Unpacking Digital Shopping Happiness in Preloved Markets: Roles of Self–Brand Congruence and Emotional Resonance

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Abstract - An increase in preloved fashion sales is certainly shifting the market, reflecting a changing consumer penchant for sustainable purchases, self-expression, and emotional health. Therefore, this study aimed to assess the role of hedonic motivation, self-brand congruence, and emotional resonance in the shopping happiness of Indonesian customers purchasing preloved items. Each variable was related to satisfaction in different ways and collectively provided insight into positive outcomes in the Indonesian market. A centralized method was used to conduct the study, collecting data via Google Forms from a sample of 179 individuals in different Indonesian cities to prepare for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. The result shows that hedonic motivation has a positive and significant effect on self-brand congruence. This implies that customers with hedonic motivation experienced stronger compatibility with selected brands. Furthermore, self-brand congruence is shown to influence emotional resonance and shopping happiness positively. Consumers in the preloved market are also influenced by price or functional benefits, as well as emotional experiences and personal identity ties. This study enhances the theoretical comprehension of digital consumer happiness as both a model and construct, examining the variable as an affective and identity-based concept that surpassed the limits of customer pleasure and happiness.

Keywords: Hedonic Motivation, Self–Brand Congruence, Emotional Resonance, Shopping Happiness

I. INTRODUCTION

The global fashion industry is rapidly adapting to new digital technologies in a way that transforms customer experiences and industry operations (Bertola & Teunissen, 2018). Advanced digital purchasing options use livestream commerce systems where shoppers and sellers interact in real time (Hossain et al., 2023). New channels for preloved businesses, such as TikTok Shop, Instagram Live, and Shopee Live (Ngu, 2025), are helping them expand their market reach and build emotional engagement with customers. According to Zhang et al. (2023), livestream shopping integrates social and entertainment activities that heighten emotional engagement and a sense of closeness in a transaction. Digital livestreaming improves trade efficiency (Widodo & Napitupulu, 2023) and psychological closeness in the preloved fashion market, engaging modern shoppers in ways that other digital platforms cannot.

Contemporary rapid manufacturing and consumption patterns are intensifying the increasing amount and value of discarded clothing (Hur, 2020; Wang et al., 2025). The secondhand market, comprising preloved, thrift, and high-value items, has experienced significant development in recent years (Evans et al., 2022) due to high consumer awareness and several factors. These include sustainability and ecological consciousness (Evans et al., 2022; Negash

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& Akhbar, 2024; Sohn et al., 2021; Valor et al., 2022), perceived risk and value (Luo & Park, 2024; Yeap et al., 2024), self-expression (Connysson & Landström, 2024), uniqueness, and the shopping lifestyle (Amaral & Djuang, 2023). The global preloved clothing market is expected to account for 10% of global fashion industry sales, reflecting a shift in consumer purchasing behavior toward sustainable fashion (Butler, 2024). In Indonesia, Tinkerlust and Maujual are among the leaders in this transformative movement. Tinkerlust launched a preloved luxury goods marketplace app to stimulate a circular economy (Laveda, 2023). Meanwhile, Carousell's Maujual Market campaign focuses on the emotional and social aspects of preloved transactions (Carousell Team, 2025).

In this study, the notion of digital customer happiness is presented. The idea of customer happiness forms the basis of digital satisfaction. According to a previous study, consumer emotions are associated with happiness (Cuesta-Valiño et al., 2023). Consumers experienced positive emotions, including happiness and enjoyment, and reported favorable sentiments toward specific situations (Parackal, 2016). Peng et al. (2024) underscore the hedonic component of well-being, defined as pleasure. This definition describes the state in which customers engage with the digital ecosystem, culminating in digital satisfaction. The relationships customers develop in the digital ecosystem influence their experience of emotional sustenance (Agarwal et al., 2022; Fatima et al., 2020). The customers experience digital happiness as a result of hedonic motivation, social closeness, digital performance (Kumar, 2021; Li et al., 2025), value co-creation (Ghali et al., 2024), perceived benefit (Agarwal et al., 2022), and customer engagement (Peng et al., 2024).

A previous study shows that hedonic motivation drives pleasure-based shopping behavior (Imaliya, 2024). This shows that consumers derive enjoyment from the sensation, adventure, and entertainment aspects of consumption (Ciocodeică et al., 2025). Regarding preloved items, hedonic motivation is derived from the treasure-hunt aspect and the ability to locate specific items that produce feelings of pride and satisfaction (Chang et al., 2011). Furthermore, the psychological component of self-brand congruence is proposed to explain the consistency of self-identity and the selected brands. Users/consumers show an affinity for brands or offers that resonate with underlying beliefs, way of life, or aspirational self-image (Mrad et al., 2025). Regarding preloved items, this congruence pertains to the relevant brand and the symbolic and sustainable dimensions of the item. Emotional attachment develops when consumers perceive their preloved items as congruent with self-identity, leading to happiness and increased satisfaction while shopping. Therefore, in the context of the current study, self-brand congruence is fundamental in integrating identity with the happiness of consumption.

Emotional resonance in the context of consumers and preloved items is described as the degree to which an experience associated with a particular object remains meaningful (Fournier, 1998; Ruthven, 2020). For preloved items, resonance is built through product's nostalgic, sustainable, and unique characteristics, contributing to a more meaningful purchasing experience (Halicki et al., 2024). According to Cantone et al. (2022), emotional engagement with a brand is a precursor to long-term brand loyalty and satisfaction. Incorporating hedonic motivation, self-brand congruence, and emotional resonance, this study aimed to understand the interrelationships among these three constructs in influencing shopping happiness in the preloved market.

A previous study points out how hedonic motivation primarily influences shopping behavior (Fitria & Andarini, 2025). However, studies that examine hedonic motivation, self-brand congruence, and emotional resonance, particularly in the context of the preloved digital market, are still rather sparse. Much of the existing literature has focused on traditional retail settings and on new rather than preloved items in the circular market, which is also about sustainability, uniqueness, and nostalgia (Halicki et al., 2024; Valor et al., 2022). The idea of digital shopping happiness concerning emotional outcomes of customer digital engagement (Agarwal et al., 2022; Peng et al., 2024) is still relatively new and has rarely been studied in the context of preloved fashion, especially in the Indonesian market, which is experiencing a growing interest in circular economy consumption. Therefore, this study aimed to close the gap concerning the psychological connection of hedonic motivation, self-brand identity congruence, and emotional resonance that lead to happiness in digital shopping.

This study is situated in the convergence of the Consumer–Brand Relationship theory (Fournier, 1998) and the Brand Resonance Model (Keller, 2001), broadening the applicability of both frameworks to the context of preloved digital markets. The analysis shows that the preloved purchasing experience transcends a basic economic transaction and functions as an emotional engagement. The engagement reinforces customer self-identity and sustainability principles. Consequently, the primary objective of this study is to assess the role of hedonic motivation, self-brand congruence, and emotional resonance in the shopping happiness of Indonesian customers purchasing preloved items.

Motivation derived from pleasure and emotional satisfaction is known as hedonic motivation. The joy and gratification derived from the experience itself drive behavior and are integral to the role of hedonic motivation (Polisetty et al., 2024). In the ecological context, hedonic motivation enhances the perception of behavioral control as it fosters the consumer's confidence regarding the purchase to be made in a sustainable manner. Then, in the digital context of consumer behavior, Pagnanelli et al. (2025) suggest that hedonic motivation increases perceived ease of use, as satisfaction of engagement includes the view of the e-grocery as a tool. Hedonic motivation produces

a two-pronged impact on consumer behavior. Positive outcomes include satisfaction with engagement and ease in perceived motivation. Negative outcomes include increased responsiveness to online purchase stimuli and a greater risk of online shopping addiction. (Heredero et al., 2025). The motivation of shopping in the metaverse illustrates the impact of hedonic motivation on digital consumption through gratification and adventure. These two elements greatly enrich the general experience and engagement from the digital consumer. Positive elements of consumption motivation catalyzed engagement, while associated risks included potential overconsumption during the process (Kim & Kwon, 2025).

Self-brand congruence refers to the overlap between self-concept and brand identity, a crucial factor in shaping cognition and behavior across various contexts. Moreover, self-concept theory proposes that customers gravitate toward patterns that preserve self-image, whether preferred or desired, generating tension between identity and psychological equilibrium (Guo et al., 2024). Studies have shown that self-congruence tends to foster the affective side of the brand. In the metaverse, social and ideal social self-congruence considerably increase emotional brand advocacy and subsequently attachment to the brand (Mishra & Gupta, 2025). Similarly, self-congruence in virtual influencer marketing accommodates emotionally driven parasocial relationships, which in turn elevates participation (Nguyen & Hoang, 2026). Self-image congruence in participation also influences technology use. Mismatch among user identification, self-concept, and the digital solution determines the ease with which the solution is accepted and adopted (Farooq & Bashir, 2026).

At the intermediate theoretical level, emotional resonance has been incorporated into the study of consumer-brand relationships. Consumer-Brand Relationship theory by Fournier (1998) states that consumers form emotional connection with brands and build a connection comparable to interpersonal ones. Moreover, the Brand Resonance Model introduced by Keller (2001) explains the psychological closeness and emotional attachment of consumers to brands as integral to the development of solid brand equity. Emotional resonance is more than a transient affective reaction. It is the cornerstone of loyalty and commitment that is long-lasting consumer emotional attachment, satisfaction, and emotional fulfillment with brands and products.

Modern literature shows the importance of emotional resonance in contemporary consumption, especially in the case of digital media and online shopping experiences. Emotional resonance may develop through self-connection to a brand (self-identity connection). Hudson et al. (2015) describe the affective dimension of consumer brand relationships and how it deepens the consumer's primary relationship with the brand, especially in the context of social media. According to Bagozzi et al. (2016), emotional resonance benefits consumers by enhancing happiness and well-being. Kim and Johnson (2016) describe the value of digital and symbolic interactions in social media in enhancing consumers' emotional resonance with a brand. Emotional resonance may be described as an experience in which consumers' feelings and a product or brand are deeply interconnected. This connection is powerful and enduring, with the consumption experience closely tied to the consumer's personal identity, values, and memories.

Happiness in the virtual shopping experience arises from consumers' interaction with the virtual shopping venue and the cognitive and emotional connections formed during that interaction. It includes momentary pleasures and a sense of well-being derived from online shopping. Recent studies show that shoppers' happiness enhances perceived enjoyment and value of online shopping and increases the frequency of online repurchases (Çelik & Dülek, 2023). In live commerce shopping activities, happiness related to the shopping experience and emotional responses to the streamer, such as popularity, reputation, and product expertise, amplify the impulse buying behavior and serve as the emotional launching pad for unplanned purchasing (Kurnia & Antonio, 2023). The happiness that comes from shopping for digital products is not limited to individual transactions. The shopper's digital happiness is related to life balance, which is optimized when the time, energy, and money spent on online shopping are proportionate to the consumer's other activities. According to a previous study, the digital shopping satisfaction increases consumer digital happiness (Fauzi & Zainol, 2025). Supporting these results, studies on consumer happiness with brands on digital fashion platforms show that pleasure occurs when digital purchasing experiences and brand value correspond with customers' identities and value awareness (Lyroni & Spais, 2025).

Hedonic motivation refers to the emotional and pleasurable experience consumers derive from shopping and related activities (Widagdo & Roz, 2021). Consumers with this orientation seek for more than the functional benefits from consumption and also focus on symbolic and recreational benefits. For second-hand and preloved products, consumer pleasure in mystique collections comes for treasure hunting, nostalgia, and satisfaction of identifying unique, rare items. This corresponds with the tendency of consumers to choose brands or products that reflect self-identity. Hedonic motivation fuels the propensity to pursue self-identity brands. For instance, Xi et al. (2022) explain that with an increase in hedonic shopping value, consumers more actively pursue self-image aligned brands. Higher hedonic motivation strengthens the tendency of consumers to perceive alignment between personal identity and patronized brands. Thus, the hypothesis is proposed.

H1 : There is a positive and significant relationship between self-brand congruence and hedonic motivation.

The self-brand congruence framework focuses on how consumers analyze brands by determining the compatibility with self- and ideal self-concept (Mrad et al., 2025). When congruence is attained, consumers develop affection toward the brands, leading to positive feelings and generating satisfaction and joy during purchasing process. More recent works explored the role of this congruence on the happiness derived from consumption. According to Zhang et al. (2022), the relational disparity of the actual and ideal self between a brand and a consumer could diminish happiness, while the relational congruence enhances positive affect. Congruence between personal identity and brand identity, along with self-relevance, constitutes a major determinant of brand happiness (Schnebelen & Bruhn, 2018). Shopping becomes a joyful experience when consumers believe a brand reflects the true self (Michel et al., 2022). Thus, the hypothesis is proposed.

H2 : There is a positive and significant relationship between self-brand congruence and digital shopping happiness.

Self-brand congruence closely correlates with the formation of emotional resonance, which occurs when consumers develop emotional attachment to a brand by perceiving that the brand reflects their emotions. According to Haddad (2026), self-brand congruence directly leads to brand attachment, and Shimul and Phau (2023) find that self-congruence leads to brand love, an intense and long-lasting feeling of attachment. Self-brand congruence leads to cognitive satisfaction from purchasing a brand that reflects personal self-image and further fosters emotional attachment to the brand.

H3 : Self-brand congruence positively affect emotional resonance.

Emotional ties act as a key antecedent of shopping happiness by adding meaning to consumption decisions and experiences. Similarly, the quality of a consumer's emotional brand relationship, specifically brand attachment, intimacy, and self-relevance, constitutes an important determinant of brand happiness (Schnebelen & Bruhn, 2018). Anticipated and experienced emotions are relevant for consumption intentions and happiness (Bagozzi et al., 2016). Preloved items, as a symbolic form, typically carry multiple emotional values such as sustainability, uniqueness, and nostalgia, providing not only functional benefits but also emotional significance for buyers (Halicki et al., 2024). This shows a positive relationship between consumers' emotional experiences in the shopping process and the experienced shopping happiness.

H4 : There is a positive and significant relationship between emotional resonance and digital shopping happiness.

Building upon the previous hypothesis, a study model is illustrated in Figure 1.

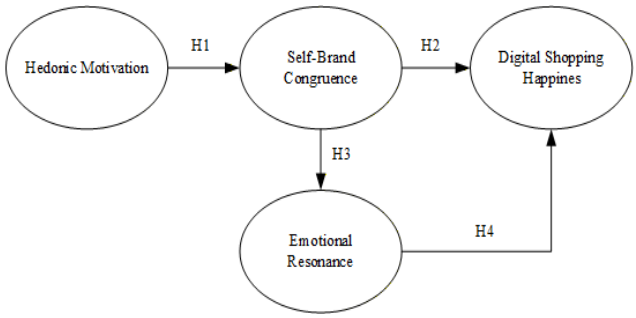


Figure 1 Study Model

II. METHODS

The study uses a questionnaire distributed to respondents who purchased preloved items across cities in Indonesia. The researchers design the questionnaire and, after explaining the study's purpose, distributed it to respondents online. The questionnaire is developed on Google Forms for ease of use, accessibility, and low-cost data collection. The method used in this study is to distribute questionnaires online using Google Forms. This method is selected because Google Forms is connected to Google Sheets, providing strong security, data protection, and flexibility in questionnaire design. Data are analyzed after three weeks, with all participants completing the questionnaire, resulting in a 100% response rate.

A total of 179 questionnaires are collected from respondents, meeting the minimum required sample size. SEM-PLS was less sample-intensive than other methods. The guidelines suggested a sample size equal to 10 times the maximum number of arrows pointing at a latent variable in a PLS model. The data used in this study meet the requirements, allowing for the use of collected data. According to survey data, 73.2% of respondents are female, while 26.8% are male. All respondents are aged 20 to 40, with Generation Z as the largest generation of respondents, comprising 59.2% of the survey respondents.

Respondents who previously purchased second-hand fashion items through online channels were selected exclusively using a non-probability purposive sampling method. The study examines hedonic motivation, self-brand congruence, emotional resonance, and shopping happiness as emotional and psychological constructs, offering direct consumer experience, and the purposive sampling method was appropriate. Considering emotional relevance, the study is purposely connected and contextually limited the respondents to relevant consumers. The sampling method supports predictive and exploratory objectives, aligns with PLS-SEM methodology without requiring for normally distributed data, and suits relatively small sample sizes and complex models. The sample design is consistent with the analytical methods and

Table 1 Measurement Item of Construct

Variable	Question Items	References
Emotional Resonance	I feel emotionally connected to the preloved products I choose.	Hudson et al. (2015); Kim and Johnson (2016)
	The preloved products I buy reflect who I really am.	
	I feel a high emotional involvement when using preloved products.	
	Preloved products make me feel comfortable.	
	This preloved product has a special meaning that is memorable for me.	
Hedonic Motivation	I am easily influenced to spend my free time shopping for preloved items.	Chang et al. (2011); Yin and Cherchi (2025)
	Recently, shopping for preloved items has become one of my favorite activities.	
	Buying preloved items will make your mood better.	
	I can't wait to try a new experience when shopping for preloved items.	
	I imagine that after using preloved products, it makes me more attractive.	
Digital Shopping Happiness	I feel happy when I shop for preloved items though digital platform.	Çelik and Dülek (2023); Mogilner et al. (2012)
	I feel satisfied after buying preloved items though digital platform.	
	I feel confident using the preloved items I buy though digital platform.	
Self -Brand Congruence	I support this preloved product because it aligns with my personal beliefs.	Chen and Demirci (2025)
	This preloved product suits my personality.	
	This preloved product is similar to the person I want to follow.	

theoretical objectives.

All items are measured using a 7-point Likert-like scale, with scores of 1 and 7, representing “a high level of dissatisfaction” and “were satisfied”. Table 1 shows the constructs and the indicators that were measured.

PLS-SEM is used to validate the study model and hypotheses. This method allows for the separate estimation of the measurement and structural models (Hair et al., 2022). Additionally, using PLS-SEM is benefited from higher statistical power, referring to the probability of PLS-SEM determining empirical relationships present in the population (Sarstedt et al., 2020).

Furthermore, PLS-SEM is used to estimate the models, as it enables the determination of complex models with multiple constructs, indicator variables and structural paths without requiring distributional assumptions (Hair et al., 2022). Then, the mediation effects are analyzed using WarpPLS, by constructing models with paths that include the independent, mediating, and dependent variables. An SEM and a bootstrapping analysis are then carried out to determine the importance of the mediation effect by analyzing the indirect effect's p-value and confidence interval.

III. RESULTS AND DISCUSSIONS

Convergent validity shows the extent to which each indicator is related to the assigned construct or latent variable. Combined with discriminant validity, these measures represented the most important validity concepts in the context of PLS-SEM (Hair et al., 2022). Other measures of convergent validity included the filling factor and average variance extracted (AVE). The cut-off levels for convergent validity are set at a filling factor of 0.708 and AVE of 0.50 (Hair et al., 2022).

The satisfying level of the filling factor and the AVE values for the model are verified. The values of AVE measures for emotional resonance (ER), hedonic motivation (HM), self-brand congruence (SBC), and digital shopping happiness (SH) are 0.73, 0.74, 0.80, and 0.83, respectively. The all-ER construct indicator values are greater than 0.50, suggesting that each could explain the measured latent variables. Composite reliability ranges from 0.92 to 0.94 within each construct, while Cronbach's Alpha ranges from 0.87 to 0.91. Hair et al. (2022) state that values between 0.70 and 0.90 serve as thresholds for composite reliability and Cronbach’s alpha, and each construct demonstrated internal consistency and reliability (see

Table 2).

Discriminant validity (also called discriminant construct validity) describes a construct in isolation and is not confused/mixed with others in a model, both in theory and practice. This result validates the idea that a latent variable has a different measurement from others in a model. Furthermore, constructs that theorized as unrelated or weakly related should not show extremely high correlations with one another. To asses this, the study uses the Fornell-Larcker criterion. According to the Fornell-Larcker criterion, the AVE of a construct should be greater than the squared correlations with others. Table 3 shows that the validity is strong because the square root of the AVE is greater than the correlation coefficient between the variables.

Table 4 shows that hedonic motivation has a meaningful impact on self-brand congruence ($\beta = 0.38$; $\rho = 0.00$), leading to the acceptance of hypothesis H1. Additionally, self-brand congruence has an important and positive effect on shopping happiness ($\beta = 0.11$; $\rho = 0.04$), thereby confirming H2. Other studies also find a strong and meaningful effect of self-brand congruence on emotional resonance ($\beta = 0.36$; $\rho = 0.00$). Consistent with this assumption, emotional

Table 2 Validity and Reliability

Construct	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
Emotional Resonance		0.73	0.93	0.91
ER1	0.85			
ER2	0.84			
ER3	0.90			
ER4	0.81			
ER5	0.89			
Hedonic Motivation		0.74	0.93	0.91
HM1	0.84			
HM2	0.85			
HM3	0.86			
HM4	0.91			
HM5	0.84			
Self -Brand Congruence		0.80	0.92	0.87
SBC1	0.90			
SBC2	0.92			
SBC3	0.86			
Shopping Happiness		0.83	0.94	0.90
SH1	0.90			
SH2	0.92			
SH3	0.91			

Table 3 Validity Discriminant

Variable	ER	HM	SBC	SH
Emotional Resonance (ER)	(0.86)			
Hedonic Motivation (HM)	0.65	(0.86)		
Self – Brand Congruence (SBC)	0.36	0.38	(0.89)	
Digital Shopping Happiness (DSH)	0.58	0.54	0.30	(0.91)

Table 4 Hypothesis Testing

Hypothesis	Result	Reject/ Accepted
H 1: Hedonic Motivation → Self – Brand Congruence	$\beta = 0.38$; $\rho = 0.00$	H1 is accepted
H 2: Self – Brand Congruence → Digital Shopping Happiness	$\beta = 0.11$; $\rho = 0.04$	H2 is accepted
H 3: Self – Brand Congruence → Emotional Resonance	$\beta = 0.36$; $\rho = 0.00$	H3 is accepted
H4: Emotional Resonance → Digital Shopping Happiness	$\beta = 0.54$; $\rho = 0.00$	H4 is accepted

resonance positively influences shopping happiness (β = 0.54, ρ = 0.00), thereby confirming hypothesis H4.

A meaningful and positive relationship between hedonic motivation and self-brand congruence is found, as supported by β = 0.38 and ρ = 0.00. These results are similar to the assertions of Arnold and Reynolds (2003) that consumers with a hedonic orientation pursue pleasure and symbolic meaning in shopping activities. Hedonic motivation is found to be important not only for exhorting impulsive consumption behavior in the preloved market context but also for stimulating personal identification with the brand through treasure-hunting activities for unique and exclusive items. This importance reflected consumers' values and self-identity in a way that satisfied the hedonic needs (Xi et al., 2022). For consumers, shopping for preloved items could be a means of self-expression and emotional fulfillment. Hedonic motivation shows how consumers enjoyed and emotionally responded to certain aspects of the preloved shopping experience. Consumers experience enjoyment from the thrill of the hunt and nostalgic sensations during the shopping experience. This shopping motivation is the reason consumers are not motivated to choose certain brands and products in the preloved market that reflect and are consistent with the values, lifestyle, self-identity, and self-brand congruence (Seinauskiene et al., 2025)

Self-brand congruence positively affects shopping happiness (β = 0.11; ρ = 0.04). This result is consistent with reports byZhang et al. (2022) and Schnebelen and Bruhn (2018) that the match between self-identity and brand identity led to higher shopping happiness and subjective well-being. Consumers who perceived that a preloved brand matched their personal self-concept, lifestyle, and ideal self-image experienced a more meaningful shopping experience. Shopping happiness depends not only on economic factors but also on symbolic dimensions of the purchased product, which functioned as a commitment to personal self-image, identity, and self-determination (Michel et al., 2022). Furthermore, self-brand congruence is important, as evidenced by β and p-values of 0.36 and 0.00, respectively. According to Fournier (1998), consumers' perception of congruence led to the same emotion, similar to interpersonal attachment. Therefore, when individuals perceived that the preloved brand reflected personal emotions, this is resulted in increased nostalgia, pride, and psychological closeness to the product (Shimul & Phau, 2023). Based on the results of the current study, preloved consumers are motivated by psychological and symbolic benefits other than mere price.

The most prominent result in this study is the influence of emotional resonance on shopping happiness (β = 0.54; ρ = 0.00), which had the strongest relationship among all variables. This result supports the findings of Bagozzi et al. (2016) and Halicki et al. (2024) that high emotional engagement lead to a more meaningful consumption experience (Gupta et al., 2024) and led to consumer happiness. In the digital context, emotional resonance could be formed through social interactions on livestreaming commerce platforms. In this case, consumers not only see the product but also feel the closeness and authenticity of the seller and the community of fellow buyers (Zhang et al., 2022). This result shows that shopping happiness for preloved items arises not only from product ownership but also from emotional processes that connect consumers with values of sustainability, nostalgia, and self-expression.

The strongest relationship is found between emotional resonance and shopping happiness (β = 0.54; ρ = 0.00), confirming the prior literature by Bagozzi et al. (2016) and Halicki et al. (2024). These studies show that higher emotional engagement led consumers to perceive consumption as more meaningful, resulting in greater shopping happiness. In the context of online shopping, emotional engagement is formed through social interaction between the consumer and the seller on livestreaming shopping platforms. Online consumers experience a sense of closeness with the seller and the community of other consumers through product interactions and observation of their interactions (Zhang et al., 2022). Therefore, the happiness of shopping for preloved items is generated not from the purchase of the product per se, but from emotional experience of sustainability, nostalgia, and self-expression it communicates.

In general, the results of this study show the importance of hedonic motivation, brand identity congruence, and emotional sharing in driving happiness with digital shopping. There is a need for digital strategies, such as livestreaming, that improve interactions, personalization and affective elements as the retail shopping experience continues to move online. Through real-time mutual interaction, sellers and buyers form affective relationships, thereby transcending the mere symbolic use of preloved items into a more social and psychological engagement. Therefore, preloved businesses have the opportunity to develop marketing offers based on experiences rather than the simple exchange of an old product.

IV. CONCLUSIONS

In conclusion, this study shows that hedonic motivation positively predicts self-brand congruence, which refers to the congruence between a consumer's self-concept and the selected brands. The results also show that self-brand congruence positively predicts shopping happiness, thereby predicting the emotional attachment of consumer-brand relationships through emotional resonance. In addition to function, identity congruence and the related feelings toward preloved purchases influence the consumer's satisfaction with preloved shopping in general. The results suggest that shopping happiness is closely related to emotional resonance, with consumers experiencing happiness when the shopping experience feels meaningful, value-congruent, and emotionally engaging. The emotional appeal of the preloved market generally centers on

the symbolism of sustainability, uniqueness, and nostalgia, which often turns to a preloved purchase into more than a mere economic transaction.

Theoretically, this study contributes to the shopping happiness and consumer behavior literature in the digital transformation era, regarding the preloved goods market. The results support consumer-brand relationship theories in consumer behavior and highlight the mediating role of emotional resonance between self-brand congruence and shopping happiness. This study also extends investigations of hedonic motivation, previously focused on offline retail, to the online context of e-commerce platforms, where businesses can broadcast transactions through livestreaming video. In the context of the circular economy, the joy, symbolism, and self-identity served by vintage shopping become important contributors to consumers' subjective well-being.

This study advances the theoretical understanding of digital customer happiness as a model and construct and explores the concept as an affective and identity-based notion that transcends the bounds of customer satisfaction and customer joy. Although customer happiness has been studied in general services and retail scenarios, operating within digital consumption ecosystems has not been investigated, particularly in the context of the preloved fashion market, which integrates sustainability, nostalgia, and identity. By incorporating hedonic motivation, self–brand congruence, and emotional resonance, the study provides a comprehensive explanation of the ways digital and symbolic co-creations yield consumer happiness.

The results of this study provide companies and managers using digital platforms with valuable insights into how to provide functional, emotional, and personalized shopping experiences. Preloved sellers need to emphasize the symbolic and sustainable value of each offer, provide an emotional connection with the brand, and increase customer loyalty. Experiential marketing strategies, such as livestream commerce, can increase audience engagement through interactive features, bespoke content, and two-way communication that fosters social closeness and reinforces self-brand connection. Furthermore, consumer loyalty can be increased through brand messages consistent with attitudes, lifestyles, and self-identity. This will improve consumer satisfaction and loyalty in shopping.

Investors need to understand the emotional value of engagement in digital marketing, focusing on customer happiness that is emotionally connected, identity-driven, and sustainable. Digital retailers and preloved platforms move beyond a transactional mindset and embrace emotional and experiential engagement. This includes understanding product functionality, the attached social and emotional value, and the meaning of ownership. By using emotionally charged, sustainable, and authentic digital interactions to build community around the brand, marketers employ happiness triggers through brand storytelling, livestream commerce, nostalgic narratives, and interactive digital community engagement.

Digital customer happiness fosters personalized and self-congruent consumer experiences that enhance self-concepts, such as eco-consciousness, individuality, and ethical consumption. Marketing campaigns showing how the emotional and environmental value of preloved items fuels emotional fulfillment and increases enjoyment in the purchasing process. Additionally, social cooperation with aesthetic appeal, social shaping of rewards, and the incorporation of gamified activities enhance the pleasure of hedonic activities and strengthen the self-brand connection. Efficiency alone does not generate customer happiness in digital shopping. Also, emotional connection plays a more important role.

Despite the understanding of digital customer happiness and the psychological factors influencing preloved buying, this study has some limitations. First, the cross-sectional design uses only self-reported data from Indonesian respondents, limiting the ability to determine cause-and-effect and limiting generalization to other cultures. Longitudinal or experimental studies analyzing the impact of digital stimuli, such as gamification, influencer marketing, or AI personalization methods, on digital customer happiness over time would be valuable. Second, studies on the hedonic-identity-emotional pathway suggest the potential inclusion of other antecedents, such as perceived authenticity, sustainability orientation, or social connectedness, which may be important for understanding joy in digital consumption.

Furthermore, the study's context is rather limited by focusing on preloved fashion consumers in Indonesia, which may affect its cross-cultural applicability. When exploring other areas that show differences in digital maturity, such as Southeast Asia and Europe, other cultural aspects, including dimensions, materialism, and eco-consciousness, may help explain differences in the development of digital customer happiness. Future studies should consider using other designs, such as quantitative SEM and qualitative interviews, to explore and gather insights into the emotional and the symbolic aspects of preloved consumption more meaningfully. Digital customer happiness is a new concept, and future studies should focus on contextualized measurement to capture its conceptual breadth and test the nomological span across various digital environments, including live streaming commerce, the metaverse, retailing, and circular economy platforms. This will help build the theoretical and practical dimensions of the construct while expanding its use in digital marketing and consumer psychology in relation to digital marketing.

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