



The Influence Of Brand Awareness And Lifestyle On Fashion Thrifting Purchasing Decisions With Interest As An Intervening Variable (Case Study On Live Shopee Gallerydna)

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ABSTRACT

This study aims to analyze the influence of brand awareness and lifestyle on purchasing decisions for fashion thrifting, with purchase intention as an intervening variable, among Shopee Live GalleryDNA consumers. A quantitative method with a descriptive-verbatim approach was employed, involving 140 respondents selected purposively from 30,000 followers of the Shopee GalleryDNA account. Data was analyzed using Structural Equation Modeling (SEM) via Smart PLS 4.0. The findings reveal that lifestyle significantly influences purchase intention and purchasing decisions, while brand awareness has a significant direct effect on both purchase intention and purchasing decisions. Purchase intention significantly affects purchasing decisions but does not significantly mediate the effects of brand awareness and lifestyle. These results indicate that the direct influence of the independent variables is stronger than the mediated effect. Practically, the findings provide insights for developing marketing strategies focused on consistent brand image and lifestyle alignment within live streaming e-commerce platforms.

INTRODUCTION

Fashion is inseparable from lifestyle. This need leads individuals to shop, and the popular trend today is Thrifting Fashion. Buying second-hand goods or thrifting can be a profitable option both in terms of budget savings and in meeting the needs of clothing styles. In addition, the thrifting culture is also carried out as a form of support for the zero waste movement, namely efforts to reduce and utilize waste, especially textile waste produced by the fashion industry. (Putri & Patria, 2022)

This phenomenon reflects the complexity of the relationship between social norms, regulations, and economic dynamics in society. In Indonesia, people prefer to buy imported used clothes, especially Gen Z and middle-class economic people who not only buy clothes for their needs, but also to improve their social status by wearing foreign brands. This condition opens up opportunities for traders to offer branded used clothes at more affordable prices. (Chandradewi et al., 2018).

The development of technology and social media also plays a big role in reviving the thrifting culture. Digitalization makes it easier for consumers to get the goods they want, especially with a variety of live streaming options on several e-commerce platforms. Live Streaming is a new development as a promotional medium, "These special qualities make live streaming as a fresh medium for customers and a strong marketing tool for online stores. For instance, small companies and individual vendors may live broadcast their own product presentation" (Nur et al., 2025).

GalleryDNA, which is in the Special Region of Yogyakarta, is one of the fashion thrifting stores that only serves online sales on the Shopee e-commerce platform, by utilizing the Shopee live streaming feature as its marketing strategy. The number of followers that is already relatively large makes sales results also relatively high, as shown in the sales table during 2024, as follows:

Table 1 Fashion Thrifting Sales Data on Shopee E-Commerce Platform

Moon	Target (Pcs)	Sales During 2024
January	1.000	698
February	1.000	726
March	1.000	845
April	1.000	462
May	1.000	904
June	1.000	679
July	1.000	694
August	1.000	671
September	1.000	513
October	1.000	633
November	1.000	633
December	1.000	469

Source: GalleryDNA Shopee Online Store (2024).

Based on GalleryDNA sales data for the period January to December 2024 in table 1, it shows a significant fluctuation in the number of sales which indicates instability in sales performance, which means that there is a complexity of factors that affect consumer purchasing decisions. This instability cannot be understood simply as a variation in statistical numbers, but rather a reflection of profound changes in consumption behavior influenced by various factors, be it psychological, social, and technological factors.

The trend of thrifting fashion on e-commerce platforms such as GalleryDNA's Shopee shows significant growth throughout 2024, with sales fluctuations between 469 and 904 orders per month. This phenomenon reflects a change in consumer behavior, especially the younger generation, who are increasingly interested in preloved fashion products because they are considered more economical, unique, and support a sustainable lifestyle. However, the rise and fall in sales figures also indicates that consumers' purchasing decisions are influenced by various factors. In this context, brand awareness becomes important because consumers tend to choose stores that are known and trusted, while lifestyle reflects personal values and preferences for

trends. In addition, buying interest acts as a psychological drive that bridges the perception of the brand and lifestyle with the final decision to make a purchase.

Tjiptono (Tjiptono, 2019) emphasized that market dynamics require a deep understanding of the drivers of consumer behavior, especially in deciding to use services or purchase a product. According to Rahmadani, the purchase decision is a multi-dimensional process that involves complex considerations, where Sidharta expands the perspective by emphasizing the importance of understanding the psychographic factors that shape consumer choices. Purchasing decisions in the context of (Rahmadani & Nurmina, 2024), fashion thrifting are the main focus of this study. (Sidharta, 2020)

The lifestyle of millennials and Gen Z is the main driver of change with a high awareness of sustainable consumption practices. Lutfia (Lutfia et al., 2021) in her study shows that sustainable lifestyles have become a global norm, while Mutadun (Mutadun & Tjahjaningsih, 2022) emphasizes that lifestyle is not just a consumption pattern, but a representation of personal identity in a dynamic socio-economic context. This opinion is supported by the results of a study (Anggraini, 2022a; Ariyono et al., 2023; Setyariningsih, 2019a) that concludes that lifestyle has an important role in deciding to buy a product. However, the study (Wolff et al., 2021) stated that lifestyle had a negative effect and did not have a significant effect on the purchase decision of iPhone Brand Smartphones for Millennial Women in Tahuna District. In line with research (Kurniawan, 2021) that shows that lifestyle and price variables do not have a significant influence on consumer decisions in buying Samsung brand smartphones in the Blitar area.

Brand awareness is a critical variable in understanding consumer behavior in the digital era. Frost (Frost et al., 2023) defines brand awareness as the ability of consumers to recognize and remember a brand, while Charli (Charli, 2020) expands on the concept by emphasizing that contemporary brand awareness goes beyond just visual recognition, it involves ethical considerations and sustainable values. In line with previous research that showed results that brand awareness influenced purchasing decisions. This shows that awareness of a product will provide an incentive for consumers to make purchases of the product (Anggraini, 2022b; Firdayanti et al., 2023a; Rachmawati & Andjarwati, 2020; Rahmawati et al., 2025; Ulumudin & Wahyuati, 2021a). In contrast to other study that show that brand awareness has no effect on purchasing decisions (Galante Amaral & Spers, 2022). The difference in the results of this study shows that brand awareness research on purchase decisions is still relevant to be redone.

In this study, purchase interest is an important factor because it serves as a psychological link between brand awareness and lifestyle with consumer purchasing decisions, particularly in the context of thrifting fashion trends on e-commerce platforms such as Shopee owned by GalleryDNA. (Solomon, 2020) explains purchase interest as a psychological construct that describes the probability of consumers making a purchase, while emphasizing that purchase interest is influenced by perceived value, product quality, and previous experiences, which is then reinforced by the findings of (Novitaningtyas et al., 2022). Previous studies have shown that purchase interest has a significant influence on purchasing decisions (Andriana & Ngatno, 2020; Khasanah & Mustofa, 2022), where purchase interest becomes a direct predictor of actual behavior, namely purchasing decisions, so that a person will take action if they have the motivation and opportunity to do so. Thus, it can be said that without strong interest, even positive brand awareness and lifestyle will not automatically encourage purchasing behavior.

The context of the Shopee Live platform adds complexity to this study. (Kim et al., 2024) emphasizes that interactions and interactive features on live streaming platforms such as Shopee Live can increase purchase interest by creating a more personalized and immersive experience, while (Alan et al., 2020) states that a dynamic digital environment strengthens the process of turning interest into actual decisions. Thus, the purchase interest variable is not only relevant but crucial to understanding why sales fluctuations occur, as it serves as a psychological indicator predicting the transition from interest in a product to actual purchasing behavior. This differs from other studies that found that interest does not influence purchasing decisions

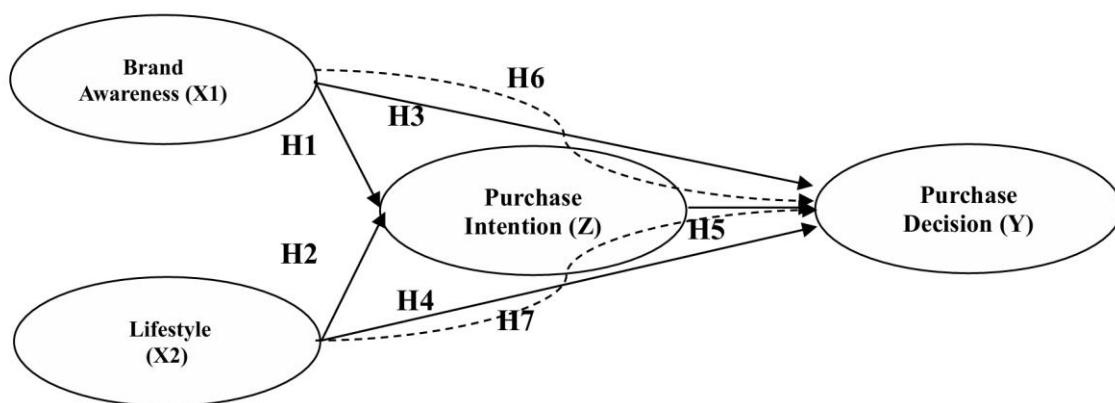
(Amiruddin & Abdullah, 2018; Ayu Nirmala & Sri Rahayu, 2022; Benisa et al., 2025; de Aguiar Hugo et al., 2023; Sarah et al., 2023).

This indicates that further research is still needed, especially in specific contexts such as fashion thrifting on digital platforms. In addition, the majority of previous studies were conducted on new products, such as smartphones or electronic goods, rather than in the context of secondhand clothing (fashion thrifting), which has different consumer characteristics and purchasing motivations. Specifically on the Shopee Live platform, research is still very limited, even though this feature has become one of the main ways to reach and influence consumers in real time. Based on these phenomena and theoretical studies, this research aims to explore the complexity of factors that influence fashion thrifting purchase decisions through Shopee Live, focusing on the role of brand awareness, lifestyle, and purchase intention as key variables in understanding contemporary consumer behavior.

Conceptual Framework

The conceptual framework of this study is built on the relationship between brand awareness and lifestyle as independent variables, purchase intention as an intervening variable, and purchase decision as the dependent variable. The description of this model can be described in more detail as follows:

Figure 1 Conceptual Framework



Source: Processed by researchers in 2024

Information:

- > : Direct influence path
- - - - -> : Indirect influence pathway

LITERATURE REVIEW

Fashion Thrifting and Consumer Behavior

Fashion thrifting is seen as an economic alternative and a form of support for the zero-waste movement (Ibrahim et al., 2024; Putri & Patria, 2022). Young consumers such as Gen Z and millennials show an interest in branded secondhand clothing because of its social value, lifestyle expression, and environmental awareness (Chandradewi et al., 2018). This behavior reflects a shift in consumer preferences from conventional consumption to sustainable consumption.

Brand Awareness

Brand awareness is defined as the ability of consumers to recognize and remember a brand (Frost et al., 2023). In the modern context, brand awareness also includes ethical values, sustainability, and social image built by the brand (Charli, 2020). Previous studies have shown that brand awareness has a positive influence on interest and purchasing decisions (Anggraini,

2022b; Firdayanti et al., 2023a; Rachmawati & Andjarwati, 2020; Rahmawati et al., 2025; Ulumudin & Wahyuati, 2021a), although there are studies that show the opposite results (Galante Amaral & Spers, 2022).

Lifestyle

Lifestyle reflects a person's personal and social identity (Lutfia et al., 2021; Mutadun & Tjahjaningsih, 2022). Consumers with a certain lifestyle tend to choose products that match their values and preferences. Lifestyle has been shown to influence purchasing decisions in various studies (Anggraini, 2022b; Ariyono et al., 2023; Setyariningsih, 2019b), although some studies show insignificant effects (Kurniawan, 2021; Wolff et al., 2021).

Purchase Intention

Purchase intention is a psychological construct that describes the likelihood or tendency of consumers to make a purchase (Novitaningtyas et al., 2022; Solomon, 2020). This intention is influenced by perceived value, product quality, and previous experiences. Various studies show that purchase intention is a strong predictor of purchasing decisions (Andriana & Ngatno, 2020; Khasanah & Mustofa, 2022).

Shopee Live platform as a marketing strategy

Shopee Live, as a live streaming feature, creates an interactive experience between sellers and consumers that can increase purchase intention (Alan et al., 2020; Kim et al., 2024). This feature allows consumers to see products directly, interact with sellers, and make purchasing decisions in real-time. This makes Shopee Live an effective marketing tool, especially for small businesses and individuals.

Purchase Decision

A purchase decision is the final result of a consumer's evaluation process of a product or brand. Factors such as brand awareness, lifestyle, and purchasing interest contribute to this decision. According to Tjiptono (Tjiptono, 2019), purchase decisions are influenced by psychological, social, and situational factors. Rahmadani (Rahmadani & Nurmina, 2024) refers to it as a complex multidimensional process, while Sidharta (Sidharta, 2020) emphasizes the importance of psychographic factors in shaping consumer choices. Other studies show that brand trust, quality perception, and lifestyle suitability are the main triggers for purchase decisions (Arikunto, 2019; Ayu Nirmala & Sri Rahayu, 2022; Firdayanti et al., 2023a; Rahmawati et al., 2025; Ulumudin & Wahyuati, 2021a). In addition, emotional involvement and digital experiences such as live streaming also accelerate the decision-making process (Alan et al., 2020; Creswell & Clark, 2019; Kim et al., 2024). In the context of fashion thrifting, purchasing decisions are influenced by economic value, brand image, suitability with lifestyle, and the interactive experience offered by digital platforms such as Shopee Live.

METHODS

Research Design

The research design serves as a comprehensive guide in carrying out research that aims to collect data in a systematic and scientific way. Descriptive methods are used to describe the facts, characteristics, and relationships between variables as they are without making generalizations of the broader population (Sugiyono, 2019). Meanwhile, the quantitative method was chosen because this study requires numerical measurements and statistical analysis to test hypotheses that have been formulated in a systematic, planned, and structured manner since the beginning of the study (Creswell & Clark, 2019). The verifiable approach is also used to test the influence of brand awareness and lifestyle on purchase decisions with purchase interest as

an intervening variable, so that the causal relationship between variables can be empirically known (Hair et al., 2022).

Research Variables

A research variable is defined as the whole of something in the form of values, attributes, or traits that can be measured and researched to obtain relevant information (Sugiyono, 2019). This study involves three types of variables, namely: (1) Independent variable (X) consisting of brand awareness, and lifestyle; (2) The intervening variable (Z) is in the form of purchase interest; and (3) Dependent variable (Y) which is the purchase decision.

Population, Sample, and Data Collection

The research population is all followers of the Shopee GalleryDNA account which amounts to 30,000 people. This population was chosen because it is a target market relevant to the research. According to Arikunto (Arikunto, 2019), the population is the entire subject of research that has certain characteristics and is a source of data. Samples were determined using purposive sampling techniques, which are sampling with certain considerations so that respondents meet the research criteria, for example having or never bought a product through Live Shopee GalleryDNA. The number of samples was determined following the rules of Hair (Hair et al., 2022) in Partial Least Squares Structural Equation Modeling (PLS-SEM), which is at least 10 times the number of largest indicators or structural paths in the model, so that 140 respondents were obtained from 14 indicators. Data are collected through observation, interviews, and documentation, which allows for comprehensive primary and secondary data collection.

Data Analysis Methods

Data analysis was carried out using Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS 4.0 software. The SEM-PLS method is used because it is able to test complex models with a relatively small sample size, and is suitable for predictive and exploratory research (Hair et al., 2022). The analysis included testing the Outer Model to evaluate the validity (convergent and discriminant validity) and reliability (composite reliability and Cronbach's alpha) of the indicators (Ghozali, 2021). Furthermore, an Inner Model test was carried out to analyze the direct effect, indirect effect, and mediation effect of intervening variables. Model evaluation is also carried out by looking at the coefficient of determination (R^2) to measure the ability of the model to explain dependent variables (Arikunto, 2019). The selection of this method provides an advantage in identifying causal relationships between latent variables with an adequate level of accuracy.

RESULTS

Respondent Characteristics

The respondents of this study amounted to 140 consumers of GalleryDNA thrift shop, whose characteristics were differentiated based on gender, age, and education level. The majority of respondents were women (74.3%), indicating that fashion thrift at Live Shopee GalleryDNA is more in demand by female consumers who tend to pay attention to appearance and fashion trends. By age, most were in the range of 20–30 years (44.3%), followed by 31–40 years (30.7%), and 41–50 years (25.0%), which indicated the dominance of young consumers but still attracted more mature age groups. In terms of education, almost half of the respondents had a bachelor's degree (49.3%), followed by high school (30.7%), postgraduate (11.4%), and junior high school (8.6%), which reflects the dominance of highly educated consumers with good access to information and technology. These findings suggest that GalleryDNA's main market is

highly educated young women, so marketing strategies can be focused on this segment without ignoring opportunities in other age and education segments.

Evaluation of the Outer Model

Validity Test

The results of SmartPLS 4.0 are as follows:

Table 2 Outer Loadings

	Brand awareness	LifestyleLife	Purchase Interest	Purchase Decision
X1.1	0.789			
X1.2	0.762			
X1.3	0.783			
X1.4	0.837			
X2.1		0.758		
X2.2		0.874		
X2.3		0.883		
Z1			0.815	
Z2			0.819	
Z3			0.824	
Z4			0.815	
Y1				0.803
Y2				0.886
Y3				0.898

The results of the SmartPLS 4.0 calculation in table 2 show that each value in the *cross-loadings factor* has reached a value above 0.7 with a p-value below 0.05 (Ghozali, 2016).

Reliability Test

Reliability testing is carried out with the aim of ensuring that the research instrument used can present concept measurements consistently without any bias. The results of SmartPLS 4.0 data processing are as follows:

Table 3 Reliability Test

Variable	Composite reliability	Cronbach's alpha	Coefficients Min	Ket
Brand Awareness	0,806	0,803	> 0.7	Reliable
Lifestyle	0,807	0,791	> 0.7	Reliable
Purchase Interest	0,838	0,803	> 0.7	Reliable
Purchase Decision	0,887	0,877	> 0.7	Reliable

Data source: Processed researcher (2025)

The basis used in the reliability test is the value of Composite *reliability coefficients and Cronbach's alpha coefficients* above 0.7. The results in table 3 show that the questionnaire instrument in this study has met the requirements of the reliability test.

Inner Model Evaluation

This section describes each relationship in the model through path analysis. Each track tested described the direct or indirect influence of brand awareness (X1) and lifestyle (X2) on Purchase Interest (Z) and Purchase Decision (Y) on *GalleryDNA thrift shop*. By identifying whether the influence on each of these pathways is significant or not, it can be determined whether the

proposed hypothesis is accepted or rejected. Each pathway tested represents a hypothesis in this study. The magnitude of the path coefficient can be seen in the following table:

Table 4 Hypothesis Test Values

Yes	Hypothesis	Path coefficients	P values	Information
1	Brand awareness → Buying interest	0,518	0,000	Significant
2	Lifestyle → Buying interest	0,516	0,001	Significant
3	Brand awareness → Purchase Decision	0,461	0,000	Significant
4	Lifestyle → Purchase Decision	0,298	0,017	Significant
5	Buying Interest → Purchase Decision	0,235	0,011	Significant
6	Brand awareness → Buying interest → Purchase decision	0,122	0,189	Insignificant
7	Lifestyle → Buying interests → Purchase decisions	0,069	0,234	Insignificant

Data source: Processed researcher (2025)

The results of the hypothesis test showed that brand awareness had a positive and significant influence on purchase interest (path coefficient = 0.518; $p = 0.000$) and purchase decision (path coefficient = 0.461; $p = 0.000$). This indicates that the higher the level of consumer brand awareness of fashion thrift products on GalleryDNA, the greater their tendency to be interested in buying and deciding to make a purchase. These findings are in line with the theory that brand awareness shapes positive perceptions and consumer trust in products, which ultimately drives purchasing behavior.

In addition, lifestyle has also been shown to have a positive and significant effect on purchase interest (path coefficient = 0.516; $p = 0.001$) and purchase decision (path coefficient = 0.298; $p = 0.017$). This means that the more the consumer's lifestyle is in line with the character of the product offered, the higher their interest and decision to buy. This suggests that consumer lifestyle preferences, such as fashion trends, online shopping habits, and awareness of thrift products, are important factors influencing purchasing behavior.

Meanwhile, purchase interest was proven to have a positive and significant effect on purchasing decisions (path coefficient = 0.235; $p = 0.011$). However, the results of the mediation analysis showed that the influence of brand awareness on purchase decisions through purchase interest ($p = 0.189$) and the influence of lifestyle on purchase decisions through purchase interest ($p = 0.234$) were not significant. This indicates that purchase interest does not play a strong role as a strong mediator in the relationship, so the influence of brand awareness and lifestyle on purchase decisions is more dominant to occur directly without buying interest.

DISCUSSION

The Influence of Brand Awareness on Purchase Interest

The results of the analysis showed that brand awareness had a positive and significant effect on purchase interest in the GalleryDNA thrift shop. The high recognition and memory of consumers towards the GalleryDNA brand drives the interest to buy, which is formed not only from direct promotion, but also the experience of finding unique and quality collections. Brand awareness is built through brand recognition, brand recall, and top of mind awareness, strengthened by communication strategies such as promotions on social media, thrifting events, and the latest collection content. Thus, consumers have positive associations that trigger repeat purchases. Previous research has shown that brand awareness plays an important role in shaping purchase interest, as consumers who know and remember brands tend to have higher confidence in product quality (Putri, Patria, 2022; Rachmawati & Andjarwati, 2020; Tjiptono, 2019). Another study found that strong brand recognition and brand recall can increase consumers'

desire to try and buy products repeatedly (Firdayanti et al., 2023b; Ulumudin & Wahyuati, 2021a). In addition, consistent promotional strategies in various media have been proven to be able to strengthen top of mind awareness so that it has a positive impact on buying intentions (Frost et al., 2023; Rahmawati et al., 2025).

The Influence of Lifestyle on Buying Interest

Testing proves that lifestyle has a significant effect on purchase interest in GalleryDNA. Consumer preferences and behaviors, especially the younger generation who care about sustainable fashion trends, drive purchases not only because of price or quality, but also because of the value of sustainability and social responsibility. Lifestyle is reflected in the activity of looking for unique fashion thrifting, interest in economical and environmentally friendly stylish identities, and positive opinions on circular economy issues. These three indicators strengthen GalleryDNA's position as the main choice in meeting fashion needs. Lifestyle has been shown to influence purchasing interest as individual preferences in choosing products are often influenced by values and daily activities (Anggraini, 2022b; Lutfia et al., 2021; Mutadun & Tjahjaningsih, 2022). Consumers with certain lifestyles will look for products that fit their identity and self-image, thus increasing emotional attachment to the brand (Ariyono et al., 2023; Wolff et al., 2021). Similar findings have also been reported that lifestyle compatibility with product characteristics can create loyalty as well as increase the likelihood of purchase (de Aguiar Hugo et al., 2023; Kim et al., 2024).

The Influence of Brand Awareness on Purchase Decisions

Brand awareness has a significant impact on purchasing decisions on GalleryDNA. The high recognition of brands increases the chances of consumers buying, especially among young people who are interested in sustainable fashion. Consistent branding strategies, eye-catching visuals, and active communication on social media strengthen the brand's position in consumers' minds. Indicators of brand recognition, brand recall, and brand trust show that trust in the brand is a key factor before a purchase. High brand awareness makes it easier for consumers to make purchasing decisions because they already have positive knowledge and perception of the brand (Firdayanti et al., 2023b; Rachmawati & Andjarwati, 2020; Ulumudin & Wahyuati, 2021b). Research shows that brand awareness acts as a quality signal and reduces the risk that consumers feel before buying (Andriana & Ngatno, 2020). In addition, strengthening brand trust through product quality consistency can speed up the decision-making process (Khasanah & Mustofa, 2022; Rahmawati et al., 2025).

The Influence of Lifestyle on Purchase Decisions

The results of the analysis revealed that lifestyle has a significant influence on purchasing decisions at GalleryDNA. Personal values such as uniqueness, sustainability, and affordability drive buying decisions, especially among young people. Consumers' lifestyles are reflected in self-expression, social lifestyle fit, and emotional satisfaction, making thrift shops not just an economic choice, but a means of expressing identity. A marketing strategy that highlights the uniqueness and relevance of a lifestyle can maintain appeal. Previous research results revealed that lifestyle has a significant influence on purchasing decisions, especially when products are considered as a representation of consumers' self-identity (Lutfia et al., 2021; Mutadun & Tjahjaningsih, 2022; Wolff et al., 2021). The fit between the product and the consumer's lifestyle creates psychological comfort as well as emotional satisfaction that triggers purchases (Ayu Nirmala & Sri Rahayu, 2022; Kim et al., 2024). Additionally, a lifestyle that aligns with sustainability values and social trends increases the likelihood of consumers making repeat purchases (de Aguiar Hugo et al., 2023; Solomon, 2020).

The Influence of Buying Interest on Purchase Decisions

Purchase interest has a significant effect on purchasing decisions on GalleryDNA. Interest in clothing models, perceptions of the quality of goods, and competitive prices create a psychological drive to buy. The characteristics of young consumers who are oriented towards a sustainable lifestyle strengthen this relationship. Indicators such as curiosity about the latest collection, willingness to recommend, and desire to re-shop play a role in increasing sales. High purchase interest has been shown to be a strong predictor of actual purchasing behavior as consumers who have strong intentions tend to make a purchase action in the near future (Anggraini, 2022b; Ayu Nirmala & Sri Rahayu, 2022; Firdayanti et al., 2023b). Research mentions that positive perceptions of quality and competitive prices strengthen the relationship between interest and purchasing decisions (Sarah et al., 2023; Ulumudin & Wahyuati, 2021b). In addition, the emotional engagement of consumers with the product also plays an important role in accelerating decision-making (Frost et al., 2023; Solomon, 2020).

The Influence of Brand Awareness on Purchase Decisions through Purchase Interest

Path analysis showed that the indirect influence of brand awareness on purchase decisions through purchase interest was not significant (p-value 0.189). This suggests that brand awareness tends to influence decisions directly without going through interest formation. Consumers with high brand awareness already have enough trust and preferences to decide to buy without intensive evaluation. Some studies have shown that brand awareness can influence purchasing decisions directly as well as through purchase interest (Andriana & Ngatno, 2020; Firdayanti et al., 2023b; Ulumudin & Wahyuati, 2021b). However, the mediating effect often depends on the product category and market conditions, where consumers with high brand awareness can immediately decide to buy without going through a lengthy interest-building process (Frost et al., 2023; Khasanah & Mustofa, 2022). Factors such as quality perception, brand reputation, and consistent promotion also reinforce this relationship (Andriana & Ngatno, 2020; Rachmawati & Andjarwati, 2020).

The Influence of Lifestyle on Purchase Decisions through Buying Interest

The results of the analysis showed that the indirect influence of lifestyle on purchase decisions through purchase interest was not significant (p-value 0.234). A consumer's lifestyle that matches the characteristics of the product can directly trigger a purchase without going through the stages of buying interest. Value congruence makes consumers feel that the product reflects their identity so that decisions are made quickly. Previous research has found that lifestyle can influence purchasing decisions either directly or indirectly through purchase interest (Ayu Nirmala & Sri Rahayu, 2022; Lutfia et al., 2021; Mutadun & Tjahjaningsih, 2022). The mediation effect typically arises when consumers need time to evaluate the suitability of a product for their lifestyle (de Aguiar Hugo et al., 2023; Solomon, 2020). However, on products that have a high relevance to consumer value and identity, purchasing decisions can be made directly without a long stage of buying interest (Amiruddin & Abdullah, 2018; Kim et al., 2024).

CONCLUSION

Based on the research findings in Chapter IV, it can be concluded that lifestyle and brand awareness have been proven to have a significant effect on interest and purchase decisions for fashion thrifting at Live Shopee GalleryDNA. Consumer lifestyles that are in line with thrifting trends, such as streetwear, vintage, or casual chic, are able to encourage interest in buying, and even contribute directly to the formation of purchasing decisions without having to go through the stages of interest. Similarly, high brand awareness makes consumers more trusting and interested in products, as well as making purchase decisions with shorter considerations. Buying interest also plays an important role as a driver of buying decisions, where the higher the

interest, the more likely a transaction is to occur. However, the results of the analysis show that the purchase interest variable does not significantly mediate the relationship between brand awareness and lifestyle and purchase decisions. This indicates that the influence of lifestyle and brand awareness on purchasing decisions is more effective through direct channels, rather than through buying interest as an intermediary.

LIMITATION

This study has limitations. It was only conducted on Shopee Live Gallery DNA consumers, which restricts generalizing findings. The 140 respondents were chosen purposively; the sample may not represent online thrift consumers overall. Brand, lifestyle, purchase intention, and purchase decision are not all the variables that may influence consumer behavior. Finally, the self-administered questionnaires may lead to response bias and social desirability.

Based on these limitations, there are several suggestions that can be applied practically and theoretically. For Shopee's e-commerce, the strategy can be focused on utilizing consumer lifestyle data to develop a more personalized and relevant product recommendation algorithm, while encouraging business actors to present interactive content that is in line with the trends of the target audience. Fashion thrifting business actors such as Live Shopee GalleryDNA are advised to optimize campaigns with the theme of "sustainable fashion" or "eco-friendly lifestyle" that are in line with the image of thrifting, as well as present strong calls to action such as flash sales or exclusive offers so that interest immediately continues to be a buying decision. From an academic perspective, the finding that buying interest does not play a mediator opens up opportunities for further research on psychological or situational factors that can bridge the relationship, such as brand trust, risk perception, or hedonistic value. Researchers are also advised to use a mixed methods approach, expand the research object on other platforms or product categories, and utilize path analysis or structural equation modeling with a larger sample to strengthen the validity and generalization of research results.

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