Exploring Impulsive Buying Tendency in Preloved Goods with Mindful Consumption and Platform Trust

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ABSTRACT

The research examined the influence of mindful consumption, ego involvement, platform trust, and product involvement on buying intentions toward preloved goods, with impulsive buying tendency as a mediating variable. The novelty of the research lay in extending the Theory of Planned Behavior (TPB) by integrating impulsive buying tendency to explain consumer behavior in the Indonesian preloved market, which remained underexplored. A quantitative approach was employed by distributing questionnaires to 322 respondents who had purchased preloved items. Samples were selected using a simple random sampling technique, ensuring that every consumer in the population had an equal chance of being included. Then, data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to examine both direct and indirect relationships among variables. The results show that ego involvement and platform trust significantly and positively influence buying intentions, while mindful consumption and product involvement do not have a direct effect. However, both variables indirectly influence buying intentions through impulsive buying tendency, which serves as a significant mediator. These findings indicate that consumer decisions in the preloved market are shaped not only by rational considerations but also by emotional impulses and trust in sales platforms. Theoretically, the research enriches TPB by highlighting the impulsive buying tendency as a mediating construct in sustainable consumption. Practically, the results suggest that platform managers should strengthen consumer trust through transparency and secure transactions, while marketers can combine sustainability messages with emotional strategies to enhance buying intentions.

Keywords: buying intentions, impulsive buying tendency, preloved goods, mindful consumption, platform trust

INTRODUCTION

Clothing is a basic human necessity that extends beyond its functional role of protecting the body. In contemporary society, fashion has become closely associated with lifestyle, identity, and social expression. The rapid expansion of the fashion industry has encouraged consumers to remain attentive to changing trends, leading to increased interest in branded apparel. Such products are often perceived as offering superior quality and comfort, while also contributing to individuals' social standing and confidence in their interactions with others (Al Mutanafisa & Retnaningsih, 2021).

The fashion industry is still largely influenced by the concept of fast fashion, characterized by rapid production and low prices. However, growing awareness of sustainability has driven the rapid expansion of preloved fashion, which refers to the resale of secondhand clothing with competitive value. The market is projected to reach USD 44 billion by 2029, surpassing fast fashion, after previously recording USD 33 billion, or 11% of global fashion revenue, in 2021 (Rizkila et al., 2021). This situation indicates that buying or saving through preloved fashion is no longer considered inferior but is widely accepted across demographics and socioeconomic groups, particularly for branded products. As a result, many people seek ways to appear fashionable by using branded items at more affordable prices. Consequently,

the demand for branded goods has increased, giving rise to a new trend in society, branded secondhand clothing, commonly known as preloved (Wibisono & Fachira, 2021).

Preloved goods are among the public's favorite products because of their affordable prices, and they offer many items from well-known brands that support people's lifestyles. Preloved items include clothes, shoes, accessories, bags, electronics, vehicles, and so on (Turunen & Gossen, 2024). Preloved goods are a term from the Oxford Dictionaries that means goods that have previously been owned and will be in use. This item falls into the category of preloved, which includes products that have been bought and used multiple times before being resold, items that are purchased but remain unused for certain reasons, and gifts from others that have never been utilized. These represent the three distinct types of preloved goods. Another perception assumes that preloved goods are items that have been used or are branded (Laili et al., 2023).

Data from Statistics Indonesia (Badan Pusat Statistik (BPS)) in Table 1 indicate a significant surge in used clothing imports into Indonesia throughout 2024. Quantitatively, the volume of used clothing imports has increased approximately 302-fold compared to the previous year (year-on-year). This increase reflects the high influx of used fashion products into the domestic market, potentially increasing consumer exposure to used products. Used clothing enters through 12 main gateways: seven international airports (Soekarno-Hatta, I Gusti Ngurah Rai, Juanda, Kualanamu, Hang Nadim, Sultan Iskandar Muda, and Minangkabau) and five major ports (Batu Ampar, Sekupang, Tanjung Perak, Batam Centre, and Harbour Bay). This situation indicates that the distribution of used clothing has been widely integrated into the national logistics system, thereby increasing the availability of used products in the market. This increased availability has the potential to encourage increased consumer purchasing interest, both based on rational considerations such as price and utility, as well as emotional drives that trigger impulsive buying behavior (Furqon et al., 2025).

Although the import data highlights Indonesia's unique context, the research does not explicitly address specific social phenomena within the country, such as the culture of secondhand shopping in major cities, the prevalence of counterfeit goods, or cases of platform fraud. This limitation should be noted to ensure that the findings are interpreted not only from a theoretical perspective but also within a broader social framework.

The rising demand for preloved items, which are typically more affordable than newly produced goods of the same brand, reflects a shift toward more value-conscious consumption. While consumers often view preloved products as offering economic and lifestyle advantages, their purchasing decisions are frequently influenced by uncertainty. Issues related to product quality, authenticity, and condition, especially on online marketplaces, can weaken consumer confidence and slow decision-making. Nevertheless, preloved goods remain appealing, indicating that buying intentions in this market are shaped by a combination of perceived value, trust in selling platforms, and impulsive buying tendency (Laili et al., 2023). This trend signifies a major shift in consumer behavior, moving from purchasing new items to choosing preloved ones. It reflects not only changing preferences but also evolving buying intentions.

Before making a purchase, consumers seek information from personal experiences or external sources, and their buying intention represents the likelihood and willingness to purchase in the future (Firmanza & Artanti, 2022). Consumers' buying intentions towards preloved goods are also influenced by the desire to find rare items that are difficult to obtain in new condition. Buying intention is a behavior that arises from responding to an object that has an interest in making a purchase. Buying intentions are based on the consumer's desire to obtain a product. The Theory of Planned Behavior (TPB), rooted in social psychology, explains how individual beliefs, attitudes, and intentions influence behavior. This framework is widely applied to study purchasing and consumption patterns, including predicting healthy eating, socially

Table 1 Trends in Used Clothing Imports to Indonesia (2020–2024)

Year	Weight (Tons)	Value (In USD Thousand)
2020	65.9	493.9
2021	7.9	44.1
2022	26.2	272.1
2023	12.8	29.7
2024	3,865	1,500

Note: Harmonized System (HS) Code for Used Clothing 63090000

Source: Statistics Indonesia (Badan Pusat Statistik/BPS) in Furqon et al. (2025)

responsible consumption, and buying intentions such as the intention to purchase secondhand products (Borusiak et al., 2020).

Consumption reflects conscious decision-making influenced by an individual's mindset and awareness. Mindfulness shapes one's attitudes and values in consumer behavior, leading to greater attention to mindful consumption, based on full awareness and intention (Zahid et al., 2023). Previous research has shown that mindful consumption is strongly associated with sustainable behavior. Studies on environmentally conscious actions also suggest that awareness-driven consumption habits enhance individuals' buying intentions (Nawaz et al., 2021). Impulsive buying is described as a consumer attribute referring to "the degree to which a person tends to make unplanned, instant, and non-rational purchases" (Zahid et al., 2023). Impulsive buying tendency, as a form of general impulsiveness, reflects an automatic response to new stimuli driven by subconscious impulses. It relates to mindful consumption, as individuals with higher impulsive tendencies tend to exhibit lower self-control and are more prone to spontaneous purchases. Hence, these hypotheses are formulated as follows:

H1: Mindful consumption has a positive and significant impact on buying intentions,

H2: Mindful consumption has a positive and significant impact on impulsive buying tendency,

The factor that affects buying intentions, aside from mindful consumption, is ego involvement. Ego involvement describes the degree to which an individual connects a product or purchase to their identity and sense of self-worth. So, ego involvement is the level of customer involvement in buying based on their preferences, internal beliefs, and interests. Ego involvement has a relationship with customers and buying intentions. When consumers have high ego involvement, they are more likely to experience a strong emotional drive toward preloved items. This drive can heighten the tendency to make impulsive purchases. Furthermore, consumers may exhibit an inclination to buy impulsively because they want to purchase preloved goods immediately without much consideration, thereby increasing their buying intentions (Nawaz et al., 2021). Hence, these hypotheses are formulated as follows:

H3: Ego involvement has a positive and significant impact on buying intentions,

H4: Ego involvement has a positive and significant impact on impulsive buying tendency.

In the increasingly evolving digital era, online platforms are becoming more and more prevalent, and trust in these platforms plays an important role in improving buying intentions. By reducing online perception, platform trust directly influences buying intentions (Zhu et al., 2020). When consumers view an online platform as honest, efficient, and reliable in meeting its commitments, they are more likely to make purchases from it. However, trust in the platform can also increase impulsive buying tendencies, which are seen as expressions of overall impulsivity (Najib et al., 2022). When consumers access product images on a website or platform online and decide to buy because of their trust in the website, it shows an impulsive buying tendency towards the platform (Nawaz et al., 2021). Hence, the following hypothesis is formulated:

H5: Platform trust has a positive and significant impact on buying intentions.

The continuously evolving lifestyle has made consumers more selective in choosing products that fulfill their needs while ensuring privacy. Preloved items are increasingly viewed as economical, practical, and emotionally valuable assets (Wirya & Syah, 2022). Product involvement reflects the emotional and cognitive connection consumers have with a product. Highly involved consumers tend to be more thoughtful and analytical in their purchasing decisions, while those with low involvement are more inclined to buy impulsively with little consideration (Li et al., 2021). Product involvement significantly influences consumers' buying intentions. A high level of engagement enhances the buying intentions in preloved goods, particularly luxury fashion items. Consumers who feel connected to preloved products tend to recognize their value and benefits more deeply, thereby increasing their buying intention (Asyhari et al., 2024). High product involvement can evoke positive emotions, thereby stimulating impulsive purchases. Therefore, product involvement significantly affects impulsive buying tendency through buying intentions, as consumers who are engaged with a product tend to be more motivated and emotional in making buying intentions (Arfia, 2022). Hence, these hypotheses are formulated as follows:

H6: Product involvement has a positive and significant impact on buying intentions,

H7: Product involvement has a positive and significant impact on impulsive buying tendency.

Interest in branded secondhand (preloved) goods has been rising in line with lifestyle changes and growing consumer awareness of sustainability issues. However, buying intentions in the preloved market are not always based on rational considerations. They are often influenced by spontaneous emotional impulses (Sharifi Asadi Malafe et al., 2023). Preloved products with attractive appearances, limited availability, and certain symbolic value can trigger buying intentions quickly and without prior planning. In this context, impulsive buying tendency becomes a crucial factor shaping consumers' buying intentions, particularly

when they feel emotionally engaged with the product or the selling platform (Nawaz et al., 2021). Hence, the following hypothesis is formulated:

H8: Impulsive buying tendency has a positive and significant impact on buying intentions.

Impulsive buying tendency plays a mediating role in explaining the indirect effect of mindful consumption on buying intentions for preloved goods within the TPB. Therefore, the research examines the mediating role of impulsive buying tendency in the relationship between mindful consumption and buying intentions for preloved goods. While mindful consumption represents a deliberate and sustainability-focused mindset, it does not always directly stimulate purchase intentions. Rather, it heightens sensitivity to emotional and situational triggers, such as perceived product value and uniqueness. These triggers evoke impulsive buying tendencies, which act as an affective mechanism that ultimately reinforces buying intentions (Nawaz et al., 2021). Hence, the following hypotheses are formulated:

H9: Impulsive buying tendency mediates the product involvement and buying intentions positively and significantly,

H10: Impulsive buying tendency mediates the ego involvement and buying intentions positively and significantly,

H11: Impulsive buying tendency mediates the mindful consumption and buying intentions positively and significantly.

Several prior studies have investigated the factors influencing buying intentions toward preloved goods, including mindful consumption, ego involvement, platform trust, and product involvement (Zahid et al., 2023; Nawaz et al., 2021). Ego involvement also has a positive relationship with buying intentions of preloved goods (Zahid et al., 2023; Nawaz et al., 2021). Similarly, the level of trust is positively correlated with the intention to purchase preloved goods (Lăzăroiu et al., 2020; Soleimani, 2022). Additionally, product involvement is positively associated with the intention to buy preloved goods (Salah et al., 2024). Earlier studies have also revealed that impulsive buying tendency acts as a mediator between mindful consumption, ego involvement, and product involvement, and their impact on the intention to purchase preloved goods (Iyer et al., 2020; Zahid et al., 2023; Nawaz et al., 2021; Wibisono & Fachira, 2021). However, most studies examine impulsive buying tendency as a direct predictor. At the same time, its role as a mediating factor within the TPB has received limited attention, especially in the context of preloved goods. Therefore, the research focuses on preloved goods in Indonesia by examining the role of impulsive buying tendency as a mediating variable within the TPB framework. Moreover, empirical

studies focusing on the Indonesian preloved market remain scarce, despite the market being characterized by strong emotional engagement, platform-based transactions, and increasing sustainability awareness. Existing research often emphasizes general online shopping or sustainable consumption, leaving a gap in understanding how rational considerations (mindful consumption) and emotional impulses interact to shape buying intentions toward preloved goods. This approach extends the existing literature, which has primarily explored mindful consumption, ego involvement, and platform trust in the context of sustainable consumption and of online shopping behavior more generally (Zahid et al., 2023; Nawaz et al., 2021). The present research investigates impulsive buying tendency as a mediating variable between mindful consumption, ego involvement, and product involvement on buying intentions, framed within the TPB, to fill that gap. This contribution is empirically tested using Partial Least Squares-Structural Equation Modeling (PLS-SEM), thereby extending TPB by integrating both affective and impulsive dimensions in the context of Indonesian preloved goods.

The research aims to find out whether mindful consumption, ego involvement, platform trust, and product involvement have a direct effect on the buying intentions of preloved goods and whether there is a mediating role of impulsive buying tendency on mindful consumption, ego involvement, and product involvement. Thus, the research is expected to contribute to the factors that affect the buying intentions of preloved goods. Although previous studies have examined mindful consumption, ego involvement, platform trust, and product involvement in the context of sustainable consumption and online shopping, most have treated impulsive buying tendency solely as a direct predictor. To date, no research has explicitly investigated the role of impulsive buying tendency as a mediating variable within the TPB, particularly in the Indonesian preloved goods market. This gap highlights a missing link in the literature, namely, how rational considerations (mindful consumption) and emotional impulses (impulsive buying tendency) interact to shape buying intentions. The present research seeks to address this gap by integrating impulsive buying tendency as a mediator within the TPB framework.

METHODS

The research uses a descriptive quantitative research approach, involving numerical data and descriptive statistical methods. Once the data are processed, additional analysis is performed to draw conclusions regarding the research questions. The data collected are primary, gathered using a five-point Likert scale: Strongly Agree (SA = 5), Agree (A = 4), Neutral (N = 3), Disagree (D = 2), and Strongly Disagree (SD = 1). It aims at measuring the attitudes, opinions, and perceptions of individuals or groups (Putri & Fourqoniah, 2023). The survey is conducted

in Indonesia, with the research population consisting of Indonesian consumers who have purchased preloved goods and have confirmed a purchase before completing the questionnaire. The research employs a simple random sampling technique, in which samples are selected at random from a large population. It means that respondents are randomly selected from a large population, with the primary requirement that they have previously purchased preloved goods, so that every member of the population has an equal chance of being included in the sample (Sadida, 2023). The sample size is calculated using Hair's formula, which involves multiplying the number of indicators or questionnaire items by a factor of 5 to 10. With 28 indicators (see Table 2), the minimum required sample size is 140 respondents (28 × 5 = 140). In total, data from 322 respondents are analyzed, exceeding the minimum requirement of 140 respondents (Hair & Alamer, 2022; Finthariasari et al., 2020).

The data are analyzed using a PLS-SEM approach to assess significance levels and examine relationships among variables. In PLS-SEM, the analysis is fundamentally based on two sets of equations: the inner model, which defines the connections between latent variables, and the outer model, which describes the relationships between latent variables and their corresponding indicators (Ningsih et al., 2024). The research instrument includes

Table 2 Research Variables Used

Source		Indicator	Code
Nawaz et al. (2021)		**Mindful Consumption**	
	1.	Feelings towards buying preloved goods	MC1
	2.	Spontaneous purchase of preloved goods	MC2
	3.	Overall product quality recognition	MC3
Nawaz et al. (2021)		**Ego Involvement**	
	1.	Clothing brand image	EI1
	2.	The condition of the preloved goods influencing purchasing decision	EI2
	3.	The need for product conformity	EI3
Nawaz et al. (2021)		**Platform Trust**	
	1.	Customer satisfaction level	PT1
	2.	Customer data security	PT2
	3.	Customer trust	PT3
Li et al. (2021)		**Product Involvement**	
	1.	Value of a product	PI1
	2.	Product needs	PI2
	3.	Engagement with a product	PI3
	4.	Consumer feelings towards the product	PI4
Nawaz et al. (2021)		**Buying Intentions**	
	1.	Intentions to purchase preloved goods	BI1
	2.	Perception of the future	BI2
	3.	Environmental awareness	BI3
Nawaz et al. (2021)		**Impulsive Buying Tendency**	
	1.	Acting automatically without much thought	IBT1
	2.	Unplanned purchases	IBT2
	3.	Emotional satisfaction with goods	IBT3
	4.	Buying without thinking twice	IBT4
	5.	Emotional impulse to buy	IBT5
	6.	Buying directly without much thought	IBT6
	7	Purchase with quick decisions without thinking ahead	IBT7
	8.	Sudden urge to buy	IBT8
	9.	Emotional impulses about the product	IBT9
	10.	Impatience in choosing products	IBT10
	11.	Carelessness in planning purchases	IBT11
	12.	Impatience in choosing preloved goods	IBT12

validity and reliability testing to determine whether it meets the requirements of a good measurement tool or falls below methodological standards. An instrument is considered good if it meets three main criteria: validity, reliability, and practicality (Harahap et al., 2020).

Figure 1 presents the conceptual framework explaining the relationships among the hypotheses proposed in the research. The research employs PLS-SEM to examine both direct and indirect relationships among variables, following the TPB framework outlined previously (Wijaya & Kinder, 2020). Finally, the outcomes of the hypothesis testing are reviewed to fulfill the research goals.

RESULTS AND DISCUSSION

Respondents are categorized by gender, age, and prior experience with purchasing preloved goods. In Table 3, there are 135 male respondents and 187 female respondents, resulting in a total of 322 respondents. Based on age, the results show 57 respondents aged 17, 174 respondents aged 18–22, and 91 respondents aged 23–27. The age factor influences respondents' knowledge, sense of responsibility, thinking ability, actions, and level of maturity in decision-making.

In the data analysis process using SmartPLS, multiple criteria are used to evaluate the outer model (measurement model), including convergent validity, discriminant validity, and composite reliability (Febryaningrum et al., 2024). Convergent validity in a measurement model with reflective indicators is assessed by examining the correlations between item or component scores estimated by SmartPLS. If the correlation value of an indicator is more than 0.6, it is considered reliable (Sarkar et al., 2021). Based on the validity tests conducted on the constructs of mindful consumption, ego involvement, platform trust, product
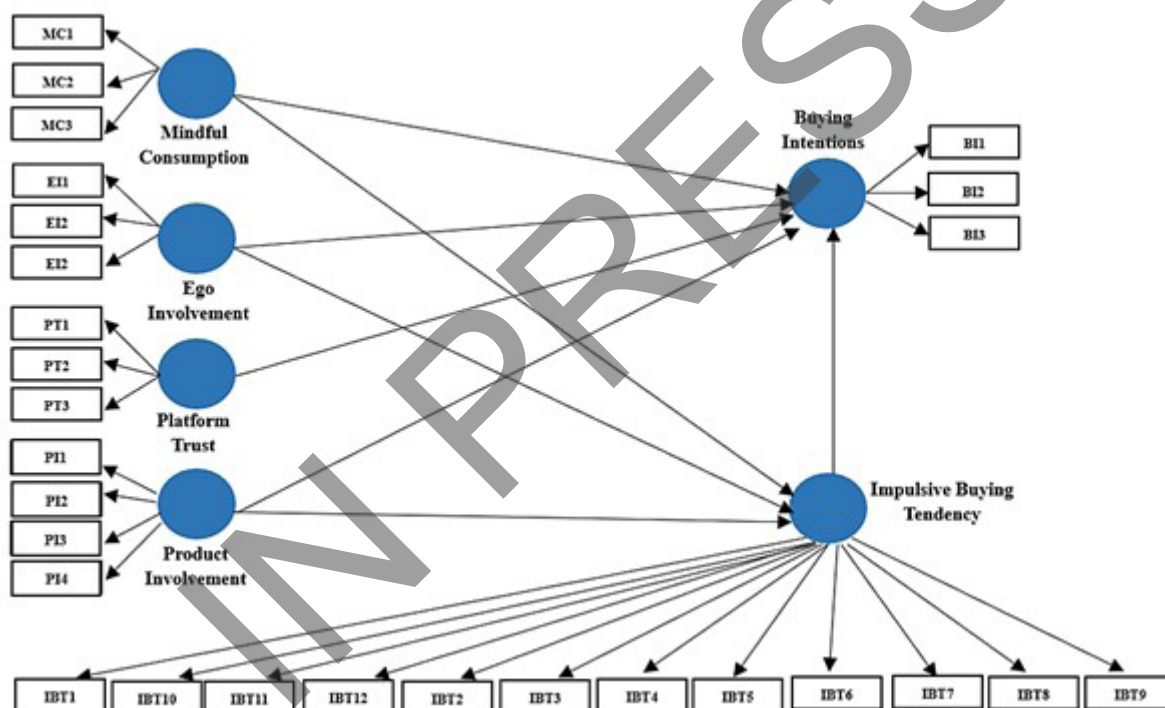

Figure 1 Conceptual Framework

Table 3 Demographic Data of the Respondents

Item	Total	%
Gender		
Male	135	41.92
Female	187	58.08
Age (Years)		
17	57	17.70
18–22	174	54.03
23–27	91	28.27

Source: Processed Data (2024)

involvement, buying intentions, and impulsive buying tendency, no items are eliminated as all meet the standard factor loading threshold. Table 4 presents the results of the convergent validity test, including the factor loadings. The results show that all indicators for the latent variables exceed 0.6, indicating a strong relationship among the measurement variables.

The Heterotrait-Monotrait (HTMT) ratio is used as the final validity test. To pass the discriminant validity test, the required HTMT ratio must be less than 1. Since none of the HTMT ratios exceed 1, the research model comprising the six variables can be considered acceptable. A good HTMT value is recommended to be below 0.90. Based on the test results presented in Table 5, all variable pairs showed HTMT values below 0.90, thus concluding that discriminant validity in this study has been achieved. The evaluation of discriminant validity in Table 5 serves as the second assessment of the outer model (Nasution et al., 2020).

In the first-order evaluation, convergent validity is confirmed by outer loadings of at least 0.5, demonstrating that the indicators fulfil the convergent validity requirements and are rated as very good. All outer loading values meet the criteria for convergent validity, after which reliability and construct validity tests are conducted. These results indicate that each indicator adequately represents its corresponding latent construct, confirming a strong relationship between the observed variables and the theoretical concepts examined. Therefore, the measurement model demonstrates sufficient accuracy and consistency to support further reliability, discriminant validity, and structural model evaluation using the PLS-SEM approach (Nasution et al., 2020).

The second-order outer model test shows that all outer loadings exceed 0.5, satisfying the convergent validity standards. Then, discriminant validity is assessed using Fornell-Larcker's criterion as well as cross-loading analysis. According to the

Table 4 Results of Factor loadings

Indicator	Mindful Consumption (MC)	Ego Involvement (EI)	Platform Trust (PT)	Product Involvement (PI)	Buying Intentions (BI)	Impulsive Buying Tendency (IBT)
MC1	0.675					
MC2	0.789					
MC3	0.842					
EI1		0.859				
EI2		0.897				
EI3		0.669				
PT1			0.852			
PT2			0.863			
PT3			0.897			
PI1				0.791		
PI2				0.864		
PI3				0.869		
PI4				0.874		
BI1					0.902	
BI2					0.933	
BI3					0.845	
IBT1						0.879
IBT10						0.800
IBT11						0.874
IBT12						0.856
IBT2						0.879
IBT3						0.870
IBT4						0.922
IBT5						0.913
IBT6						0.930
IBT7						0.911
IBT8						0.895
IBT9						0.827

Source: Processed Data (2024)

Fornell-Larcker criterion, a latent variable should share more variance with its own indicators than with other latent variables, meaning the AVE for each latent variable must be higher than the highest squared correlation (R^2) it has with any other latent variable. The discriminant validity requirement also states that each indicator's loading on its associated latent variable should be greater than its loadings on other latent variables (cross-loadings). While the Fornell-Larcker method evaluates discriminant validity at the construct level, cross-loadings provide an assessment at the individual indicator level (Ambarwati & Sari, 2024).

The results of the discriminant validity test, presented in Table 6, indicate that each variable's score is greater than its correlation with the other latent variables. It indicates that each variable in the research clearly differs from the other latent variables. The tested construct meets the criteria for discriminant validity (Nasution et al., 2020).

Table 7 indicates that the composite reliability, Cronbach's alpha, and Average Variance Extracted (AVE) exceed the 0.5 threshold. Additionally, both AVE and Cronbach's alpha meet the standard criteria

for composite reliability assessment. During data processing, the model is evaluated using a second-order analysis. The results demonstrate that all constructs meet the required standards of internal consistency and convergent validity. Moreover, the implementation of second-order analysis enhances the robustness of the measurement model by capturing higher-order construct relationships without reducing reliability. Accordingly, the measurement model is deemed appropriate for further structural model analysis (Nasution et al., 2020).

The research data are tested using the structural model (inner model) to determine the causal relationships between latent variables. Through the bootstrapping process, t-statistic test parameters are used to predict the presence of relationships. The inner model demonstrates the strength of estimation between latent variables and constructs.

Path coefficients quantify the strength and direction of the causal effect between variables in a structural equation model. A path coefficient close to +1 signifies a very strong positive relationship, meaning that as one variable increases, the other variable tends to increase as well. Conversely, a path

Table 5 Result of Heterotrait-Monotrait Ratio (HTMT)

Variable	BI	EI	IBT	MC	PT	PI
BI						
EI	0.694					
IBT	0.847	0.536				
MC	0.879	0.946	0.844			
PT	0.792	0.693	0.679	0.881		
PI	0.764	0.660	0.699	0.839	0.665	

Note: Mindful Consumption (MC), Ego Involvement (EI), Platform Trust (PT), Product Involvement (PI), Buying Intentions (BI), and Impulsive Buying Tendency (IBT).

Source: Processed Data (2024)

Table 6 Results of Discriminant Validity Using Fornell-Larcker Criterion

Variable	MC	EI	PT	PI	BI	IBT
MC					0.894	
EI		0.814			0.623	
PT		0.531			0.784	0.880
PI	0.772	0.695			0.702	0.699
BI	0.664	0.589	0.871		0.680	0.618
IBT	0.644	0.569	0.570	0.850	0.672	0.655

Note: Mindful Consumption (MC), Ego Involvement (EI), Platform Trust (PT), Product Involvement (PI), Buying Intentions (BI), and Impulsive Buying Tendency (IBT).

Source: Processed Data (2024)

coefficient close to -1 indicates a strong negative relationship: an increase in one variable corresponds to a decrease in the other. Values near zero indicate a weak or no linear relationship between the variables. Path coefficients are essential in hypothesis testing within path analysis, as they help determine the significance and impact of each hypothesized path. Additionally, these coefficients allow researchers to compare the relative influence of different variables on the outcome variable within the model (Nasution et al., 2020).

In Table 8, there is a positive relationship between the variables, with values greater than 0. It means that if each independent variable increases by one unit, the dependent variable it influences will also increase by one unit. For example, the positive path coefficient between platform trust and buying intentions indicates that higher levels of trust in the platform lead to increased consumer buying intentions. Similarly, a positive coefficient between product involvement and impulsive buying tendency suggests that greater involvement with products is associated with a higher tendency toward impulsive purchasing behavior. Such positive values indicate a

direct proportionality between the variables, where changes in the independent variable are associated with corresponding changes in the dependent variable in the same direction. The strength of this relationship can be interpreted based on the magnitude of the values, with higher values signifying a stronger effect. This kind of relationship suggests that improvements or increases in the independent variables are likely to have beneficial effects on the dependent variable. Moreover, understanding these positive relationships helps to predict outcomes and make informed decisions based on the influence of independent variables within the studied model.

The coefficient of determination (R^2) represents the extent to which the variation in the dependent variable is explained, either individually or together. Its value ranges from 0 to 1 ($0 < R^2 < 1$). An R^2 of 0.75 is regarded as strong, 0.50 as moderate, and 0.25 as weak (Amalita & Rahma, 2022). In Table 9, it can be seen that R^2 for the buying intentions is 0.715. Then, R^2 for impulsive buying tendency is 0.560. These results indicate that the model has strong explanatory power for buying intentions and a moderate explanatory ability for impulsive buying tendency. The adjusted

Table 7 Results of Reliability Test

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
MC	0.664	0.690	0.814	0.596
EI	0.765	0.874	0.853	0.663
PT	0.841	0.846	0.904	0.758
PI	0.873	0.885	0.912	0.723
BI	0.874	0.878	0.923	0.799
IBT	0.973	0.974	0.976	0.775

Note: Mindful Consumption (MC), Ego Involvement (EI), Platform Trust (PT), Product Involvement (PI), Buying Intentions (BI), and Impulsive Buying Tendency (IBT).

Source: Processed Data (2024)

Table 8 Results of Path Coefficient

Variable	Original Sample (O)
Mindful Consumption → Buying Intentions	0.073
Mindful Consumption → Impulsive Buying Tendency	0.471
Ego Involvement → Buying Intentions	0.141
Ego Involvement → Impulsive Buying Tendency	0.006
Platform Trust → Buying Intentions	0.192
Product Involvement → Buying Intentions	0.143
Product Involvement → Impulsive Buying Tendency	0.348
Impulsive Buying Tendency → Buying Intentions	0.446

Source: Processed Data (2024)

R² values further confirm the stability of the model, suggesting that the predictors adequately explain variations in consumer behavior without overfitting. Overall, the structural model demonstrates sufficient predictive capability.

Table 10 shows that of the 11 hypotheses, 4 hypotheses are rejected. The influences of mindful consumption and product involvement on buying intentions, ego involvement on impulsive buying tendency, and ego involvement on buying intentions mediated by impulsive buying tendency are rejected because the significance values are greater than 0.05. Meanwhile, 7 hypotheses are accepted because their significance values are smaller than 0.05, showing the significant impacts of mindful consumption and product involvement on impulsive buying tendency and ego involvement, platform trust, and impulsive buying tendency on buying intentions. moreover, impulsive buying tendency can significantly mediate the effect of product involvement on buying intentions and mindful consumption on buying intentions.

Based on the results of the first hypothesis test, mindful consumption has a positive but insignificant effect on buying intentions. H1 is rejected. This result indicates that although mindful consumption can provide encouragement toward buying intentions, its influence is not strong enough to serve as a primary determinant in decision-making. This finding is consistent with Lesmana and Setiadi (2023), who state that mindful consumption is grounded in mindfulness, namely the condition of fully focusing attention on the present experience with an attitude of acceptance and without judgment. The indicator of spontaneous buying shows a less dominant contribution. Spontaneity often weakens the goal of making wise purchasing decisions, as choices are made without careful planning. Nevertheless, impulsive purchases of preloved goods can still potentially result in valuable consumption, particularly when consumers are able to identify the added value of the product.

Similarly, the findings from the second hypothesis test highlight the positive impact of mindful consumption on impulse buying tendencies. H2 is accepted. This result indicates that mindful consumption, while generally associated with careful and conscious decision-making, can also act as a driving factor for spontaneous purchase behavior when certain triggers are present. This finding aligns with Sari and Prianthara (2024), emphasizing that the indicator of "acting automatically without much thought" is the most dominant in reflecting the impulsive buying tendency. This indicator measures decisions or actions made quickly and spontaneously without in-depth consideration or analysis, often driven by strong emotional impulses, which clearly mirrors the nature of impulsive buying behavior. Acting automatically

Table 9 Results of Path Determination (R²)

Variable	R-Square	Adjusted R-Square
Buying Intentions	0.715	0.710
Impulsive Buying Tendency	0.560	0.556

Source: Processed Data (2024)

Table 10 Results of Hypothesis Test

Hypotesis	Original Sample (O)	T-Statistics (|O/STDEV|)	P-Values	Results
MC → BI	0.073	1.174	0.241	Rejected
MC → IBT	0.471	7.382	0.000	Accepted
EI → BI	0.141	2.811	0.005	Accepted
EI → IBT	0.006	0.095	0.924	Rejected
PT → BI	0.192	4.040	0.000	Accepted
PI → BI	0.143	2.684	0008	Rejected
PI → IBT	0.348	4.882	0.000	Accepted
IBT → BI	0.446	7.650	0.000	Accepted
PI*IBT → BI	0.155	5.041	0.000	Accepted
EI*IBT → BI	0.003	0.098	0.922	Rejected
MC*IBT → BI	0.210	4.904	0.000	Accepted

Note: Mindful Consumption (MC), Ego Involvement (EI), Platform Trust (PT),
Product Involvement (PI), Buying Intentions (BI), and Impulsive Buying Tendency (IBT).

Source: Processed Data (2024)

without much thought becomes particularly relevant, as such decisions can be influenced by the perception of unique value, limited availability, or attractive pricing. While mindful consumption typically fosters rational evaluation, it can also heighten sensitivity to these unique opportunities, thereby encouraging immediate action without prolonged deliberation.

Based on the results of the third hypothesis test, ego involvement has a positive and significant effect on buying intentions. H3 is accepted. This finding is supported by Keating et al. (2024) that brand image in clothing is the most dominant indicator reflecting ego involvement. Consumers who have an emotional connection or intrinsic value toward a particular brand tend to demonstrate a higher level of commitment to maintaining their choices. A strong brand image not only influences how consumers identify themselves with a product but also fosters the formation of consistent buying intentions. This result aligns with theory by Sherif and Cantril (1947) that ego involvement triggers emotional impulses that reinforce purchasing decisions. In the context of preloved goods, when a brand is perceived as relevant to a consumer's personal identity, they are more motivated to purchase to preserve their self-image.

In the fourth hypothesis, ego involvement has a positive but insignificant effect on impulsive buying tendency. H4 is rejected. This result indicates that although ego involvement can encourage impulsive purchase behavior, its influence is not strong enough to be considered a primary factor. These findings suggest that an emotional connection or intrinsic value toward a brand does not directly trigger a spontaneous urge to buy, especially in the context of preloved goods. The findings indicate that ego involvement is related to the extent to which an individual perceives the performance of a particular. It also suggests that consumers with high ego involvement tend to consider their self-image and the consistency of their choices before making a purchase decision. Such considerations can reduce the tendency to act impulsively, as decisions are more likely to be based on brand alignment with personal identity rather than on momentary urges.

The fifth hypothesis test indicates that platform trust has a positive and significant effect on buying intentions, consistent with Oesterreich et al. (2025). H5 is accepted. Although data security is part of building platform trust, it is the least dominant indicator. Data security refers to efforts to protect personal and sensitive information from unauthorized access or misuse. While strong data security can enhance trust, the findings suggest it is not the primary driver of buying intentions. Instead, factors such as service quality, platform reputation, and transaction convenience play a more decisive role in influencing consumer decisions.

The results of the sixth hypothesis test show that product involvement has a positive but insignificant effect on buying intentions. H6 is rejected. Product value emerges as the dominant indicator, as noted by Asyhari et al. (2024), referring to consumers'

perceptions of a product's benefits and quality relative to the price paid. A high product value can encourage buying intentions for preloved goods, as consumers feel they gain benefits equal to or greater than the cost incurred.

Based on the results of the seventh hypothesis test, it shows that product involvement has a positive and significant effect on impulsive buying tendency. H7 is accepted. The indicator of purchasing with quick decisions without considering long-term consequences reflects the act of buying preloved goods spontaneously. According to Rocha et al. (2023), this behavior is often driven by strong emotional impulses and the desire to own the item immediately. In the context of buying preloved goods, high product involvement can intensify consumers' emotional responses, thereby encouraging quick and impulsive purchase decisions.

The results of the eighth hypothesis test indicate that impulsive buying tendency has a positive and significant effect on buying intentions. H8 is accepted. Emotional satisfaction is a key driver, as consumers seek feelings of joy and excitement from their purchases (Aldiaz et al., 2021). The indicator of impatience in product selection reflects a hurried approach to choosing preloved items, often triggered by emotional impulses and the desire for immediate ownership (Olsen et al., 2021). Furthermore, high environmental awareness can strengthen the intention to purchase environmentally friendly or sustainable products (Deng et al., 2024). In line with Chetioui and El Bouzidi (2023), the stronger the intention, the greater the likelihood that the purchase behavior will occur.

Based on the results of the ninth hypothesis, impulsive buying tendency mediates the relationship between product involvement and buying intentions in a positive and significant way. H9 is accepted. Product value is the most dominant indicator, as consumers are more likely to purchase preloved goods when the perceived benefits and quality are equal to or exceed the price paid. Other factors, such as the need for the product, emotional and cognitive involvement, and positive feelings toward the product, also play a role, though with less influence. Within the impulsive buying tendency, emotional satisfaction and unplanned purchases also drive spontaneous behavior, often triggered by strong impulses. Findings by Rahmawati et al. (2024) have indicated that high product involvement can trigger impulsive purchases, which, in turn, increase consumers' intentions to buy preloved goods.

Based on the results of the tenth hypothesis, impulsive buying tendency mediates the relationship between ego involvement and buying intentions, with a positive but insignificant effect. H10 is rejected. Brand image is the most dominant indicator of ego involvement, as emotional attachment to a brand drives consumers' commitment to maintain their choices. Findings on impulsive buying tendency by Sari and Prianthara (2024) have shown that making automatic purchase decisions without much thought is

the primary indicator, reflecting spontaneous behavior driven by emotional impulses, along with other factors such as emotional satisfaction and unplanned purchases of preloved goods. Meanwhile, buying intentions are influenced by the intention to consume preloved goods and positive future perceptions. These results indicate that although ego involvement can trigger impulsive tendencies that may increase buying intentions, its influence is not strong enough to serve as the main determinant in respondents' decisions to purchase preloved goods.

Based on the results of the eleventh hypothesis, impulsive buying tendency mediates the relationship between mindful consumption and buying intentions in a positive and significant way. H11 is accepted. Positive feelings toward purchasing preloved goods emerge as the most dominant indicator, as consumers perceive this behavior as supporting waste reduction and environmental sustainability (Nawaz et al., 2021). Other aspects, such as spontaneous purchases and the recognition that preloved goods quality can be equal to, or even better than, that of new products, also contribute, though to a lesser extent. Within the impulsive buying tendency, making automatic purchase decisions without much thought serves as the primary driver, influenced by emotional impulses and followed by emotional satisfaction and unplanned purchases.

The results indicate that mindful consumption and product involvement influence buying intentions indirectly through impulsive buying tendency, suggesting that consumer decisions in the preloved market are partly driven by emotions rather than pure rationality. The research extends the TPB by integrating affective and impulsive dimensions as mediators linking mindful awareness to purchase intentions. It highlights the importance of adapting TPB to contexts shaped by emotional engagement, product involvement, and digital platform trust.

Practically, the research suggests that preloved goods businesses and resale platforms can leverage mindful consumption to enhance buying intentions. Marketing efforts should emphasize the environmental and social benefits of buying preloved goods, such as waste reduction and sustainability, while reinforcing the perception that preloved goods can match or even surpass the quality of new products. Collaborations with environmental organizations, influencers, and public figures who promote sustainable lifestyles can further boost consumer interest.

The findings also reveal that mindful consumption has a positive but insignificant effect on buying intentions, reflecting the growing consumer awareness of choosing more environmentally friendly alternatives over fast fashion. Platform trust is likewise shown to be crucial, given the dominance of marketplaces such as Shopee, Tokopedia, and TikTok Shop as primary channels for preloved transactions. Moreover, impulsive buying tendency is evident through the rise of rapid shopping trends, such as flash sales and live shopping on digital platforms. Thus,

these results not only reinforce consumer behavior theory but also provide practical implications for players in the preloved fashion industry, enabling them to understand purchasing behavior better and develop more effective marketing strategies.

In addition, the findings also highlight the role of impulsive buying tendency as a driver of buying intentions. Although often viewed negatively, impulsive buying in the context of preloved goods can generate positive value when triggered by emotions and enjoyable shopping experiences. Businesses can design promotions, limited-time offers, or curated collections that spark positive emotions and encourage quick purchasing decisions. By combining rational sustainability messages with emotional engagement, this approach can strengthen consumer interest and support the growth of a more sustainable second-hand fashion market.

CONCLUSION

Mindful consumption, platform trust, ego involvement, product involvement, and impulsive buying tendency play important roles in shaping buying intentions for preloved goods. The findings show that platform trust, ego involvement, and impulsive buying have a direct positive influence. In contrast, mindful consumption and product involvement affect buying intentions indirectly through impulsive buying, which serves as a significant mediator. For industry professionals, establishing trust in the platform by ensuring transparency, secure payment methods, and dependable after-sales support is crucial. Moreover, employing emotional marketing tactics such as limited-time promotions, creating a sense of product scarcity, and using attractive visuals can encourage impulsive buying, especially among highly engaged consumers. Then, combining consumer education on the social and environmental benefits of preloved goods with attractive promotions can strengthen purchase motivation both rationally and emotionally.

The research not only reinforces previous findings but also makes sharper theoretical contributions by incorporating impulsive buying tendency as a mediating variable within the TPB framework. The relationships among variables are explained based on well-established conceptual foundations, while also considering the evolving dynamics of Indonesian consumers of preloved goods, which have been underexplored in prior research. By linking the theoretical model with actual market realities and consumer experiences, the researchers offer a strong justification for examining preloved goods purchasing behavior and provide practical implications for industry professionals in designing marketing strategies that are more responsive to market needs. The research broadens the use of the TPB by incorporating the impulsive buying tendency as a mediating factor in sustainable consumption. The findings offer practical guidance for increasing

the adoption of preloved goods through strategies that combine trust-building, emotional appeal, and sustainability messaging, ultimately encouraging more conscious and environmentally friendly consumer behavior.

The research, which focuses on Indonesian consumers of preloved goods, has limited generalizability to other regions or market segments. Future research should examine cross-cultural contexts and consider variables such as hedonic motivation, perceived scarcity, and social influence to gain deeper insights. A longitudinal method is also suggested to observe how consumer attitudes evolve over time.

Additional research is required to gain a deeper insight into the factors affecting the acceptance of preloved goods. Industry professionals are encouraged to leverage ongoing surveys, consumer feedback, and data analysis to track market trends, recognize obstacles to purchasing, and adapt their strategies as needed. Collaboration with academic institutions has the potential to generate more relevant marketing approaches, product innovations, and service models that align with market needs. Integrating trust-building, emotional appeal, sustainability messaging, product quality, and adaptive pricing strategies is expected to enhance adoption rates while fostering more conscious and environmentally responsible consumer behavior.

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AUTHOR CONTRIBUTIONS

Conceived and designed the analysis, R. A.; Collected the data, A. D. F.; Contributed data or analysis tools, A. D. F.; Performed the analysis, R. A.; and Wrote the paper, A. D. F.

DATA AVAILABILITY

The authors confirm that the data supporting the findings of the research are available within the article [and/or] its supplementary materials..

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