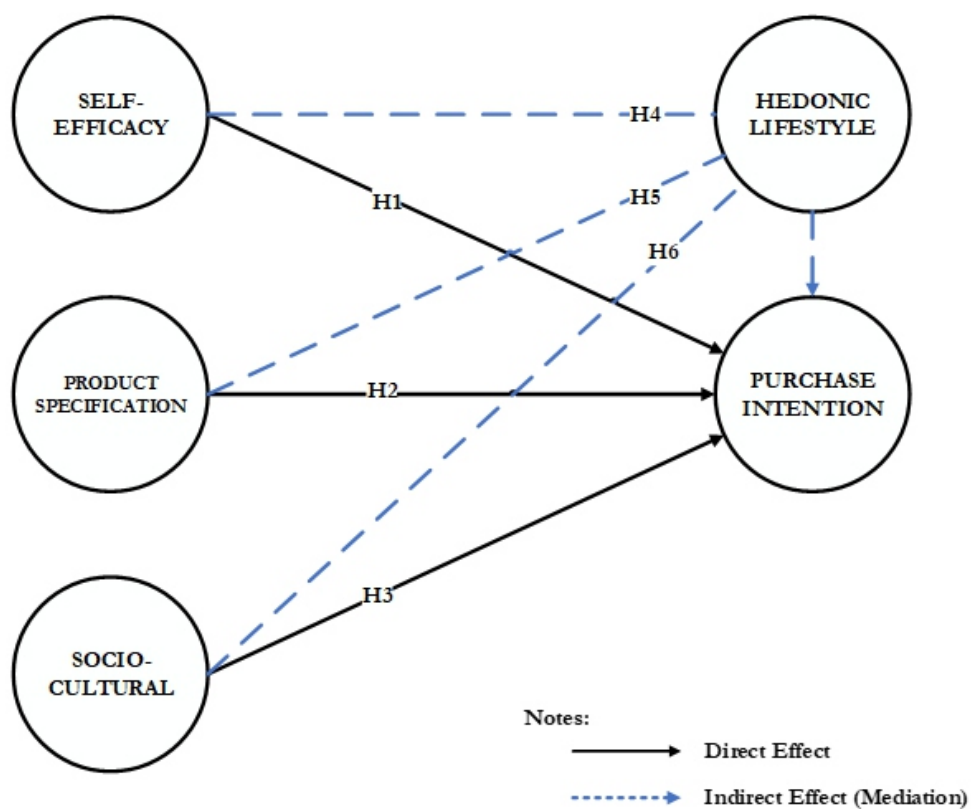


Figure 3.
Conceptual framework

Research Methodology

This study was conducted by analyzing data quantitatively with the aim of testing the established hypotheses (Sugiyono, 2018). An online questionnaire was selected as the data collection tool, and a non-probability sampling method was employed to determine the sample size. The purposive sampling approach was adopted for the sampling technique, in line with Hair's (2017) recommendation to use a minimum sample size with a ratio of 15:1 or 20:1 per variable. In this study, we measured five variables with 20 items or indicators. Based on a 20:1 ratio, the minimum required sample size was 200 respondents.

The respondents in this study purchased both local and secondhand fashion products. If only one type of purchase was made, the respondent was automatically eliminated. Validity testing was conducted to evaluate the extent to which the measuring instrument is accurate and precise. Meanwhile, reliability testing was used to assess the extent to which the measurement scale shows a relatively stable level of consistency when repeatedly measuring the same subjects. Furthermore, to test the hypotheses and conduct a series of tests, PLS-SEM was employed.

Table 1.
Operational Definition of Research Variables

Variable	Code	Items	Reference
Self-Efficacy	SE.1	Informed fashion choices	(Shwastika & Keni, 2021)
	SE.2	Assessing preferences	
	SE.3	Navigating the fashion industry	
	SE.4	Confidence in purchases	
Product Specification	PS.1	Quality of materials	(Shwastika & Keni, 2021)
	PS.2	Brand, design and style details	
	PS.3	Size and fit information	
	PS.4	Price	
Socio-cultural	SC.1	Cultural values influence	(Shwastika & Keni, 2021)
	SC.2	Social norms impact	
	SC.3	Role of social approval	
	SC.4	Influence of trends on purchase behavior	
Hedonic Motivation	HM.1	Pleasure from purchases	(Mahmud et al., 2023)
	HM.2	Emotional attachment	
	HM.3	Seeking positive experiences	
Purchase Intention	PI.1	Willingness to purchase fashion	(Jannah et al., 2022)
	PI.2	Intentions to buy	
	PI.3	Consideration of sustainability in future fashion purchases	(Pereira et al., 2021)
	PI.4	Alignment of purchase intentions with personal values and ethical beliefs	

Results and Discussion

Table 2.
Respondent Demographics

Characteristic	Sub-category	Number of Respondents	Percentage (%)
Age Group	Youth Segment (18–35)	97	48.5%
	Middle-aged Segment (36–51)	103	51.5%
Gender	Female	117	58.5%
	Male	83	41.5%
Fashion Type Preference	Local Fashion	107	53.5%
	Secondhand Fashion	93	46.5%

The distribution of respondents by age group shows that the majority were from the middle-aged segment (36–51 years) with 103 respondents (51.5%), while the younger segment (18–35 years) consisted of 97 respondents (48.5%). In terms of gender, the majority of respondents were female, with 117 individuals (58.5%) compared to 83 males (41.5%).

Regarding fashion preferences, more respondents chose local fashion—107 individuals (53.5%) compared to 93 individuals (46.5%) who preferred secondhand fashion.

Next, we will examine how preferences for local versus secondhand fashion vary across age groups and gender.

Table 3.
Fashion Preferences

Characteristic	Sub-category	Number of Respondents	Percentage (%)
Local Fashion by Age Group	Youth Segment (18–35)	55	51.4%
	Middle-aged Segment (36–51)	52	48.6%
Secondhand Fashion by Age Group	Youth Segment (18–35)	42	45.2%
	Middle-aged Segment (36–51)	51	54.8%
Local Fashion by Gender	Female	62	57.9%
	Male	45	42.1%
Secondhand Fashion by Gender	Female	55	59.1%
	Male	38	40.9%

Regarding age demographics, 55 respondents within the younger age group (18–35 years) preferred local fashion, representing 51.4% of the total respondents who chose local fashion. In the middle-aged group (36–51 years), 52 respondents also favored local fashion, accounting for 48.6%. Meanwhile, the preference for secondhand fashion was higher among the middle-aged group, with 51 respondents (54.8%) compared to 42 from the younger age group (45.2%).

In terms of gender, 62 female respondents preferred local fashion, comprising 57.9% of the total respondents who selected this preference, while 45 male respondents (42.1%) selected it. Regarding secondhand fashion, 55 female respondents (59.1%) chose it as their preference, as did 38 male respondents (40.9%).

Overall, these data indicate that local fashion is slightly more popular among women and the younger generation, whereas secondhand

fashion is favored by the middle-aged group and also enjoys significant support from women. These differences in preference may reflect factors such as fashion trends, economic values, and environmental awareness that influence consumer choices.

Evaluation of model measurement

We conducted model measurement to evaluate the relationships between indicators and other variables. According to Hair et al. (2022), in SmartPLS, a convergent validity value is considered acceptable and valid if the factor loading value exceeds 0.6. Therefore, some indicators were excluded from several variables because their factor loadings were below this threshold. The outer loading values for local fashion products can be seen in Figure 4, while the outer loading values for secondhand fashion products are shown in Figure 5.



Figure 4.
Research Model Structure (local Product)

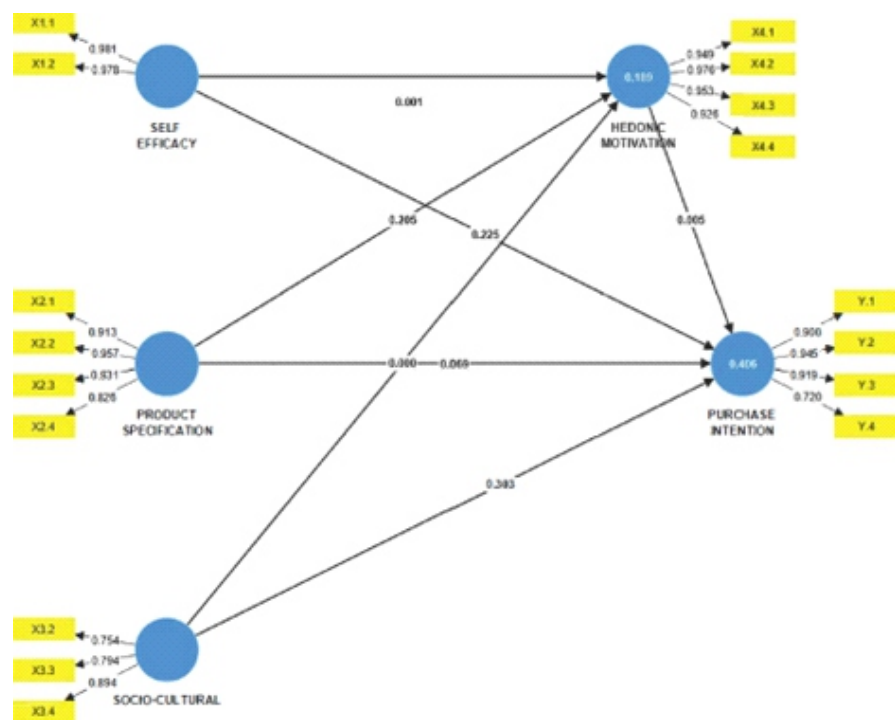


Figure 5.
Research Model Structure (Secondhand Product)

Research Model Structure (Secondhand Product)The criteria used in this study to assess the outer model include the validity test with convergent validity using average variance extracted (AVE) and the reliability test with composite reliability (CR) and Cronbach's alpha (CA). Table 2 shows the results of CA, CR, and AVE. A good measure of convergent validity is an AVE value of at least 0.5.

A variable is considered reliable if it has a CR value >0.6. The reliability test with composite variables is then reinforced by using the CA value, which is considered reliable for a variable if the CA value is >0.7. The results of the validity and reliability tests are presented in Table 4.

Table 4.
Value of Cronbach's Alpha, Composite Reliability, and Average Variance Extracted

	Cronbach's alpha (CA)		Composite reliability (CR)		Average variance extracted (AVE)	
	Local product	Secondh and product	Local product	Secondh and product	Local product	Secondh and product
Self _efficacy	0.724	0.958	0.761	0.963	0.542	0.959
Product _specification	0.703	0.928	0.701	0.940	0.628	0.825
Social _culture	0.696	0.780	0.697	0.957	0.523	0.666
Hedonic _motivation	0.725	0.965	0.725	0.974	0.548	0.905
Purchase _intention	0.747	0.896	0.748	0.925	0.569	0.766

Table 4 indicates that in this study, the AVE values for all latent variables exceed 0.5, demonstrating that the overall construct validity can be considered valid. The research results also indicate that all CR values for the research variables exceed 0.6, and the Cronbach's alpha values for all variables exceed 0.6. These calculations indicate that both the CR and Cronbach's alpha values meet the established standards, reflecting that these variables have a high level of reliability.

Evaluation Of Structural Models

The structural model depicts the relationships between latent variables based on theoretical substance. Evaluation of the structural model was performed through R-square (R²) tests and significance tests, where estimates are tested using t-statistic tests through resampling bootstrapping methods and path coefficient estimates. Some analysis methods that can be used in the evaluation of the structural model include PLS & SEM (Haryono, 2018).

Further model evaluation involves hypothesis testing (significance), where measuring the path coefficient values in the structural model aims to assess the significance of the relationships between latent variables. The relationship between variables is considered significant if the p-value is less than 0.05, and the t-statistic value is greater than the critical t-table value. With a confidence level of 95%, the t-table value for two-tailed hypothesis testing should be equal to or greater than 1.96, as explained in research by Wardana et al. (2023). The results of hypothesis testing are presented in Table 5 for local fashion products and Table 6 for secondhand fashion products.

Table 5.
Hypothesis Test Result (Local Fashion Product)

Hypothesis	Original Sample (O)	T- Statist ics	P- Values	Conclu sion	
Direct Effect					
Self_Efficacy -> Purchase_Intention	0.182	3.676	0.000	ACCEPTED	
Product_Specification -> Purchase_Intention	0.112	2.130	0.033	ACCEPTED	
Social_Culture -> Purchase_Intention	0.316	2.479	0.013	ACCEPTED	
Indirect Effect					
					Type Of Mediation
Self_Efficacy -> Hedonic_Motivation -> Purchase_Intention	0.016	1.025	0.306	REJECTED	Direct only (No mediation)
Product_Specification -> Hedonic_Motivation -> Purchase_Intention	0.014	0.931	0.352	REJECTED	Direct only (No mediation)
Social_Culture -> Hedonic_Motivation -> Purchase_Intention	0.181	1.760	0.078	REJECTED	Direct only (No mediation)

Table 6.
Hypothesis Test Result (Secondhand Fashion Product)

Hypothesis	Original Sample (O)	T- Statis tics	P- Values	Conclu sion	
Direct Effect					
Self_Efficacy -> Purchase_Intention	0.158	2.046	0.041	ACCEPTED	
Product_Specification -> Purchase_Intention	-0.021	0.218	0.828	REJECTED	
Social_Culture -> Purchase_Intention	-0.073	0.776	0.438	REJECTED	
Indirect Effect					Type of Mediation
Self_Efficacy -> Hedonic_Motivation -> Purchase_Intention	0.225	4.990	0.000	ACCEPTED	Complementary (Partial mediation)
Product_Specification -> Hedonic_Motivation -> Purchase_Intention	-0.223	4.156	0.000	ACCEPTED	Indirect only (Full mediation)
Social_Culture -> Hedonic_Motivation -> Purchase_Intention	0.562	6.821	0.000	ACCEPTED	Indirect only (Full mediation)

H1 states that self-efficacy has a significant positive influence on purchase intention. The data indicate that with a t-statistic value of 3.676, which exceeds the critical threshold of 1.96, and a statistically significant p-value of 0.000 (less than 0.05), along with an original sample value of 0.182, this hypothesis is supported. Thus, consumer self-confidence plays a crucial role in shaping the intention to purchase local fashion products. Similarly, for secondhand fashion products, consumer self-confidence has a significant positive impact on purchase intention. This variable had a t-statistic value of 2.046, surpassing the threshold of 1.96, and a p-value of 0.041 (less than 0.05), along with an original sample value of 0.158. These findings align with a study conducted by Fauzi & Levana (2020), which found in marketing studies, self-efficacy, along with trust, had a positive and significant influence on the intention to repurchase premium bus services.

Strong evidence also supports H2, indicating that product specification positively contributes to the purchase intention of local fashion products. The t-statistic value of 2.130,

which exceeds the critical threshold of 1.96, and the p-value of 0.033 (less than 0.05), along with an original sample value of 0.112, indicate a statistically significant positive relationship between product specifications and purchase intention for local fashion products. Therefore, this study concludes that product specifications in local fashion products have a significant positive impact on the purchase intention of these products. The present study's findings align with those of Shukla et al. (2022), who found that semiotic product packaging increased brand trust and purchase intention.

However, for secondhand fashion products, despite the original sample indicating a negative relationship of -0.021, the t-statistic value of 0.218 did not surpass the critical threshold of 1.96, and the p-value was 0.828 (greater than 0.05). Therefore, this study finds no significant impact of product specifications on the purchase intention of secondhand fashion products. The conclusion regarding the lack of a significant impact of product specifications on the purchase intention of secondhand fashion products aligns with

research conducted by Marková & Grajeda (2018), whose study found that consumer preferences and attitudes toward secondhand fashion products may vary based on factors such as gender and income levels.

Statistical analysis indicates that socio-cultural factors have a significant positive impact on purchase intention for local fashion products. With a t-statistic value of 2.479, surpassing the critical threshold of 1.96, and a p-value of 0.013 (less than 0.05), along with an original sample value of 0.316, this study finds that cultural and social factors play a crucial role in shaping consumer purchase intentions for local fashion products due to their significant positive influence.

In contrast, for secondhand fashion products, the original sample indicates a negative relationship of -0.073 , the t-statistic value of 0.776 does not surpass the critical threshold of 1.96, and the p-value is 0.438 (greater than 0.05). Therefore, this study finds that cultural and social factors have no significant impact on the purchase intention for secondhand fashion products.

While some research indicates that socio-cultural factors significantly influence the desire to purchase local fashion products, this does not appear to be the case for secondhand fashion products. The variation in the impact of socio-cultural factors on these two types of products may be attributed to factors such as consumer preferences, concern for social and environmental issues, brand image, and marketing strategies, as well as aspects such as gender and income levels (Peng & Jerusalem, 2021). For local fashion products, elements such as brand authenticity and support for local brands may be more crucial, while for secondhand fashion products, consumers may prioritize factors such as product quality, price, and environmental sustainability (Ginting et al., 2022).

Additionally, the impact of digital technology and online platforms on consumer behavior and the intention to purchase secondhand

fashion products can influence the relationship between socio-cultural factors and purchase intention. Overall, variation in the impact of socio-cultural factors on the desire to purchase may result from differences in consumer priorities and contextual considerations related to local fashion products versus secondhand fashion products (Y. Cho & Lee, 2013).

H4 aimed to measure the indirect effect of the self-efficacy variable on the purchase intention of local fashion products through hedonic motivation. The PLS-SEM analysis yielded an original sample value of 0.016, a t-statistic of 1.025, and a p-value of 0.306. These values indicate that, for local fashion products, hedonic motivation is unable to mediate the relationship between self-efficacy and purchase intention. Thus, the type of mediation is direct only (no mediation). This finding signifies that the direct effect is significant, while the indirect effect is not significant.

However, measurement results for the indirect effects on secondhand fashion products using the same variables yielded an original sample value of 0.225, a t-statistic of 4.990, and a p-value of 0.000. Consequently, this study concludes that hedonic motivation plays a mediating role in the relationship between self-efficacy and purchase intention for secondhand fashion products. The type of mediation is complementary (partial mediation), implying that both the direct and indirect effects are significant and point in the same direction. The findings therefore identify hedonic motivation as a variable that influences the purchasing behavior of fashion products. In quantitative research and surveys, findings indicate that hedonic shopping motivation significantly influences impulsive purchases (Noviasih et al., 2022).

The measurement results of the indirect effect of the product specification variable on purchase intention through hedonic motivation yielded an original sample value of 0.014, a t-statistic of 0.931, and a p-value of 0.352 for local fashion products. These findings indicate that hedonic motivation is

unable to mediate the relationship between product specification and purchase intention for local fashion products. Therefore, the type of mediation is direct only (no mediation). Consequently, the direct effect is significant, but the indirect effect is not significant.

However, measurements that applied the same variables to secondhand fashion products yielded the following statistical values: an original sample value of -0.223 , a t-statistic of 4.156 , and a p-value of 0.000 . Consequently, we conclude that there is a significant negative relationship between product specification and purchase intention for secondhand fashion products through hedonic motivation. Therefore, the type of mediation is indirect only (full mediation), implying that the indirect effect is significant, but it is not the direct effect. The relationship between hedonic motivation, product specification, and purchase intention in the present study aligns with the work of Dubey & Shrivastava (2023). Their study on consumer behavior in omnichannel retail found that hedonic motivation and brand attachment played a mediating role in the relationship between product customization and purchase intention.

Measuring the indirect effect of the socio-cultural variable on purchase intention through hedonic motivation yielded an original sample value of 0.181 , a t-statistic of 1.760 , and a p-value of 0.078 for local fashion products. Consequently, we conclude that hedonic motivation is unable to mediate the relationship between socio-cultural factors and purchase intention for local fashion products. Since only the direct effect has a significant impact, it falls into the category of direct only (no mediation), indicating that the direct effect is significant, but the indirect effect is not significant.

For measurements conducted on secondhand fashion products, the values showed an original sample value of 0.562 , a t-statistic of 6.821 , and a p-value of 0.000 , which is less than 0.05 . Therefore, this study finds that hedonic motivation can act as a mediator in the

relationship between socio-cultural factors and purchase intention for secondhand fashion products. However, the type of mediation is indirect only (full mediation), implying that the indirect effect is significant, but it is not the direct effect.

A study by Fadhilah et al. (2023) and another by Kurnianti & S Muthohar (2023) found that hedonic motivation and socio-cultural factors had a positive influence on the purchase intention of fashion products. The results of this research indicate that understanding both consumer motivation and cultural aspects can help fashion producers design more effective marketing strategies for fashion products. These findings suggest that understanding both of these factors can contribute to the development of more effective marketing strategies for fashion products. Such strategies must consider various aspects of consumer motivation and culture.

Conclusion

The demographic analysis of respondents highlights key patterns in consumer preferences for local and secondhand fashion. Middle-aged consumers tend to favor secondhand fashion, likely driven by its sustainability and affordability, while younger consumers show a preference for local fashion, influenced by cultural identity and current trends. Female respondents exhibited a stronger preference for both local and secondhand fashion compared to males, suggesting gendered motivations in fashion choices. These demographic insights suggest that middle-aged consumers value the sustainability and affordability of secondhand fashion, while younger consumers and females are more likely to favor local products due to cultural identity and trends. For instance, younger consumers often gravitate toward batik-inspired streetwear or locally produced hijabs, reflecting pride in national heritage and a desire to stay trendy. These findings can guide local fashion brands and secondhand retailers in tailoring their marketing strategies to appeal

to specific demographic groups. Local brands could emphasize cultural identity and contemporary styles to attract younger and female consumers, while secondhand retailers might focus on affordability and sustainability messaging for middle-aged buyers.

The findings from hypothesis testing further illuminate the complexities of purchase intentions for local and secondhand fashion products. In this study, consumer self-efficacy emerged as a crucial factor, exerting a significant positive impact in both contexts. For local fashion products, consumer confidence was paramount, driven by factors such as local identity and pride in supporting community initiatives. The appeal of secondhand fashion products was also linked to self-efficacy, though with an emphasis on personalization and self-expression in the selection process.

Product specifications had a positive influence on the intention to purchase local fashion products, supported by consumer backing of the local industry and the resonance of cultural values in product design. However, this influence was not mirrored in the market for secondhand fashion products, where consumers prioritized price, item condition, and sustainability over product specifications, due to the variation in secondhand items.

The role of socio-cultural factors also varied depending on the type of product. These factors appear to play a pivotal role in the intention to purchase local fashion, as these factors give consumers a strong sense of identity and connection. The sustainability of culture and support for the local creative industry are important motivators in the decision-making process. In contrast, socio-cultural factors did not significantly influence purchasing intentions in the market for secondhand products, where consumers tended to prioritize economic value and product quality.

In examining the interplay between self-efficacy, hedonic motivation, and purchase

intentions, the study differentiated between local and secondhand fashion. For local products, consumer confidence was found to directly drive purchase intentions, with minimal influence from hedonic motivation. However, in the context of secondhand fashion, hedonic motivation emerged as a potent mediator alongside self-efficacy, which appeared to have enduring importance.

The research suggests strategies to boost consumer confidence by emphasizing cultural and social values for local products and highlighting hedonic aspects of secondhand fashion. By focusing on the exclusivity of secondhand products and their socio-cultural contributions, fashion industry leaders, marketers, and policymakers in Indonesia can enhance consumer appeal and foster positive purchase intentions. These insights provide valuable guidance for stakeholders navigating Indonesia's diverse fashion market, offering strategies to promote sustainability and engage consumers effectively.

Declarations

Author contribution

All authors contributed equally as the main contributors of this paper. All authors read and approved the final paper.

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Competing interest

The authors declare that they have no conflicts of interest to report regarding the present study

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