



What Drives Ego Involvement in Young Customers' Behaviour to Purchase Secondhand Clothes?

Fajar Adi Prakoso*, Agus Suroso, Weni Novandari

Faculty of Economics and Business, Jenderal Soedirman University, Purwokerto, Indonesia.

*Email: fajar.prakoso@mhs.unsoed.ac.id

Received: 19 March 2026

Accepted: 06 July 2026

DOI: <https://doi.org/10.32479/irmm24222>

ABSTRACT

Clothes are a means of self-expression for young consumers when buying secondhand clothes. Buying secondhand clothes is inseparable from a person's ego and sense of identity. However, studies on ego involvement are minimal and need further exploration. This study aims to discuss how ego-involvement factors influence loyalty and to reveal the character of young consumers when buying secondhand clothes, from the perspectives of brand image and consumer trust, using quantitative methods to test the influence of variables. The sample was selected from a survey of 259 respondents who had completed the survey and met the requirements, using purposive sampling. The study used Smart PLS to test proposed relationships among brand image, trust, ego involvement, and loyalty. The results of the study showed significant positive impacts on brand image to ego involvement, brand image to loyalty, ego involvement to loyalty, and trust to ego involvement and to loyalty. Ego involvement can influence young consumers' loyalty to buying secondhand clothes by fostering an emotional attachment and a strong value perception. All hypotheses are accepted and have a positive effect. Young consumers' emotional and psychological connection to self-expression drives ego involvement in purchasing secondhand clothing. Brand image and trust factors also influence this ego involvement and loyalty among young consumers.

Keywords: Ego Involvement, Brand Image, Trust, Loyalty, Secondhand Clothes

JEL Classifications: M31, J13, H41

1. INTRODUCTION

Clothing is a means for adolescents to express and show themselves to others. Self-expression in shopping is when individuals engage in how they shop, define themselves, and develop their potential. The statement above shows that individuals may express themselves through shopping decisions, including buying secondhand clothes (Sirgy et al., 2016). The emotional aspect of shopping is especially relevant for people with high ego involvement (Petrucellis et al., 2021). Ego involvement is related to consumer behaviour, in which people base decisions on their traits, especially regarding dress (Cass, 2001).

Ego involvement among young consumers tends to lead to impulse clothing purchases through more robust relationships with fashion

items (Joung, 2013). The purchase of secondhand clothes has gained traction among young consumers, showing a shift towards consumption behaviour (Rangga Timur Aryaputra et al., 2023) Research by (Nawaz et al., 2021a; Zahid et al., 2022a) highlights the impact of ego involvement on secondhand clothing purchase intentions. This study shows that personal values and self-perception can influence the decision to buy secondhand clothes. At the same time, ego involvement motivates young consumers to seek prestige or follow trends (Akbar and Susila, 2023) Brand image significantly influences interest, increasing consumer perception and attachment to brands in the fashion industry (Cham et al., 2018; Chen et al., 2021a; Mutia, 2021) Trust in clothing brands is crucial in shaping consumer behaviour, reflecting their trust in a brand (Apaolaza et al., 2023) Trust in sellers and products when buying secondhand clothes drives consumer involvement

(Mohammad et al., 2020) Trust is essential in shopping for secondhand clothes online (Rodríguez-Torrico et al., 2015).

Research on ego involvement among young consumers is limited; to date, a few studies have investigated the use of secondhand clothing (Zahid et al., 2022a). His research examines the direct relationships among mindful consumerism, ego involvement, and social norms among young consumers who intend to purchase secondhand clothes. However, they do not test the relationship between brand image, trust, and loyalty. (Nawaz et al., 2021b) investigated the role of platform trust, impulse-buying propensity, ego involvement, and social norms in predicting the intention to consume secondhand clothes. However, they did not specifically examine it in the context of young consumers. Other researchers (Mazanec and Harantová, 2024) investigated Gen Z online shopping behaviour, focusing on benefits, barriers, environmental awareness, and shopping platforms, but did not examine ego involvement. (Herjanto et al., 2024) Examined the role of Fashion innovation, Financial pressure, materialism, Attitude towards secondhand clothing trendy style, Attitude towards hygiene secondhand clothing, Specific use of past experiences, Everyday use of past experiences, and purchase intention in Generation Z. However, they did not examine the ego's involvement in their research. Research indicates that the role of the ego in connecting cognitive domains, such as brand image and beliefs, with affective domains, such as loyalty, is experimentally limited and confined to specific sectors. (Alfakih et al., 2024; Matzler et al., 2006; Zatwarnicka-Madura et al., 2016)

This study aims to discuss how ego involvement factors into measuring young consumers' loyalty when buying secondhand clothing. The role of the ego needs to be researched at a young age, because consumers tend to buy secondhand clothes, which have a poor image for product hygiene and environmental impact. Second, this research is expected to reveal the character of young consumers who buy secondhand clothes from the perspective of brand image and trust that has not been revealed.

2. LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1. Brand image

Brand image, as the cornerstone of consumer psychology, significantly influences purchasing decisions by shaping perceptions and fostering an emotional connection with products and services. Constructed imagery goes beyond product attributes, encompassing symbolic meanings and brand narratives that resonate with consumer identities and aspirations (Hui and Salman, 2023). In the context of secondhand clothing, a strong brand image inspires increased resale value, thereby increasing ego involvement and status, and fostering loyalty among young consumers (Herjanto et al., 2024; Hur, 2020). Amid rising values of sustainable consumption, unique expressions make make branded goods more attractive than unbranded ones due to well-established associations and perceived quality (Salerno-Kochan and Turek, 2021).

Brands associated with ethical production or environmental management are increasingly gaining traction (Frank and

Watchravesringkan, 2016). Brand image in secondhand clothing is also linked to ego engagement among young consumers, who internalize brand traits as self-extensions and use symbolic capital to shape self-perception. Aspirational brands reinforce this by enabling the desired self-projection onto goods, enhancing the self-concept (Amjad et al., 2018). The attachment of brand image to used clothing fosters ego engagement and loyalty among young consumers.

Brand image attachment, ego engagement, and loyalty among consumers indicate that the symbolic value attached to a brand, even in the context of secondhand clothing, enhances young consumers' self-concept and fosters repeated engagement with these items (Adji and Susilowati, 2025). This interplay between brand perception. Self-identity highlights brand image as a pivotal driver of consumer behaviour in the secondhand clothing market, influencing not only initial purchase decisions but also the cultivation of enduring brand attachment and Loyalty (Chen et al., 2021a). The results indicate that distinctiveness, hedonic, and materialistic qualities substantially increase emotional connection, subsequently influencing brand switching and repurchase behaviours. Moreover, brand legacy enhances the influence of consumption values on attachment, whereas perceived asset worth intensifies the behavioural effects resulting from that connection (Park et al., 2025). Brand attachment is an emotionally charged bond with a brand that combines affection, connection, and passion. Relationships that intensify when consumers perceive a fit between brand identity, self-image, and their own values (Amjad et al., 2018).

2.2. Trust

In the context of the secondhand market, where product conditions and descriptions are less controlled, brand trust is an important element in reducing perceived risks and fostering consumer trust (Tan et al., 2022). Consumer perceptions of a brand's trust, honesty, and reliability strengthen emotional relationships (Ameen et al., 2022). Addressing consumer concerns regarding sub-optimal conditions, hygiene, and product origin is essential for brands to build and maintain trust in the secondhand market (Koay et al., 2024). Trust also helps reduce uncertainty about products that do not meet quality standards (Aldon et al., 2026). With trust, consumers can establish long-term relationships with sellers and feel secure when transacting in used clothes.

In the relationship between trust and ego involvement as a psychological factor, the greater the ego involvement, the more actively consumers explore secondhand clothing products (Nawaz et al., 2021b). Consumer sensitivity, strengthened by ego involvement with trust, strengthens relationships. The higher the ego involvement, the greater the trust in secondhand clothes products (Zahid et al., 2022b). Consumers who trust the seller tend to make repeat purchases, thereby developing long-term commitments (Villagra et al., 2021). Emotional engagement can more easily lead to loyalty when trust has been established, thereby increasing positive experiences and consistent quality (Cachero-Martínez and Vázquez-Casielles, 2021).

2.3. Ego Involvement

Ego involvement is closely related to the process of identity formation and self-expression. Young consumers tend to view fashion as a means to showcase their values, lifestyle, and uniqueness, including through secondhand clothing. Secondhand clothing is not only perceived as a more economical option but also as a symbol of differentiation and commitment to sustainability (Halicki et al., 2024). Products with a personal attachment to consumers tend to have high ego involvement. Social and psychological factors, such as environmental awareness, the need to appear unique, and pressure to conform to social norms, also affect the extent of ego involvement among consumers (Bakar and Adzis, 2024).

Research shows that young generations often associate the use of secondhand clothing with eco-friendly lifestyles and ethical values that increase their emotional attachment to the product (Ilmalhaq et al., 2024). Ego involvement involves cognitive and affective aspects including pride, satisfaction and self-identification through consumption choices (Bakir et al., 2020). This reinforces emotional commitment which impacts the intention to repurchase and support the brand (Yao et al., 2025). Ego involvement also serves as a psychological mechanism that links the consumption experience to the formation of long-term loyalty in the secondhand clothing market.

2.4. Loyalty

Loyalty to used clothes among young people begins with a shift in the consumption paradigm that prioritises functional value and product uniqueness (Oscario, 2023). This kind of loyalty is no longer fixated on fanaticism for big brands. However, on a commitment to “*treasure hunting*” activities that produce distinct psychological satisfaction (Danar et al., 2023). When individuals manage to acquire branded or high-quality clothes at a very low price, they experience a sensation of achievement that triggers euphoria and happiness (Davis and Hodges, 2012). These repeated positive experiences further form the belief that the secondhand clothing market is a rational solution to maintain a fashionable appearance without being tied to the high prices of conventional retail.

The dimension of social identity further strengthens this loyalty. Secondhand clothes are seen as an authentic and unconventional medium of self-expression (McNeill and Venter, 2019; ul Hasan et al., 2023). The influence of social interaction, especially through peers and influencers, also shapes the perception that the use of used clothes is a stylish and prestigious choice (Hur, 2020). This affirmative social environment implicitly builds strong attachments, where the younger generation feels part of a collective movement (Hoang et al., 2023). The integration of economic satisfaction, pride of identity, and social support is what strengthens the ongoing loyalty to secondhand clothing.

2.5. Hypothesis Development

2.5.1. Brand image and ego involvement

Brand image is a symbol of a product's identity. Brand image for young consumers shows the uniqueness and value of sustainability. When a brand is associated with an eco-friendly identity,

consumers feel valued by the brand, leading to a variety of positive responses and involvement. Ego involvement is an essential topic for understanding a person's personality. According to Liu et al. (2022), involvement is a self-perception that influences decision-making. Increased ego involvement, accompanied by changes in attitudes and commitments, is more closely associated with certain behaviours and beliefs (Rhine and Polowniak, 1971). In the context of buying used goods, the ego's involvement influences buyers (Sanchez-Franco, 2009a; Zahid et al., 2022a). Ego involvement pertains to the degree to which an object or event is vital and pertinent to an individual, grounded in intrinsic values, desires, and interests. (Lai and Chen, 2011; Muncy and Hunt, 1984).

The involvement of the ego in the consumer shows a strong relationship, leading to better brand memory (Flynn et al., 2016). Consumers who engage their egos have a deeper connection to brand symbols, value status, social status, and self-expression (Han et al., 2016; Hungara and Nobre, 2021; Kressmann et al., 2006; Nobre et al., 2023; O'Cass and Frost, 2002; Sumaedi et al., 2015a). Involvement can foster interactions that increase satisfaction and enhancerand image (Karagöz and Ramkissoon, 2024). Hence, this study proposes a hypothesis, H_1 :

- H_1 : Brand image has a positive influence on ego involvement.

2.5.2. Brand image and loyalty

Consumer trust in brands is increasing, driven by purchase intent and high Loyalty (Angeline et al., 2023; Rehman and Zeb, 2023; Tarigan et al., 2023). Brand image is based on a psychological bond with consumers (Huang and Chen, 2018). The alignment of consumer relationships in brand choice reflects their personality and image (Tooray and Oodith, 2017). Without a strong brand image, loyalty is difficult to build, as young consumers tend to be risk-averse (Koay et al., 2024). In another study, brand image correlated with cognitive and affective brand trust, thereby increasing customer loyalty (Huang et al., 2020).

Meanwhile, brand images that evoke emotional closeness and quality for customers can significantly influence loyalty aligned with customer values and preferences. (Sumukh Capore and Dr Sayak Gupta, 2025). This statement indicates that customer loyalty will increase if the brand image aligns with the consumer through effective communication. According to (Singh et al., 2021), brand image significantly influences customer loyalty. Therefore, this study proposes a hypothesis for H_2 :

- H_2 : Brand image has a positive influence on Loyalty.

2.5.3. Ego involvement and loyalty

In responding to a product, ego involvement is a form of self-identification that assesses the product's relevance to a person's identity, values, and self-esteem. In the fashion industry, there is generally high ego involvement because it relates to self-image (Zaichkowsky, 1985). For young consumers, secondhand clothes symbolise high ego involvement, conveying moral identity, style, and social identity. When using secondhand items is socially accepted and considered trendy, ego engagement increases, thereby strengthening loyalty in purchasing those items (Jibril et al., 2024). Ego Involvement influences loyalty. It emphasises the importance of personal identity and self-image in consumer behaviour (Malik

et al., 2012). A study by Ganesh et al. (2000) examined the role of ego involvement in shaping brand loyalty and consumer behaviour. It shows that ego involvement is related to buying and significantly influences consumer loyalty. As explained above, ego involvement can affect loyalty. Hence, this study proposes a hypothesis, H_3 : H_3 : Ego involvement has a positive effect on Loyalty.

2.5.4. Trust and ego involvement

The relationship between trust and ego's involvement in using secondhand clothes can be described as a form of trust in a person's product, which they think is suitable for use. However, when a person feels he no longer believes in the product, he will emotionally stop using it, which means his ego involvement becomes low, and vice versa. With higher cognitive and emotional confidence leading to greater involvement (Chenchen, 2021) Trust and ego involvement influence consumer perception in buying clothes (Park et al., 2006) Trust shapes consumer buying behaviour by attitudes that are built positively (Li and Xie, 2024) Trust is built through positive emotional bonds and credibility to drive buying behaviour (Fu et al., 2022) In buying secondhand clothes, the involvement of the ego plays a role in shaping consumer decisions (Zahid et al., 2022b) Therefore, this study provides a hypothesis for the H_4 :

H_4 : Trust positively influences ego involvement.

2.5.5. Trust and loyalty

When trust is built by a good image, positive experience, and reviews, customers will feel safe and comfortable. Trust removes customers' hesitation to purchase, so they feel safe and comfortable. Consumers are less likely to seek alternatives that automatically build Loyalty (Sesario et al., 2022). Trust turns satisfied customers into long-term loyalty. Even when there are a few mistakes, trusted consumers tend to be more forgiving than consumers who do not trust (Kurniadi and Rana, 2023). Consumers feel satisfied with secondhand clothing purchases when they become loyal customers and trust the seller.

In the clothing industry, customer loyalty is built through the critical role of trust (Molinillo et al., 2017). Trust in secondhand clothing sellers can increase Loyalty (Ding et al., 2021; Sirdeshmukh et al., 2002; Tan and Chen, 2021). Existing research shows that trust plays a critical role in increasing customer loyalty (Amjad et al., 2018; Tymoshchuk et al., 2024). In addition, trust positively affects brand loyalty, underscoring the need for a close relationship with consumers (Başer et al., 2016). Based on the description above, the final hypothesis of this study proposes:

H_5 : Trust has a positive influence on loyalty.

3. RESEARCH METHODOLOGY

This study employed a quantitative methodology with a population of young consumers aged 17-24 years, residing in the province of Banten and who had previously purchased secondhand clothing. Partial least squares structural equation modelling (PLS-SEM) was selected for data analysis as it focuses on prediction and theory development (Hair et al., 2017). In this study, following data screening according to the criteria, 259 respondents who had completed the survey via Google Forms were obtained from

Banten province, Indonesia. The survey consisted of several questions to measure the dimensions of brand image, trust, ego involvement, and consumer loyalty.

The chosen loyalty question is adapted from (Sun and Lin, 2010), brand image (Ansary and Nik Hashim, 2018), trust (Constantinides et al., 2010; Qureshi et al., 2009), and ego involvement (Zahid et al., 2022a). Use a five-point Likert scale (strongly disagree to agree strongly) to measure items. Measurement model evaluation: Confirmatory Factor Analysis (CFA) assessed construct reliability and validity. Internal consistency reliability was evaluated using Cronbach's alpha (CA) and composite reliability (CR), whilst convergent validity was established by Average Variance Extracted (AVE > 0.50). Discriminant validity was evaluated using the Heterotrait-Monotrait (HTMT) ratio. The subsequent phase involves evaluating the structural model via route coefficients and R^2 (explanatory power).

Tabel 1 in this study based on gender, showed that the majority were women, 158 respondents (61.1%), with the fewest being men, 101 respondents (38.9%). In age characteristics, the 17-20 years age group accounted for 177 respondents (68.3%), and the lowest was the <17 years age group with 9 respondents (3.4%). For educational characteristics, the most are senior high school, 128 respondents (49.4%), and the least are master's degree, 12 respondents (4.7%). The last characteristic is that most respondents are students: 167 respondents (64.4%), followed by the fewest respondents in minor other occupations: 6 respondents (2.4%).

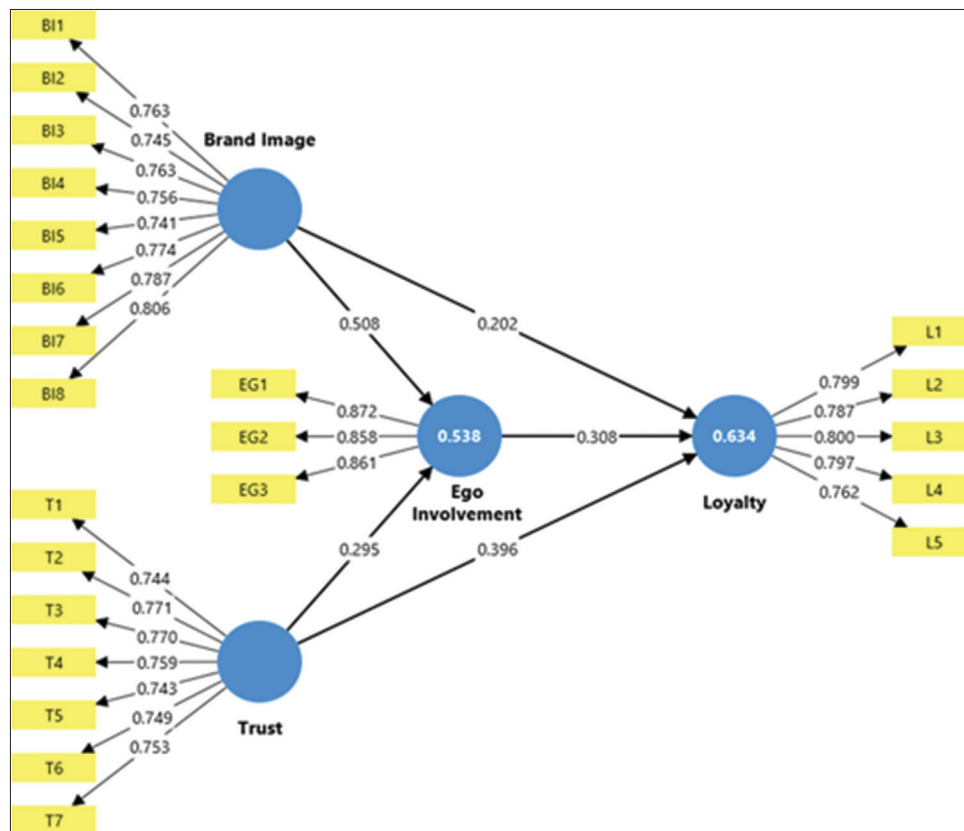
4. RESULTS AND DISCUSSION

4.1. Results

Cronbach's alpha assesses the consistency of the measurement items (Hair et al., 2017). The accepted Cronbach's alpha value should range from 0.6 to 1. A composite reliability test is conducted next to verify the measurement's consistency, with a minimum acceptable value of 0.6. The dimensions of brand image, trust, ego involvement, and loyalty show Cronbach's alpha values of more than 0.6, indicating that all measurements meet the reliability assumption. The composite reliability test shows that the values for brand image, trust, ego involvement, and loyalty are above 0.7.

Therefore, the assumption of composite reliability is not violated. The next stage is to calculate convergent validity using the extracted mean-variance (AVE) and the composite's reliability. Convergent validity is acceptable, with values ranging from 0.5 to 1. AVE values must be >0.5, while the composite reliability value is between 0.7 and 1. The variance inflation factor (VIF) for all indicators is 5, indicating no multicollinearity. The statistical analysis in Table 2 shows that the sample size exceeds the recommended value. Based on these findings, the validity of convergence is confirmed. Figure 1 also shows that the loading factor of the residue item is within the acceptable range.

In the validity test, discrimination is measured by the Heterotrait-Monotrait (HTM) ratio (Fornell and Larcker, 1981). The assessment used a comparison of the square root of the AVE with the correlation coefficient, based on PLS results. The validity of

Figure 1: Structure model and results on PLS**Table 1: Sample description**

Characteristic	Category	n	%
Gender	Male	101	38.9
	Female	158	61.1
Age	<17 th	9	3.4
	17-20	177	68.3
	21-24	73	28.3
Education	Junior high school	14	5.4
	Senior high school	128	49.4
	Bachelor	105	40.5
	Master	12	4.7
Occupation	Student	167	64.4
	Private sector employee	50	19.3
	Civil servants	21	8.2
	Businessman	15	5.7
	Other	6	2.4

Table 2: Confirmatory factor analysis

Construct	Items	Loadings	VIF	CA	CR	AVE
BI	BI1	0.763	1.929	0.900	0.902	0.588
	BI2	0.745	1.860			
	BI3	0.763	1.924			
	BI4	0.756	1.808			
	BI5	0.741	1.862			
	BI6	0.774	2.034			
	BI7	0.787	2.033			
	BI8	0.806	2.240			
T	T1	0.744	1.742	0.875	0.876	0.571
	T2	0.771	1.931			
	T3	0.770	1.908			
	T4	0.759	1.743			
	T5	0.743	1.762			
	T6	0.749	1.738			
	T7	0.753	1.731			
EG	EG1	0.872	1.904	0.830	0.832	0.746
	EG2	0.858	1.885			
	EG3	0.861	1.912			
L	L1	0.799	1.892	0.848	0.848	0.623
	L2	0.787	1.800			
	L3	0.800	1.896			
	L4	0.797	1.867			
	L5	0.762	1.625			

discrimination is satisfied when the square root of the AVE is higher than all correlation values on the same row and column of a given construct. As shown in Table 3, the discrimination criterion is met.

This study used the bootstrapping method to verify the path coefficients and t-statistics. The analysis shown in Table 4 confirms that the brand image ($\beta = 0.508$, t-value = 3.890, $P < 0.05$) positively and significantly influences Ego Involvement, thereby supporting H_1 . Brand image ($\beta = 0.202$, t-value = 3.581, $P < 0.05$) positively and significantly influences loyalty, so H_2 is accepted. In addition, the influence of Ego Involvement on Loyalty is positive and significant ($\beta = 0.308$, t-value = 4.638, $P < 0.05$); hence, H_3 is

accepted. Furthermore, the statistical analysis also shows that trust ($\beta = 0.295$ t-value = 5.212; $P < 0.05$) was significantly positively associated with ego involvement, which means H_4 was accepted, while the trust variable ($\beta = 0.396$, t-value = 6.315, $P < 0.05$) has a significant positive effect on loyalty, thus H_5 is accepted. The results of the bootstrapping analysis in Table 4 indicate that all the hypotheses are accepted, as the t-values exceed 1.96. These

results show a significant relationship between brand image, ego involvement, trust, and loyalty.

Table 5 tests were conducted to determine how much the independent variables can explain the dependent variable. The resulting R-square value was 0.634, indicating that the other independent variables can moderately explain the loyalty variable. This research contributes to understanding the factors that affect customer loyalty and the role of Ego Involvement in customers.

4.2. Discussion

This research was conducted to provide empirical evidence of the relationship between brand image, ego involvement, and loyalty among young customers. This study concluded that brand image has a positive impact on adolescents' ego involvement when buying secondhand clothes. When the brand image resonates with young consumers, it increases ego involvement through more intense information-seeking, commitment, and loyalty to the brand. The need for a strong brand image in secondhand clothes that is relevant to customer needs and reflects the personal character of the user. The similarity in the concept of brand image in secondhand clothes creates a strong psychological connection, thereby enhancing the influence of customer ego involvement. This study aligns with research (Nawaz et al., 2021a; Zahid et al., 2022a) and examines the impact of ego involvement on the intention to buy secondhand clothes. The study shows that self-perception can influence the decision to buy secondhand clothes. In comparison, some young consumers use their egos to seek prestige or follow trends (Akbar and Susila, 2023).

The results of this study also show that brand image has a positive impact on loyalty. The brand image that arises from secondhand clothes differs from that of new clothes. Uniqueness, simplicity, and perception of environmental concern also contribute to a positive impression of using secondhand clothes. Emotional attachment is the foundation for loyalty. In addition, young consumers who feel that the brand image of secondhand clothes can reflect their concept will tend to stick with the brand, which signifies loyalty. This research aligns with the Study (Mahatama and Wardana, 2021; Yin and Xu, 2021), which emphasises that

brand image reflects a customer's feelings toward a brand's appeal, thereby leading to the formation of loyalty.

Furthermore, the study's results show that ego involvement positively and significantly influences loyalty. Consumers usually use their minds and egos to express interest in the services that concern them. When a customer identifies with and draws closer to a brand, he tends to use his ego to become involved in consumption decision-making. Ego involvement shows an emotional approach to a brand through identification, commitment, and consistent behaviour, making it more difficult to switch to another brand and, in turn, increasing loyalty. The measure of loyalty is not just satisfaction alone but is indicated by increased ego involvement. This study aligns with (Hong, 2002; Sanchez-Franco, 2009b; Tsu Chen and Ning Sun, 2023), who expressed the need to increase customer involvement to enhance loyalty. Involvement and attitude loyalty are strongly correlated (Park, 1996).

Regarding the correlation between trust and ego involvement, the test results indicate that trust significantly influences ego involvement. Scholars have not widely tested this hypothesis, but this study shows that trust is the basis for customers' emotional involvement, as they feel psychologically safer and reduce the risk of acreage. Moreover, consumers with high ego involvement also have a higher risk profile, so the role of trust is particularly important. Without trust, ego involvement turns into uncertainty and self-anxiety. Trust creates a sense of security through commitment and long-term relationships. This study's results align with those of (Akcora and Ferrari, 2014; Sumaedi et al., 2015a). People will believe that a person's goodness is accompanied by good self-control (Righetti and Finkenauer, 2011). Trust depends on good self-control over aspects of one's ego state (Ainsworth et al., 2014).

A person's trust arises from perceptions of a product or service's specific characteristics (Rubio et al., 2017). Young consumers' perceptions of secondhand clothes tend to be positive, fostering a strong emotional attachment and a sense of security when using them. Psychologically, trust plays a role in taking risks when buying (Mior Shariffuddin et al., 2023). Risk creates self-uncertainty; therefore, young consumers who are still forming their identity use their emotions to determine whether to use the item. The concept of self-harmony embodied in the item is a factor that consumers consider when deciding to use secondhand clothes, encouraging stable commitment and loyalty. This research aligns with (Alloza, 2008; Palacios-Florencio et al., 2018), which states that Customer trust is positively related to loyalty. Trust is the foundation of good relationships that lead to Loyalty (Lin et al., 2011; Setiawan et al., 2025).

Table 3: Discriminant validity (Heterotrait-monotrait)

Construct	Brand Image	Ego Involvement	Loyalty	Trust
1 Brand Image				
2 Ego Involvement	0.804			
3 Loyalty	0.763	0.827		
4 Trust	0.721	0.725	0.830	

Table 4: Results of hypotheses

Hypotheses	Original sample	Sample mean	Standard deviation	T-statistics	P-values
H ₁ : Brand Image -> Ego Involvement	0.508	0.508	0.082	3.890	0.000
H ₂ : Brand Image -> Loyalty	0.202	0.204	0.088	3.581	0.021
H ₃ : Ego Involvement -> Loyalty	0.308	0.298	0.070	4.638	0.000
H ₄ : Trust -> Ego Involvement	0.295	0.291	0.095	5.212	0.002
H ₅ : Trust -> Loyalty	0.396	0.401	0.079	6.315	0.000

Table 5: Model explanatory power

Construct	R square	R square adjusted
Loyalty	0.634	0.630

5. CONCLUSION

The description above shows that all hypotheses are accepted and have a positive effect. It can be inferred that secondhand clothes are a choice for young consumers. Egotism is closely related to personal value and occurs when a person feels deeply attached to something that concerns their self-esteem or others' perceptions of them. Emotional and psychological connections reflect a strong sense of ego involvement in a person's individuality and are essential to their self-esteem and identity.

The brand image affects the ego involvement of young customers in the acquisition of used secondhand clothing. This research corresponds with (Nawaz et al., 2021a; Zahid et al., 2022a). The user persona represented through secondhand clothing aligns with the notion of establishing a brand identity that resonates with users' psychology, thereby influencing young consumers' ego involvement. The brand image affects young consumers' loyalty. This research aligns with (Mahatama and Wardana, 2021; Yin and Xu, 2021). The distinctive brand image of secondhand clothing embodies customers' favourable sentiments towards the company, building an emotional bond that enhances loyalty.

Ego involvement has a strong, favourable impact on loyalty. When a customer aligns with a brand and fosters a deeper relationship, they often invest their ego through identification, dedication, and consistent behaviour, which, in turn, enhances loyalty. This research aligns with Hong (2002), Sanchez-Franco (2009b), and Tsu Chen and Ning Sun (2023). Trust profoundly impacts ego involvement. While experts have not thoroughly examined this idea, the study indicates that trust underpins customers' emotional engagement; consumers with significant ego-involvement display a heightened risk profile, hence rendering trust's role especially vital. In the absence of trust, ego involvement leads to confusion and self-doubt. Trust cultivates a sense of security via commitment and enduring connections. (Akcora and Ferrari, 2014; Sumaedi et al., 2015a). The findings of the following study align with those of (Alloza, 2008; Palacios-Florencio et al., 2018), who found that trust correlates favourably with loyalty. Young consumers' confidence in using secondhand clothing for self-expression aligns with their perception of secondhand apparel's distinctiveness. This trust constitutes the cornerstone of a robust relationship that fosters loyalty.

The tendency of young consumers to buy secondhand clothes is based on the ego-involvement factor: A personal character that seeks to express itself in its environment, considering it unique and adopting a lifestyle different from others. At a relatively young age, they find their identity, marked by a strong sense of self. They show their ego through a unique, distinctive style of dress. The uniqueness lies in how young consumers see secondhand clothes as items used by others, and in the limited availability of these goods, which imbues them with emotional value. Ego involvement

is also seen through the perspective of young consumers who care about environmental sustainability. Buying secondhand clothes is considered an environmentally friendly option compared to buying new clothes because it can reduce negative environmental impacts, such as textile waste and the consumption of natural resources. Ego involvement can influence young consumers' loyalty to buy secondhand clothes by creating a strong emotional attachment and perception of value that tends to show loyalty, forming deep and lasting loyalty.

Understanding the character of young consumers in their use of secondhand clothes is very important as an effort to help producers adapt to the ever-changing behaviour of young customers, so that the fashion industry can present the quality of goods well and uniquely, through a production process that pays attention to environmental aspects. With these efforts, it is hoped that, in the future, the use of secondhand clothes by young consumers will no longer occur, thereby preventing harm to the textile and related industries.

REFERENCES

- Adji, J.F.D.S., Susilowati, M.G.W.K. (2025), Customer perspective towards secondhand clothing and its impact on customer's loyalty: The mediating role of customer satisfaction. *International Journal of Scientific Research and Management*, 13(1), 8283-8295.
- Ainsworth, S.E., Baumeister, R.F., Ariely, D., Vohs, K.D. (2014), Ego depletion decreases trust in economic decision making. *Journal of Experimental Social Psychology*, 54, 40-49.
- Akbar, F.Q., Susila, I. (2023), Online shopping convenience and the level of used imported clothing consumption: The moderating role of hedonic and utilitarian traits. *Sebelas Maret Business Review*, 8(1), 40.
- Akcora, C.G., Ferrari, E. (2014), Discovering Trust Patterns in Ego Networks. In: 2014 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM 2014). p224-229.
- Aldon, D.K.M.L., Tan, C.S.L., Islam, S. (2026), From necessity to identity: Entrepreneurial perspectives on key drivers of second-hand clothing consumption in the Philippines' ukay-ukay sector. *Frontiers in Sustainability*, 7, 1724156.
- Alfakih, K.A.A., Saraih, U.N., Faqera, A.F.O., Marniati, M., Rahmi, N. (2023), Brand Satisfaction as Mediator on the Relationship among Brand Image, Brand Trust and Brand Loyalty in the Context of Malaysia Automobile Industry. In: Rahim, S.Z.A., Saad, M.N.M., Rahim, I.A., Abu, M.K., editors. *AIP Conference Proceedings*. Vol. 2750. American Institute of Physics. p. 060006.
- Alloza, A. (2008), Brand engagement and brand experience at BBVA, the transformation of a 150 years old company. *Corporate Reputation Review*, 11(4), 371-379.
- Ameen, N., Cheah, J., Kumar, S. (2022), It's all part of the customer journey: The impact of augmented reality, chatbots, and social media on the body image and self-esteem of Generation Z female consumers. *Psychology and Marketing*, 39(11), 2110-2129.
- Amjad, A., Amjad, F., Jamil, K., Yousaf, S. (2018), Moderating role of self-congruence: Impact of brand personality on Brand attachment through the mediating role of trust. *Information Management and Business Review*, 10(1), 13-22.
- Amjad, F., Baig, S.A., Jamil, K., Amjad, A. (2018), Impact of service quality on loyalty mediating role of trust: An empirical investigation of restaurants. *Journal of Education and Vocational Research*, 8(4), 6-14.

- Angeline, C., Suparna, G., Dana, I.M. (2023), The role of brand image mediates the influence of promotion on purchase decisions. *Journal of Law and Sustainable Development*, 11(10), e869.
- Ansary, A., Nik Hashim, N.M.H. (2018), Brand image and equity: The mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Review of Managerial Science*, 12(4), 969-1002.
- Apaolaza, V., Policarpo, M.C., Hartmann, P., Paredes, M.R., D'Souza, C. (2023), Sustainable clothing: Why conspicuous consumption and greenwashing matter. *Business Strategy and the Environment*, 32(6), 3766-3782.
- Aryaputra, R.T., Wibowo, T.O., Stefan, R.J., Yusiana, R. (2023), The phenomenon of thrifting as an alternative solution related to reducing environmental impact on fast fashion. *Formosa Journal of Multidisciplinary Research*, 2(8), 1511-1526.
- Bakar, J.A., Adzis, A.A. (2024), Fostering loyalty among young consumers: Strategic approaches for bank sustainability. *International Journal of Professional Business Review*, 9(3), e04469.
- Bakir, A., Gentina, E., De Araújo Gil, L. (2020), What shapes adolescents' attitudes toward luxury brands? The role of self-worth, self-construal, gender and national culture. *Journal of Retailing and Consumer Services*, 57, 102208.
- Başer, İ.U., Cintamür, İ.G., Arslan, F.M. (2016), Examining the effect of brand experience on consumer satisfaction, brand trust and brand loyalty. *İktisadi ve İdari Bilimler Dergisi*, 37(2), 101.
- Cachero-Martínez, S., Vázquez-Casielles, R. (2021), Building consumer loyalty through e-shopping experiences: The mediating role of emotions. *Journal of Retailing and Consumer Services*, 60, 102481.
- Capore, S., Gupta, S. (2025), Brand and store image as drivers of repurchase intention: Insights from apparel focused literature. *EPRA International Journal of Research and Development (IJRD)*, 10, 100-102.
- Cass, A.O. (2001), Consumer self-monitoring, materialism and involvement in fashion clothing. *Australasian Marketing Journal*, 9(1), 46-60.
- Cham, T.H., Ng, C.K.Y., Lim, Y.M., Cheng, B.L. (2018), Factors influencing clothing interest and purchase intention: A study of Generation Y consumers in Malaysia. *The International Review of Retail Distribution and Consumer Research*, 28(2), 174-189.
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., Memon, H. (2021a), Relationship analysis among apparel brand image, self-congruity, and consumers' purchase intention. *Sustainability*, 13(22), 12770.
- Chenchen, N. (2021), Research on the dual-path effect of cognitive and emotional trust on employees job involvement. *Journal of Management*, 38(5), 1550-1581.
- Constantinides, E., Lorenzo-Romero, C., Gómez, M.A. (2010), Effects of web experience on consumer choice: A multicultural approach. *Internet Research*, 20(2), 188-209.
- Daniar, K., Rohman, F., Sunaryo, S. (2023), The green experience effects on gen z customer loyalty mediated by perceived value and satisfaction. *International Journal of Research in Business and Social Science* (2147-4478), 12(5), 429-436.
- Davis, L., Hodges, N. (2012), Consumer shopping value: An investigation of shopping trip value, in-store shopping value and retail format. *Journal of Retailing and Consumer Services*, 19(2), 229-239.
- Ding, S., Lin, J., Zhang, Z. (2021), The influences of consumer-to-consumer interaction on dissatisfactory consumers' repetitive purchases in network communities. *Sustainability*, 13(2), 869.
- Flynn, L.R., Goldsmith, R.E., Pollette, W. (2016), Materialism, status consumption, and market involved consumers. *Psychology and Marketing*, 33(9), 761-776.
- Fornell, C., Larcker, D.F. (1981), Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of Marketing Research*, 18(3), 382-388.
- Frank, P., Watchravesringkan, K. (2016), Exploring antecedents and consequences of young consumers' perceived global brand equity. *Journal of Product and Brand Management*, 25(2), 160-170.
- Fu, S., Liu, X., Lamrabet, A., Liu, H., Huang, Y. (2022), Green production information transparency and online purchase behavior: Evidence from green agricultural products in China. *Frontiers in Environmental Science*, 10, 985101.
- Fu, S., Ma, R., He, G., Chen, Z., Liu, H. (2023), A study on the influence of product environmental information transparency on online consumers' purchasing behavior of green agricultural products. *Frontiers in Psychology*, 14, 1168214.
- Ganesh, J., Arnold, M.J., Reynolds, K.E. (2000), Understanding the customer base of service providers: An examination of the differences between switchers and stayers. *Journal of Marketing*, 64(3), 65-87.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 2nd ed. Thousand Oaks, CA: Sage Publications Inc.
- Halicki, D., Zaborek, P., Meylan, G. (2024), Sustainable fashion choices: Exploring European consumer motivations behind secondhand clothing purchases. *Administrative Sciences*, 14(8), 174.
- Han, S.H., Nguyen, B., Simkin, L. (2016), The dynamic models of consumers' symbolic needs: In the context of restaurant brands. *European Journal of Marketing*, 50(7/8), 1348-1376.
- Herjanto, H., Amin, M., Purinton, E., Lindle, E.L. (2024), Secondhand clothing purchase intentions: Generation Z's perspective. *Journal of Global Responsibility*, 15(1), 53-72.
- Hoang, L.C., Pham, Q.A., Thi, K.D.P., Vo, T.H., Truong, T.P. (2023), Influence of virtual social capital on sustainable clothing consumption pattern: A study on young people in Ho Chi Minh City. *International Journal of Electronic Commerce Studies*, 14(4), 73-90.
- Hong, S.P. (2002), How involvement relates to the formation of attitudinal loyalty, with emphasis on internet leisure activities. *International Journal of Applied Sports Sciences*, 14(1), 37.
- Huang, L., Wang, M., Chen, Z., Deng, B., Huang, W. (2020), Brand image and customer loyalty: Transmitting roles of cognitive and affective brand trust. *Social Behavior and Personality an International Journal*, 48(5), 1-12.
- Huang, W., Chen, M. (2018), Research on influence of the congruence of self-image and brand image on consumers' citizenship behavior. *Open Journal of Business and Management*, 6(1), 193-201.
- Hui, Y., Salman, S.A. (2023), An analysis of the impact of brand image on consumer purchase behavior. *International Journal on Recent Trends in Business and Tourism*, 7(2), 31-37.
- Hungara, A., Nobre, H. (2021), A consumer culture theory perspective of the marketplace: An integrative review and agenda for research. *International Journal of Consumer Studies*, 45(4), 805-823.
- Hur, E. (2020), Rebirth fashion: Secondhand clothing consumption values and perceived risks. *Journal of Cleaner Production*, 273, 122951.
- Ilmalhaq, A., Pradana, M., Rubiyanti, N. (2024), Indonesian local secondhand clothing: Mindful consumption with stimulus-organism-response (SOR) model. *Discover Sustainability*, 5(1), 251.
- Jibril, A.B., Amoah, J., Egala, S.B., Odei, M.A. (2024), Understanding the determinants of secondhand goods buying decisions: A young adult consumers' perspective. *Service Science*, 16(4), 319-331.
- Joung, H. (2013), Materialism and clothing post-purchase behaviors. *Journal of Consumer Marketing*, 30(6), 530-537.
- Karagöz, D., Ramkissoon, H. (2024), Festival personality, satisfaction and loyalty: The moderating effect of involvement. *International Journal of Event and Festival Management*, 15(2), 150-169.
- Koay, K.Y., Cheung, M.L., Lom, H.S., Leung, W.K.S. (2024), Perceived risk and secondhand clothing consumption: A moderated-moderation

- model. *Journal of Fashion Marketing and Management*, 28(2), 240-253.
- Koay, K.Y., Lim, W.M., Khoo, K.L., Xavier, J.A., Poon, W.C. (2024), Consumers' motivation to purchase secondhand clothing: A multimethod investigation anchored on belief elicitation and theory of planned behavior. *Journal of Product and Brand Management*, 5, 502-515.
- Kressmann, F., Sirgy, M.J., Herrmann, A., Huber, F., Huber, S., Lee, D.J. (2006), Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955-964.
- Kurniadi, H., Rana, J.A.S. (2023), The power of trust: How does consumer trust impact satisfaction and Loyalty in Indonesian digital business? *Innovative Marketing*, 19(2), 236-249.
- Lai, W.T., Chen, C.F. (2011), Behavioral intentions of public transit passengers-the roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18(2), 318-325.
- Li, X., Xie, Y. (2024), The Impact of Agricultural Product Traceability Information on Consumer Online Purchasing Behavior. Netherlands: Atlantis Press. p727-733.
- Lin, C.P., Chen, S.C., Chiu, C.K., Lee, W.Y. (2011), Understanding purchase intention during product-harm crises: Moderating effects of perceived corporate ability and corporate social responsibility. *Journal of Business Ethics*, 102(3), 455-471.
- Liu, L., Zhang, X., Cheng, L. (2022), Antecedents and impacts of the pilgrimage destination personality in the Tibetan region: Case from Larong Wuming Buddhist Academy. *Journal of Vacation Marketing*, 28(4), 469-485.
- Mahatama, A.A.B.P., Wardana, M. (2021), Role of brand image and customer commitment in mediating service quality towards customer loyalty. *International Research Journal of Management it and Social Sciences*, 9(1), 79-89.
- Malik, F., Malik, O. (2012), Determinants of brand loyalty in health sector of Pakistan. *Information Management and Business Review*, 4(9), 477-486.
- Matzler, K., Grabner-Kräuter, S., Bidmon, S. (2006), The value - brand trust - brand loyalty chain: An analysis of some moderating variables. *Innovative Marketing*, 2(2), 76-88.
- Mazanec, J., Harantová, V. (2024), Gen Z and their sustainable shopping behavior in the secondhand clothing segment: Case study of the Slovak republic. *Sustainability*, 16(8), 3129.
- McNeill, L.S., Venter, B. (2019), Identity, self-concept and young women's engagement with collaborative, sustainable fashion consumption models. *International Journal of Consumer Studies*, 43(4), 368-378.
- Mior Shariffuddin, N.S., Azinuddin, M., Yahya, N.E., Hanafiah, M.H. (2023), Navigating the tourism digital landscape: The interrelationship of online travel sites' affordances, technology readiness, online purchase intentions, trust, and E-loyalty. *Heliyon*, 9(8), e19135.
- Mohammad, J., Quoquab, F., Mohamed Sadom, N.Z. (2020), Mindful consumption of secondhand clothing: The role of eWOM, attitude and consumer engagement. *Journal of Fashion Marketing and Management*, 25(3), 482-510.
- Molinillo, S., Gómez-Ortiz, B., Pérez-Aranda, J., Navarro-García, A. (2017), Building customer loyalty. *Clothing and Textiles Research Journal*, 35(3), 156-171.
- Muncy, J.A., Hunt, S.D. (1984), Consumer involvement: Definitional issues and research directions. *Advances in Consumer Research*, 11(1), 93.
- Mutia, F.A. (2021), The role of consumer ethnocentrism on perceived quality, perceived price, and brand image towards local brand purchase. *Journal of Business Management and Social Studies*, 1(2), 77-89.
- Nawaz, S., Jiang, Y., Nawaz, M.Z., Manzoor, S.F., Zhang, R. (2021a), Mindful consumption, ego-involvement, and social norms impact on buying SHC: Role of platform trust and impulsive buying tendency. *SAGE Open*, 11(4), 1-17.
- Nawaz, S., Jiang, Y., Nawaz, M.Z., Manzoor, S.F., Zhang, R. (2021b), Mindful consumption, ego-involvement, and social norms impact on buying SHC: Role of platform trust and impulsive buying tendency. *SAGE Open*, 11(4), 1-17.
- Nobre, H., Kumar, A., Kastanakis, M.N., Paul, J. (2023), Consumers' relationship with mass prestige brands and happiness. *European Management Review*, 20(2), 306-325.
- O'Cass, A., Frost, H. (2002), Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product and Brand Management*, 11(2), 67-88.
- Oscario, A. (2023), The transformation of secondhand clothes shopping as popular sustainable lifestyle in social media Era. *E3S Web of Conferences*, 388, 4020.
- Palacios-Florencio, B., García Del Junco, J., Castellanos-Verdugo, M., Rosa-Díaz, I.M. (2018), Trust as mediator of corporate social responsibility, image and loyalty in the hotel sector. *Journal of Sustainable Tourism*, 26(7), 1273-1289.
- Park, E.J., Kim, E.Y., Forney, J.C. (2006), A structural model of fashion-oriented impulse buying behavior. *Journal of Fashion Marketing and Management*, 10(4), 433-446.
- Park, J., Ahn, S., Lee, S. (2025), Pre-owned, still precious: How emotional attachment shapes pre-owned luxury consumption. *Journal of Retailing and Consumer Services*, 87, 104420.
- Park, S.H. (1996), Relationships between involvement and attitudinal loyalty constructs in adult fitness programs. *Journal of Leisure Research*, 28(4), 233-250.
- Petrzellis, L., Fronzetti Colladon, A., Visentin, M., Chebat, J.C. (2021), Tell me a story about yourself: The words of shopping experience and self-satisfaction. *Journal of Retailing and Consumer Services*, 63, 102703.
- Qureshi, I., Fang, Y., Ramsey, E., McCole, P., Ibbotson, P., Compeau, D. (2009), Understanding online customer repurchasing intention and the mediating role of trust- an empirical investigation in two developed countries. *European Journal of Information Systems*, 18(3), 205-222.
- Rehman, F.U., Zeb, A. (2023), Translating the impacts of social advertising on Muslim consumers buying behavior: The moderating role of brand image. *Journal of Islamic Marketing*, 14(9), 2207-2234.
- Rhine, R.J., Polowniak, W.A. (1971), Attitude change, commitment, and ego involvement. *Journal of Personality and Social Psychology*, 19(2), 247-250.
- Righetti, F., Finkenauer, C. (2011), If you are able to control yourself, I will trust you: The role of perceived self-control in interpersonal trust. *Journal of Personality and Social Psychology*, 100(5), 874-886.
- Rodríguez-Torrico, P., San-Martín, S., San José, R. (2015), Determinants of clothing repurchase through mobile devices. *ESIC Market Economics and Business Journal*, 46(3), 57-77.
- Rubio, N., Villaseñor, N., Yagüe, M.J. (2017), Creation of consumer loyalty and trust in the retailer through store brands: The moderating effect of choice of store brand name. *Journal of Retailing and Consumer Services*, 34, 358-368.
- Sanchez-Franco, M.J. (2009a), The moderating effects of involvement on the relationships between satisfaction, trust and commitment in E-banking. *Journal of Interactive Marketing*, 23(3), 247-258.
- Salerno-Kochan, R., Turek, P. (2021), Consumer perception vs sensory assessment of the quality of clothes of selected brands available on the Polish market. *Journal of Fashion Marketing and Management: An International Journal*, 25(4), 682-696.
- Sanchez-Franco, M.J. (2009b), The moderating effects of involvement

- on the relationships between satisfaction, trust and commitment in e-banking. *Journal of Interactive Marketing*, 23(3), 247-258.
- Sesario, R., Cakranegara, P.A., Achmad, G.N., Rianindita, N., Wiryawan, D. (2022), Effect of product brand trust on customer loyalty. *Budapest International Research and Critics Institute Journal*, 5, 30632-30639.
- Setiawan, A., Yuldinawati, L., Sugiat, M.A. (2025), The relationship between customer relationship management and customer loyalty and the moderation of customer trust. *Journal of Social Research*, 4(9), 2074-2085.
- Singh, G., Slack, N., Sharma, S., Mudaliar, K., Narayan, S., Kaur, R., Sharma, K.U. (2021), Antecedents involved in developing fast-food restaurant customer loyalty. *TQM Journal*, 33(8), 1753-1769.
- Sirdeshmukh, D., Singh, J., Sabol, B. (2002), Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, 66(1), 15-37.
- Sirgy, M.J., Lee, D.J., Yu, G.B., Gurel-Atay, E., Tidwell, J., Ekici, A. (2016), Self-expressiveness in shopping. *Journal of Retailing and Consumer Services*, 30, 292-299.
- Sumaedi, S., Juniarti, R.P., Bakti, I.G.M.Y. (2015a), Understanding trust & commitment of individual saving customers in Islamic banking: The role of ego involvement. *Journal of Islamic Marketing*, 6(3), 406-428.
- Sun, P.C., Lin, C.M. (2010), Building customer trust and Loyalty: An empirical study in a retailing context. *Service Industries Journal*, 30(9), 1439-1455.
- Tan, S., Chen, W. (2021), Building consumer trust in online food marketplaces: The role of WeChat marketing. *International Food and Agribusiness Management Review*, 24(5), 845-862.
- Tan, T.M., Makkonen, H., Kaur, P., Salo, J. (2022), How do ethical consumers utilise sharing economy platforms as part of their sustainable resale behavior? The role of consumers' green consumption values. *Technological Forecasting and Social Change*, 176, 121432.
- Tarigan, R.S., Tandung, J.C., Sutrisno, A.K., Viriyani, V. (2023), The effect of celebrity endorsement on purchase intention. *International Journal of Financial and Investment Studies*, 4(1), 50-62.
- Tooray, J., Oodith, D. (2017), The influence of actual and ideal self-congruity on consumers' purchase intentions. *Journal of Economics and Behavioral Studies*, 9(4), 107.
- Tsu Chen, C., Ning Sun, H. (2023), Effects of involvement on the loyalty of specialty coffee consumers. *International Journal of Business and Management Studies*, 4(9), 32-41.
- Tymoshchuk, O., Lou, X., Chi, T. (2024), Exploring determinants of secondhand apparel purchase intention and word of mouth: A stimulus-organism-response approach. *Sustainability*, 16(11), 4445.
- Ul Hasan, H.M.R., Lang, C., Xia, S. (2023), Investigating consumer values of secondhand fashion consumption in the mass market vs. Luxury market: A text-mining approach. *Sustainability (Switzerland)*, 15(1), 0254.
- Villagra, N., Monfort, A., Sanchez Herrera, J. (2021), The mediating role of brand trust in the relationship between brand personality and brand loyalty. *Journal of Consumer Behaviour*, 20(5), 1153-1163.
- Yao, Y., Xu, H., Song, H.Y. (2025), Exploring the key factors affecting customer satisfaction in China's sustainable secondhand clothing market: A mixed methods approach. *Sustainability*, 17(4), 1694.
- Yin, W., Xu, B. (2021), Effect of online shopping experience on customer loyalty in apparel business-to-consumer ecommerce. *Textile Research Journal*, 91(23-24), 2882-2895.
- Zahid, N.M., Khan, J., Tao, M. (2022a), Exploring mindful consumption, ego involvement, and social norms influencing secondhand clothing purchase. *Current Psychology*, 42(16), 13960-13974.
- Zahid, N.M., Khan, J., Tao, M. (2022b), Exploring mindful consumption, ego involvement, and social norms influencing second-hand clothing purchase. *Current Psychology*, 42(16), 13960-13974.
- Zaichkowsky, J.L. (1985), Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341.
- Zatwarnicka-Madura, B., Stecko, J., Mentel, G. (2016), Brand image vs. Consumer trust. *Actual Problems of Economics*, 182(8), 237-245.