



The Influence of Attitude, Social Influence, and Perceived Behavioural Control (PBC) on Purchase Intention in Second Hand Clothing

Indah Anggraeni Wijaya^{1*}, Titik Desi Harsoyo²
Universitas Mercu Buana Yogyakarta

Corresponding Author: Indah Anggraeni Wijaya,
indahanggraeniwijaya@gmail.com

ARTICLE INFO

Keywords: Attitude, Social Influence, Perceived Behavioural Control (PBC), Purchase Intention

Received: 14, June

Revised: 28, June

Accepted: 30, July

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ABSTRACT

Modern youth's fascination for ever-changing styles has ratcheted up rivalry in the apparel market. Businesses dealing in pre-owned apparel need to diversify their goods, raise marketing awareness, and improve customer perception in orders to remain competitive. The purpose of this research is to determine the relationship between attitude, social influence, and perceived behavioral control (PBC) as it relates to the intention to buy used apparel. The research used a poll of 100 people who were aware with the concept of secondhand clothes but had never bought any before. The results were deemed valid, reliable, and passed the traditional assumption tests. Attitude, social influence, and PBC all significantly and positively affect purchase intention, according to the results.

INTRODUCTION

Clothing is a basic human need used to cover and protect the body. Clothing plays a vital role for everyone, protecting them in any situation. People wear different clothes every day because they contribute to identity, status, personality, and self-expression. Fashion refers to clothing trends and styles that are popular at a particular time. A lot of new and exciting things are happening in the fashion industry right now. Globally, the fashion industry ranks third in terms of manufacturing, behind only the technology and automotive sectors. More than 150 billion items of clothing are produced globally each year (Zhang et al., 2021). During the 2009-2014 period, apparel consumption in Indonesia grew by 6.89% per year, from 209.3 thousand tons in 2009 to 308.4 thousand tons in 2014 (Central Bureau of Statistics, 2016). This figure has driven the growth of many product brands with distinctive characteristics (Ruas & Abdurrahman, 2023).

Individual fashion needs are constantly changing and evolving, especially among the younger generation. Therefore, customers must continually strive to adapt to their fashion needs (Widodo & Devica, 2022). Fashion evolution is closely related to trends. Anything that evolves and evolves from being a trendsetter to being widely adopted by its followers is considered a trend (Handayani, 2022). Thrifting is a new trend in the fashion industry that is currently popular among Indonesians. Thrifting involves searching for secondhand items in certain stores that sell secondhand goods (Gulfira, 2015). In Western countries, secondhand clothing is all over. The market for pre-owned apparel has expanded greatly since the early '90s, and the secondhand clothing market in the United States is also expanding, largely driven by younger buyers (Xu et al., 2014).

As one of the world's largest textile and garment producers, Indonesia has also seen rapid growth in the secondhand clothing trade in recent years (Machado et al., 2019). A 2022 Goodstats survey of 261 participants on the fashion preferences of young Indonesians found that the majority, approximately 49.4%, admitted to having purchased secondhand goods from thrift stores (Naurah, 2022). The Minister The Federation of Cooperatives and Medium-Sized Businesses reported that among the factors driving the rapid growth of the secondhand goods business in Indonesia is the large interest in secondhand goods, especially among the younger generation, The millennial generation (Rizky, 2023). A poll conducted on the Thrift World website found that compared to earlier generations, Millennials (those born between 1981 and 1996) and Generation Z (1997-2012) buy imported pre-owned apparel 250% more often. Heppy and Puspita (2023) found that 40% of millennials and 38% of Gen Z are prepared to pay a premium for sustainable apparel. The value of used clothes imported grew by 607.6% year-on-year (yoy) from January to September 2022, according to export-import statistics from the Central Statistics Agency (BPS) (Mutia, 2022).

The availability of a variety of brands that suit a person's personality drives product purchases. Often, people are forced to buy products beyond their means. For example, someone with a low income and limited resources chooses

to buy expensive products. This lifestyle encourages them to choose products that suit their preferences. However, sometimes, to fulfill these desires, a person must sacrifice something. This can be overcome by purchasing products from thrift stores or secondhand shops.

The secondhand clothes sector is booming, and one reason for that is the increasing demand for eco-friendly garments. People are concerned about the state of the planet and would want garments to last as long as possible (Paco et al., 2021). Reduced demand for new garments means less waste and more resources for conservation when people shop for pre-owned items (Rausch & Kopplin, 2020). It may also save the expense of making new garments and reduce textile waste. Reusing and recycling clothes is a relatively recent trend in the modern era, but it is important to get people thinking about it because it helps the environment, saves money, and helps people emotionally, financially, and socially (Nawaz et al., 2021).

LITERATURE REVIEW

Purchase Intention

Mirabi et al. (2015) states that purchasing interest is a powerful tool for forecasting the purchase process since it is a complicated process connected to customer behavior, perceptions, and attitudes. The term "purchase intention" was used by Masato and Sopiah (2021) to describe the process by which a customer instructs themselves to buy a thing, makes plans to do so, and then decides to actually buy it after giving it some thought and acting on those plans. At the same time, according to Kotler and Keller (2021), purchase intention is a kind of consumer behavior that encompasses the desire to buy or choose a product connected to one's experience, use, and enthusiasm for the product. The following are indications of purchase interest from Septiani's essay in Purba et al., (2023):

1. Transactional interests
2. Referential interest
3. Preferential interest
4. Exploratory interests

Attitude

Ajzen (1991:188) states that attitude is a person's assessment to measure the extent to which they like or dislike a behavior. Attitudes toward a behavior are usually observed through the assessment and evaluation that a person makes when observing the behavior to determine whether the behavior is good or bad, like or dislike. According to Kim et al., (2021), attitudes describe personal preferences and dislikes towards other people and other events, which lead to consumer behavior. Meanwhile, Zhang et al., (2021) define attitudes as beliefs, sentiments, or behavioral tendencies toward socially relevant subjects, organizations, events, or symbols, namely psychological tendencies that are manifested by assessing the goodness or badness of a particular entity. Noor et al., (2020) said that attitudes consist of several indicators, namely:

1. Evaluation
2. Behavioural intention
3. Positive attitude
4. Perceived benefit
5. Trust

H1 : Attitude has a large and favorable effect on the likelihood of a second Hand Clothing

Social Influence

Kotler and Keller (2016) state that social influence is influenced by social factors such as small groups, family, and social status. Meanwhile, according to Hidayat and Bashori (2016), social influence is the effort of one or more individuals to change the behavior, attitudes, or views of others. Qiu et al., (2018) said that social influence exists in our daily lives, social influence reflects situations The effect of others on an individual's feelings, thoughts, and actions is a prevalent and intricate factor in decision-making. Stibe & Oinas (2015) stated that the indicators of social influence are:

1. **Social learning**
2. **Social comparison**
3. **Social norms**
4. **Social recognition**

H2 : The intention to buy pre-owned apparel is positively and significantly affected by social influence.

Perceived Behavioural Control (PBC)

Wahyuni (2017) stated that Perceived Behavioral Control (PBC) is when someone feels they have the ability to determine their own behavior. According to Wei et al., (2021), A consumer's perceived ease or difficulty in doing an action, such as buying behavior, is influenced by their previous experiences and potential problems. This concept is known as perceived behavioral complexity (PBC). The degree to which customers are able to influence the external factors that impact their purchase choices is defined as PBC by Pena Garcia et al. (2020). Consumers typically prefer to control the situation before taking any action, especially when it comes to purchasing. Yusuf (2021) stated that to measure perceived behavioral control (PBC) there are several indicators, namely:

1. **Self-Confidence**
2. **Control over external factors**
3. **Previous experience**
4. **Information from others**
5. **Perception of supporting and inhibiting factors**

H3 : The intention to buy pre-owned apparel is positively and significantly affected by perceived behavioral control (PBC).

The author develops the following study framework based on the problem's background description and the theoretical basis:

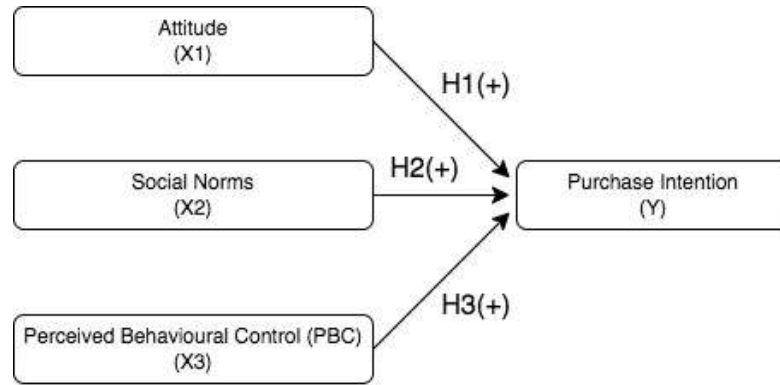


Figure 1. Research Framework

METHODOLOGY

This study makes use of quantitative research methods. To learn something new or find a solution to an issue in a methodical approach, quantitative techniques are useful tools. All of the information gathered is numerical in nature (Nasehudin & Gozali, 2013).

Based on the level of explanation, this research is classified as causal associative research, which aims to test hypotheses regarding the relationship between two or more variables. A causal relationship refers to a cause-and-effect connection, meaning that the study involves both independent and dependent variables. The objective is to determine the extent to which That which is reliable on the independent variables is affected by them. X1, Attitude, X2, and X3, Perceived Behavioral Control, are the independent variables in this research, while the dependent variable is Purchase Intention toward Second Hand Clothing (Y).

RESEARCH RESULTS

Data Instrument Test

Validity Test

Table 1. Validity Test Results

Variable	Item	R Count	Sig	Information
Attitude	X1_1	0.700	0.000	Valid
	X1_2	0.799	0.000	Valid
	X1_3	0.673	0.000	Valid
	X1_4	0.568	0.000	Valid
	X1_5	0.634	0.000	Valid
Social Influence	X2_1	0.674	0.000	Valid
	X2_2	0.729	0.000	Valid
	X2_3	0.716	0.000	Valid
	X2_4	0.752	0.000	Valid
PBC	X3_1	0.587	0.000	Valid
	X3_2	0.710	0.000	Valid
	X3_3	0.724	0.000	Valid

	X3_4	0.849	0.000	Valid
	X3_5	0.721	0.000	Valid
Purchase Intention	Y1	0.841	0.000	Valid
	Y2	0.841	0.000	Valid
	Y3	0.721	0.000	Valid
	Y4	0.400	0.000	Valid

(Source: processed research data, 2025)

Since each item's It may be inferred that the significance value is 0.000, which is less than 0.05 (5%) every questionnaire question is deemed legitimate.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical Value	Description
Attitude	0.702	0,60	Reliable
Social Influence	0.676	0,60	Reliable
PBC	0.758	0,60	Reliable
Purchase Intention	0.665	0,60	Reliable

(Source: processed research data, 2025)

We used SPSS to calculate the Cronbach's Alpha values, which are based on the reliability test results in Table 4.7. The reliability of the questionnaire questions for assessing the study variables is supported by Cronbach's Alpha values more than 0.60 for the following variables: Attitude, Social Influence, PBC, and Purchase Intention.

Inferential Analysis Results

Multiple Linear Regression Analysis

The association between social influence (X2), personal behavior change (X3), attitude (X1), and purchasing intention (Y) is investigated using multiple linear regression analysis.

Table 3. Results of Multiple Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1,502	1,265		1,188	,238
	Attitude	,176	,053	,258	3,340	,001
	Social Influence	,349	,081	,322	4,279	,000
	PBC	,310	,054	,408	5,738	,000

a. Dependent Variable: Purchase Intention

(Source: processed research data, 2025)

The following is the output of the multiple linear regression analysis that was performed using SPSS version 25.0 for Windows:

$$Y = 1.502 + 0.176X_1 + 0.349X_2 + 0.310X_3 + e$$

The regression equation model can be explained as follows:

1. A constant (β) value of 1.502 indicates that if no influence is seen on Purchase Intention from Attitude (X_1), Social Influence (X_2), and PBC (X_3), then the Purchase Intention is 1.502 units.
2. The attitude variable (X_1) has a positive regression coefficient, which means that a one-unit increase in attitude will lead to a 0.176-unit increase in purchase intention.
3. The social influence (X_2) variable has a positive regression coefficient, which means that a one-unit increase in social influence will result in a 0.349-unit rise in purchase intention.
4. A positive regression coefficient for the PBC variable (X_3) indicates that there will be a 0.310 unit rise in the Purchase Intention variable for every 1 unit increase in PBC.

Based on the explanation above, it can be concluded that if Attitude, Social Influence, and PBC have a positive influence and are improved, then consumer Purchase Intention toward second hand clothing products will increase.

Coefficient of Determination Results (R²)

To find out how much the independent variable affects the dependent variable, we may use the coefficient of determination, which yields these results:

Table 4. Results of Determination Coefficient Analysis (R²)**Model Summary**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	,807 ^a	,650	,640		,991

a. Predictors: (Constant), PBC, Social Influence, Attitude

(Source: processed research data, 2025)

Adjusted R Squared = 0.640, or 64%, according to Table 4's coefficient of determination study, meaning that Attitude, Social Influence, and PBC can account for 64% of the variation in Purchase Intention. Other factors, not included in this analysis, account for the remaining 36%.

DISCUSSION

Attitude, social influence, and perceived behavioral control (PBC) are all factors that affect purchase intention, according to this research. Positive and statistically significant effects on purchase intention were seen for attitude, social influence, and PBC. Therefore, these three elements are crucial in determining whether or not a consumer will make a purchase. Thus, this study's results are consistent with those of Fitriani & Winda (2023) and Siaputra & Isaac (2020).

CONCLUSIONS AND RECOMMENDATIONS

The following are the key takeaways from the research paper titled "The Influence of Attitude, Social Influence, and Perceived Behavioral Control (PBC) on Purchase Intention Towards Second Hand Clothing":

1. Customers' attitudes regarding used apparel significantly and positively impact their intention to buy. It may be inferred that consumers are more likely to buy pre-owned garments when their mood is positive.
2. The purchase intention of customers toward used clothes goods is positively and significantly impacted by social influence. This indicates that customers' inclination to buy used apparel increases in relation to the amount of information they get from their social networks.
3. Customers' intention to buy used clothes is positively and significantly affected by perceived behavioral control (PBC). This suggests that customers' intentions to buy used apparel are greater in proportion to their self-confidence, their ability to influence external variables, and their level of buying experience.

FURTHER STUDY

Future researchers are expected to replicate the variables used in this study and apply them to different objects in order to obtain broader results regarding Purchase Intention across various products.

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