THE INFLUENCE OF ATTITUDE, SOCIAL INFLUENCE, AND PERCEIVED BEHAVIOURAL CONTROL (PBC) ON PURCHASE INTENTION IN SECOND HAND CLOTHING

Indah Anggraeni Wijaya[1]*, Titik Desi Harsoyo[2]
Universitas Mercu Buana Yogyakarta
Corresponding Author: Indah Anggraeni Wijaya
indahanggraeniwijaya@gmail.com

A R T I C L E I N F O

A B S T R A C T

The *emergence* of new fashion trends among today's generation has heightened competition in the clothing industry. To stay competitive, second hand clothing businesses must go beyond product focus by enhancing consumer perception, increasing marketing awareness, and differentiating their offerings. This study examines how Attitude, Social Influence, and Perceived Behavioural Control (PBC) affect Purchase Intention toward second hand clothing. Using a survey of 100 respondents familiar with but never having purchased second hand clothing, the study found the data valid, reliable, and met classical assumption tests. Results show that Attitude, Social Influence, and PBC each have a positive and significant impact on Purchase Intention.

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

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. The development of fashion is currently experiencing rapid and diverse growth. The fashion industry is the third-largest manufacturing industry in the world, after the automotive and technology industries. 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 widespread. Since the early 1990s, the secondhand clothing trade has grown significantly, 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 of Cooperatives and Small and Medium Enterprises stated that one of 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, Generation Z (Rizky, 2023). According to a survey on the Thrift World website, Generation Z (1997–2012) and Millennials (born 1981–1996) purchase imported secondhand clothing 250% more often than previous generations. 40% and 38% of both generations, respectively, are willing to pay more for eco-friendly clothing (Heppy & Puspita, 2023). Based on export-import data from the Central Statistics Agency (BPS), the value of used clothing imports increased significantly by 607.6% year-on-year (yoy) from January to September 2022 (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 growing preference for eco-friendly clothing is one of the drivers of the growth of the secondhand clothing industry. People care about the environment and want to extend the lifespan of clothing products (Paco et al., 2021). Buying secondhand clothing has been shown to protect the environment and conserve scarce resources by reducing the production of new clothing (Rausch & Kopplin, 2020). It can also reduce textile waste and cut the cost of producing new clothing. Awareness of reusing and recycling used clothing needs to be increased and is a new phenomenon in the 21st century because reuse promotes sustainability and provides socio-economic, environmental, psychological, and financial benefits to consumers (Nawaz et al., 2021).

LITERATURE REVIEW

Purchase Intention

According to Mirabi et al., (2015) purchasing interest is a complex process related to consumer behavior, perceptions and attitudes, so it is an effective tool for predicting the purchasing process. Masato and Sopiah (2021) define purchase intention as a consumer's self-instruction to purchase a product, planning, taking relevant actions, such as suggesting, recommending, choosing, and ultimately deciding to make the purchase. Meanwhile, Kotler and Keller (2021) state that purchase intention is a form of consumer behavior that involves the desire to buy or choose a product based on their experience, use, and passion for the product. In the article written by Septiani in Purba et al., (2023), the indicators of buying interest are:
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. Evalution
2. Behavioural intention

  3. Positive attitude
  4. Perceived benefit
  5. Trust

H1 : Attitude has a positive and significant influence on Purchase Intention of 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 when a person's emotions, opinions, and behavior are influenced by others, this has become a common but complex force that influences people's decisions. Stibe & Oinas (2015) stated that the indicators of social influence are:

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

H2 : Social Influence has a positive and significant influence on Purchase Intention of Second Hand Clothing

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), PBC refers to a consumer's past experiences and future challenges as the perception of ease or difficulty in performing a behavior, such as purchasing behavior. Meanwhile, Pena Garcia et al., (2020) define PBC as the level of control a customer has over external forces that influence their purchasing decisions. 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 : Perceived Behavioural Control (PBC) has a positive and significant influence on Purchase Intention of Second Hand Clothing

Based on the description of the background of the problem and the theoretical basis that has been outlined by the author, the author formulates the research framework as follows:
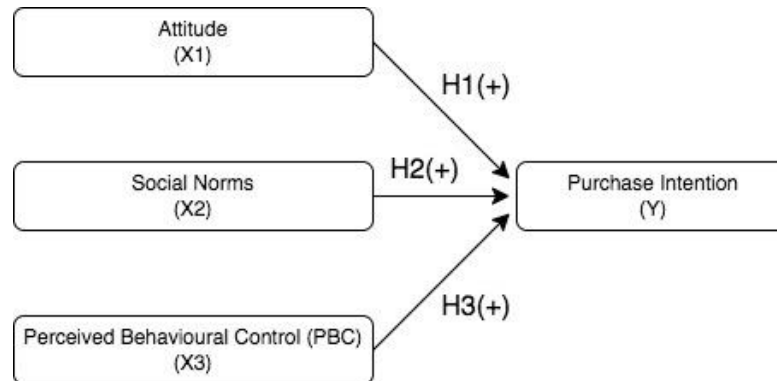

Figure 1. Research Framework

MATERIALS AND METHODS

The type of research used in this study is quantitative. Quantitative methods are a way to acquire knowledge or solve problems carefully and systematically. The data collected is in the form of a series or collection of numbers (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 the independent variables influence the dependent variable. In this study, the independent variables consist of Attitude (X1), Social Influence (X2), and Perceived Behavioural Control (X3), while the dependent variable is Purchase Intention toward Second Hand Clothing (Y).

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

	X3_1	0.587	0.000	Valid
	X3_2	0.710	0.000	Valid
PBC	X3_3	0.724	0.000	Valid
	X3_4	0.849	0.000	Valid
	X3_5	0.721	0.000	Valid
	Y1	0.841	0.000	Valid
Purchase Intention	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 significance value is 0.000, or less than 0.05 (5%), it can be concluded that every questionnaire question is deemed legitimate.

Reliability Test

Table 2. Reliability Test Results

Variabel	*Cronbach's Alpha*	Critical Value	Keterangan
Attitude	0.702	0,60	Reliabel
Social Influence	0.676	0,60	Reliabel
PBC	0.758	0,60	Reliabel
Purchase Intention	0.665	0,60	Reliabel

(Source: processed research data, 2025)

Based on the reliability test results in Table 4.7, the Cronbach's Alpha values were obtained using SPSS software. The variables Attitude, Social Influence, PBC, and Purchase Intention all have Cronbach's Alpha values greater than 0.60, indicating that all the questionnaire items are reliable for measuring the research variables.

Inferetial Analysyis Results
Multiple Linear Regression Analysis

Multiple linear regression analysis is used to examine the relationship between purchase intention (Y) and Social Influence (X2), PBC (X3), and Attitude (X1).

Table 3. Results of Multiple Regression Analysis
 Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
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 multiple linear regression analysis above was conducted using SPSS version 25.0 for Windows and is expressed as follows

Y = 1.502 + 0.176X1 + 0.349X2 + 0.310X3 + e

The regression equation model can be explained as follows:

1. The constant (β) value of 1.502 means that if the variables Attitude (X1), Social Influence (X2), and PBC (X3) have no effect on Purchase Intention, then the Purchase Intention is 1.502 units.
2. The regression coefficient for the Attitude variable (X1) is positive, meaning that if Attitude increases by 1 unit, the Purchase Intention variable will increase by 0.176 units.
3. The regression coefficient for the Social Influence variable (X2) is positive, meaning that if Social Influence increases by 1 unit, the Purchase Intention variable will increase by 0.349 units.
4. The regression coefficient for the PBC variable (X3) is positive, meaning that if PBC increases by 1 unit, the Purchase Intention variable will increase by 0.310 units.

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)

The coefficient of determination aims to ascertain the degree to which the independent variable influences the dependent variable with the following results:

Table 4. Results of Determination Coefficient Analysis (R2)

Model Summary

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

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

(Source: processed research data, 2025)

Based on the results of the coefficient of determination analysis in Table 4, the Adjusted R Square value is 0.640 or 64%, indicating that the independent variables Attitude, Social Influence, and PBC are able to explain 64% of the variance in Purchase Intention. The remaining 36% is influenced by other variables not examined in this study.

DISCUSSION

This study confirms the influence of Attitude, Social Influence, and Perceived Behavioural Control (PBC) on Purchase Intention. The results show that Attitude, Social Influence, and PBC have a positive and significant effect on Purchase Intention. This means that these three factors are key determinants influencing Purchase Intention. Therefore, the findings of this study are in line with those proposed by Siaputra & Isaac (2020) and Fitriani & Winda (2023).

CONCLUSIONS AND RECOMMENDATIONS

"The Influence of Attitude, Social Influence, and Perceived Behavioural Control (PBC) on Purchase Intention Toward Second Hand Clothing", the conclusions of this study are as follows:

1. Attitude has a positive and significant effect on consumers' Purchase Intention toward second hand clothing products. This indicates that the higher the consumer's attitude, the higher their purchase intention toward second hand clothing.
2. Social Influence has a positive and significant effect on consumers' Purchase Intention toward second hand clothing products. This suggests that the more information consumers receive from people around them, the higher their purchase intention for second hand clothing.

3. Perceived Behavioural Control (PBC) has a positive and significant effect on consumers' Purchase Intention toward second hand clothing products. This means that the more confident consumers are in themselves, the more they can control external factors, and the more purchasing experience they have, the higher their purchase intention for second hand clothing.

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.

REFERENCES

Aboelmaged, M. (2020). *E-waste recycling behaviour: An integration of recycling habits into the theory of planned behaviour*. Journal of Cleaner Production.

Amaral, M. A., & Djuang, G. (2023). *Relationship between social influence, shopping lifestyle, and impulsive buying on purchase intention of preloved products*. Kinerja.

Asnan, N. (2022). *The effect of social media marketing on purchase intention with brand awareness as a mediating variable (case study on Instagram followers of Kirin Kimbap)*. Jurnal Ilmiah Mahasiswa FEB.

Bagher, A. N., Salati, F., & Ghaffari, M. (2018). *Factors affecting intention to purchase organic food products among Iranian consumers*. Academy of Marketing Studies Journal, 22(3), 1–23.

Dekanawati, V., Setiyantara, Y., Subekti, J., & Astriawati, N. (2023). *Analysis of the effect of customs training service quality on participant satisfaction*. Jurnal Saintek Maritim.

Dharma, I. W. (2023). *Factors that influence Generation Z's purchase intention towards imported secondhand clothes in Indonesia*. Journal Integration of Management Studies.

Emekci, S. (2019). *Green consumption behaviours of consumers within the scope of TPB*. Journal of Consumer Marketing.

Fitriani, D., & Winda, G. N. (2023). *Analysis of the influence of attitude, subjective norm, and perceived behavioral control on Shopee Tanam game on purchase intention and actual behavior*. Journal of Social Science Research.

Garcia, N. P., Saura, I. G., Orejuela, A. R., & Junior, J. R. (2020). *Purchase intention and purchase behavior online: A cross-cultural approach. Heliyon*, 6.

Ghozali, I. (2018). *Multivariate Analysis Application with IBM SPSS 25 Program*. Semarang: Diponegoro University Publishing Agency.

Illanisa, N., Zulkarnaen, W., & Suwarna, A. (2019). *The effect of work discipline on employee performance at Binar Indonesia Islamic Elementary School Bandung*. Jurnal Manajemen & Akuntansi.

Japarianto, E., & Jessvita, J. A. (2014). *Analysis of the effect of attitude, subjective norm, and perceived behavioral control on purchase intention of Sogo Department Store customers in Tunjungan Plaza Surabaya*. Jurnal Strategi Pemasaran.

Kalesaran, C. J., Mangantar, M., & Gunawan, E. (2022). *The effect of social influence and product attributes on customer purchase intention: A study of second-hand clothes in Manado*. Jurnal EMBA.

Khibran, M. (2019). *An investigation toward purchase intention of halal beef from traditional markets: A TPB perspective*. Asian Journal of Islamic Management.

Liu, M. T., Liu, Y., & Mo, Z. (2019). *Moral norm is the key: An extension of the theory of planned behaviour (TPB) on Chinese consumers' green purchase intention*. Journal of Marketing and Logistics.

Munawaroh, A. (2021). *The influence of attitude, subjective norm, perceived behavioral control, and knowledge on the decision to purchase Muslim fashion in marketplaces among IAIN Purwokerto students*. Undergraduate Thesis, Faculty of Islamic Economics and Business.

Nainggolan, Y. A. (2023). *The influence of green purchase attitudes, subjective norms, perceived behavioral control, and environmental concern on purchasing decisions of Kentucky Fried Chicken (KFC) products*.

Nasehudin, T. S., & Gozali, N. (2013). *Quantitative Research Methods*. Pustaka Setia. https://repository.telkomuniversity.ac.id/pustaka/17084/metode-penelitian-kuantitatif.html

Noor, N. M., Noranee, S., Zakaria, M. F., Unin, N., & Suaee, M. A. H. M. (2020, February). *Online shopping: The influence of attitude, subjective norm and perceived behavioral control on purchase intention*. In *Proceedings of the 2020 the 6th International Conference on E-Business and Applications* (pp. 33–36).

Nudin, S. H., & Nurlinda, R. (2023). *The effect of social media marketing and celebrity endorser on purchase intention with brand awareness as an intervening variable*. Jurnal Bintang Manajemen (JUBIMA).

Patrisia, A. P., Hidayah, N., & Ramadhan, T. S. (2019). *The influence of celebrity endorsers, consumer behavior, and advertisements on consumer purchase intention of*

Avoskin products on TikTok (Case study: Faculty of Economics and Business students, Islamic University of Malang, batch of 2019). E–Jurnal Riset Manajemen.

Pramesti, A. P. (2024). *The influence of environmental knowledge, word of mouth, and green marketing on consumer purchase intention of Starbucks products*. Undergraduate Thesis, Management Department.

Prawiyogi, A. G., Sadiah, T. L., Purwanugraha, A., & Elisa, P. N. (2021). *Using Big Book media to foster students' reading interest in elementary schools*. Jurnal Basicedu.

Purba, T., Nainggolan, N. P., & Heryenzus, H. (2023). *Quality perception analysis on purchase intention (Ding Tea brand in Batam)*. JIM UPB (Jurnal Ilmiah Manajemen Universitas Putera Batam), 11(1), 136–143.

Purwanto, E. A., & Sulistyastuti, D. A. (2017). *Quantitative Research Methods: For Public Administration and Social Issues (2nd Edition)*. Gava Media.

Purwianti, L., & Ricarto, T. (2018). *Analysis of factors influencing purchase intention among smartphone users in Batam*. Jurnal Manajemen Maranatha.

Rahmawati, A. (2022). *Thrift shopping and Indonesian urban youth fashion consumption*. JOMEC Journal.

Rendel, N., Kaur, P., & Bhardwaj, V. (2021). *Exploring the purchase intention towards secondhand clothing: An integrated model of consumer attitude, subjective norm, perceived behavioral control, and green value*. Journal of Retail and Consumer Services.

Romadhoni, A. B., & Guspul, A. (2020). *The effect of attitude, subjective norm, and perceived behavioral control on the intention to use online transportation services*. Journal of Economic, Business and Engineering (JEBE).

Ruas, Z. L., & Abdurrahman, A. (2023). *The effect of lifestyle and product brands on thrifting product purchasing decisions in Yogyakarta*. Journal of Economic.

Sanjaya, N. E., & Ayuni, R. F. (2021). *The influence of price, promotion, and social influence on purchase intention at Rumah Hok business*. Jurnal Ilmiah Mahasiswa Universitas Brawijaya.

Sari, M. M., Ardian, N., & Erwansyah. (2021). *The impact of COVID-19 on the economy of the community in Lantasan Lama village, Patumbak District, Deli Serdang Regency, North Sumatra*. Jurnal Manajemen Tools.

Sartika, D. (2021). *Determinants of purchase intention and their implications for purchase decisions of non-original (KW) shoes among university students in Samarinda*. Jurnal Inovasi Bisnis dan Manajemen Indonesia.

Septiani, A., & Kamaludin. (2024). *The effect of age, technological advancement, and expected return on investment interest in the stock market*. Jurnal Manajemen Terapan dan Keuangan (MANKEU), 13(2), June 2024.

Siaputra, H., & Isaac, E. (2020). *The effect of attitude, subjective norm, and perceived behavioral control on purchase intention of healthy food at Crunchaus Surabaya*. Jurnal Manajemen Perhotelan.

Soemadi, R. R. (2023). *The effect of digital marketing and product quality on purchasing decisions of home-delivered fried chicken*. Jurnal Ekonomi dan Manajemen.

Stibe, A., & Oinas-Kukkonen, H. (2015). *User engagement in feedback sharing through social influence*. In *The Evolution of the Internet in the Business Sector: Web 1.0 to Web 3.0* (pp. 234–257). IGI Global.

Sugiarto. (2017). *Business Research Methodology*. Yogyakarta: Andi Publisher.

Sugiyono. (2019). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.

Suwarsa, T., & Hasibuan, A. R. (2021). *The effect of restaurant and hotel tax on local revenue in Padangsidimpuan City (2018–2020)*. Jurnal Akuntansi.

Veronica, & Rodhiah. (2021). *The effect of privacy and social influence on online purchase intention: Trust as a mediating variable*. Jurnal Muara Ilmu Ekonomi dan Bisnis.

Yi, K. W., & Xuan, N. T. (2023). *Factors influencing Generation Z's purchase intention of second-hand clothing in Malaysia*.

Yusuf, D. M. (2021). *Effect of attitude mediating subjective norm, perceived behaviour control, and perceived ease of use on online purchase intention in the fashion product category*. European Journal of Business and Management Research, 6(6), 266–270.

Zhang, B., Zhang, Y., & Zhou, P. (2021). *Consumer attitude towards sustainability of fast fashion products in the UK. Sustainability Journal*.

Zusrony, E. (2021). *Consumer behavior in the modern era*. Semarang: Yayasan Prima Agus Teknik.