The Influence of Fashion Lifestyle and Price Through Instagram Social Media Marketing as an Intervening Variable on the Interest in Purchasing Thrifted Products

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ARTICLE INFO	ABSTRACT
	Economic development and population growth have increased societal needs, particularly regarding clothing as a primary necessity. This phenomenon has sparked a thrifting trend among Generation Z, who access quality secondhand products through social media such as Instagram at affordable prices and with appealing fashion styles. This study aims to analyze the influence of fashion lifestyle and price on purchase interest, with Instagram social media marketing as an intervening variable, among Gen Z consumers of the account @nonacollectionkediri. The research employs a quantitative approach using descriptive statistical analysis and path analysis with SMART-PLS 4.0 software. Data were collected through questionnaires using a purposive sampling technique, involving 97 female respondents from Generation Z. The results indicate that purchase interest for thrifting products among Generation Z is more influenced by price factors and social media marketing strategies on Instagram, compared to fashion lifestyle. The price variable significantly affects purchase interest, both directly and indirectly through Instagram social media marketing. Conversely, fashion lifestyle is not proven to have a significant effect on purchase interest, either directly or indirectly. These findings suggest that Gen Z is more responsive to economic value and relevant digital promotion than merely to lifestyle identity.

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1. INTRODUCTION

Observing the rapid development of the global economic sector and population growth has led to an increase in human needs, resulting in a growing interest in purchasing goods. This is particularly true for clothing, which is the primary and foremost necessity crucial for supporting social sustainability in society. Purchase interest is a key factor preceding the purchase of a product. The plan

to buy a product after careful consideration, reflecting a desire to purchase or acquire a product based on its selection, use, and consumption, is termed purchase interest (Wardhana, 2024).

The increasingly complex and growing societal needs for this primary necessity have led to an increased interest in fashion. This aspect is one factor triggering the rise in secondhand clothing consumption, or thrifting, among the public, especially young people. Thrifting has become a lifestyle trend in several countries and has rapidly developed across various parts of the world, spreading to Indonesia. Lifestyle refers to an individual's way of living expressed through activities, interests, and personal opinions (Kotler & Keller, 2021). In Indonesia, the term "thrifting" is understood as the activity of shopping for used goods at affordable costs, offering unique items of good quality and high resale value, such as secondhand clothing as contemporary fashion. Beyond fashion, thrifting also aims to aid in preventing the world's largest clothing waste and pollution caused by the textile industry, serving as a form of textile waste reduction from the fashion industry. Thrifting is an activity where individuals engage in buying and selling used goods, often focused on apparel in the clothing category (Putri, Patria, 2022). Interest in purchasing thrifted commodity items can be influenced by several factors, such as current fashion lifestyle trends, price factors, and marketing that utilizes social media platforms.

Fashion reflects a person's identity, personality, and values, influenced by functional factors, lifestyle, culture, and sustainability values in daily life. Therefore, fashion significantly influences an individual's purchase interest towards a particular style, which is why thrifting fashion is highly popular and in demand. In addition to the fashion lifestyle aspect influencing consumer purchase interest, price is another key factor. Price is a primary factor consumers use to select products and services (Djunaedi & Lidiawan, 2022b). Price is the relative value exchangeable for money or goods to obtain benefits from a specific product or service for a particular person over a certain period (Laely, 2016).

From Indonesia's relatively moderate economic perspective, price is always a consideration. In this context, society, especially young people as consumers, are more likely to choose thrifted products over new clothing due to affordable and cheap prices, appealing models, and brands that align with their desires. Hence, young people feel a sense of satisfaction when obtaining limited and high-value products at reasonable, economical prices.

Thrifting activities, whether shopping or selling, have existed for a long time but have recently resurged, pioneered by Generation Z teenagers, often referred to as thrift shops. This has led to the significant rise of thrifting activities among Generation Z consumers in Indonesia. According to IDN Research Institute (2024), Generation Z is the largest generation in Indonesia today, comprising those born between 1997 and 2012, accounting for 27.94% of the total 74.93 million population. Generation Z is the youngest generation, growing up in the digital era, making them more intuitively adaptable to digital information changes and adept at using digital devices to seek information. Generation Z can explore fashion-related information through various social media platforms and other informational channels. This generation has a distinct clothing trend characterized by minimalist, vintage, and retro styles modified with contemporary touches, prioritizing comfort for indoor and outdoor activities, all at affordable prices.

The growing desire among consumers, particularly Generation Z, to purchase thrifted products has led many businesses to utilize the internet for promotion via social media platforms. Marketing strategies leveraging social media promotion can significantly increase sales volume without requiring high marketing costs, playing a crucial role in online marketing (Kotler & Keller, 2021). Social media platforms like Facebook, Instagram, and TikTok offer various services with distinct types and characteristics for marketing thrifted products. Among these, Instagram is a highly popular and developing platform dominated by Generation Z users, frequently used for promotional media.

Instagram is a prominent visual social media platform favored by millennial and Gen Z teenagers (Erwin et al., 2024). It is a social media platform that facilitates users in sharing photos and videos,

allowing them to edit and apply filters while interacting with other users (Hasniaty et al., 2023). Instagram is widely used by businesses to market their products, as it is a digital application popular among many, especially young Gen Z individuals.

The majority of Instagram users are teenagers and young adults, with 30.8% aged 18-24, followed by the 25-34 age group at 30.3%, and the 35-44 age group at 15.7% (Yonatan, 2023). This indirectly presents an opportunity for businesses to contribute to marketing their products through Instagram. Therefore, thrift shop accounts like @nonacollectionkediri promote thrifted products on Instagram.

The online thrift shop @nonacollectionkediri is a secondhand branded clothing store established in 2020, using Instagram as a promotional medium for its thrifted products, allowing wide reach among consumers with approximately 500 followers. The owner's reason for opening this online thrift shop is due to the preference of many Gen Z youths for purchasing thrifted clothing over new products via online media. According to a Goodstats survey, 49.4% of teenagers in Indonesia have bought used clothing, 34.5% have never tried it, and 16.1% are not interested in thrifting (Hidayah, 2023). As a primary fashion commodity supporting appearance and self-image in the digital era, Gen Z always seeks to appear trendy with their unique style and non-mainstream clothing models. This shifts consumer preferences towards choosing thrifted fashion products to create a unique identity at relatively cheap prices, with recognized brand appeal and trendier models compared to new clothing.
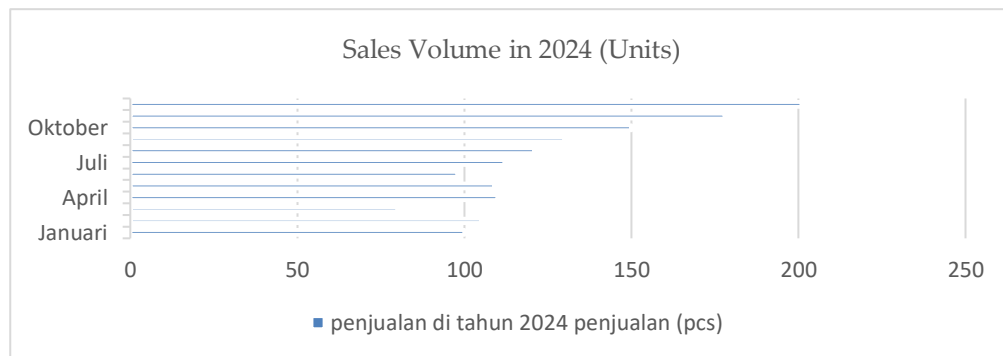

Chart 1.1 Thrifting Product Sales in 2024

Source: Owner of @nonacollectionkediri

The data table above shows online thrifting sales from the Instagram account @nonacollectionkediri experiencing fluctuations. Sales via Instagram social media increase and decrease during specific periods, typically rising towards year-end, such as during Christmas and New Year's Eve. Conversely, sales often decline approaching Ramadan, as the secondhand clothing sold are non-hijab women's apparel. Given the fluctuating nature of sales through Instagram across certain periods, it can be concluded that promotion via social media aligns with Gen Z's instant shopping lifestyle, facilitating easy transactions between businesses and consumers.

Similar research aligns with previous studies, such as those by Jannah et al. (2024) and Setiawan & Nengsih (2024), which reveal that fashion lifestyle influences purchase desire. However, this differs from studies by Basyir (2019) and Sarah et al. (2019), which indicate that fashion lifestyle does not affect purchase interest. Regarding the price variable, studies by Abdullah et al. (2023), Andriyanti & Farida (2022), Azahra & Hadita (2023), Habibullah et al. (2025), Hamid et al. (2024), Jannah et al. (2024), Japarianto & Adelia (2020), Prabowo et al. (2024), and Purnamasarie & Sismanto (2020) reveal that price influences consumer purchase desire. Conversely, studies by Afiany & Fajari (2022) and Yunus Aks (2024) show that price does not affect consumer purchase interest, as price is personal and influenced by individual financial and environmental circumstances, which vary. Studies on social media marketing variables by Ananda & Wisudawati (2022), Farhani & Albari (2022), Novliana & Cahyani

(2024), Rizky et al. (2023), Safitri & Rachmi (2023), Setiana et al. (2022), and Silvi & Prabandari (2024) indicate that social media marketing influences purchase desire for online store products. However, studies by Kirana & Madiawati (2023) and Yunikartika & Harti (2022) show no effect on purchase interest.

The inconsistency in findings from direct variable studies creates a research gap. Based on the interrelation of research phenomena from previous studies and the selection of a research location relevant to the topic, this study examines the variables of fashion lifestyle and price, adding social media marketing as an intervening variable on consumer purchase interest in thrifted products.

Thrifting, or thrift, is often referred to as secondhand brands. Thrifting products, formerly known in Javanese as "rombengan," according to Kamus Besar Bahasa Indonesia (2021), refer to used goods, clothing, tools, junk sold by scavengers. Thrifting is the effort to seek and buy used goods, typically in the apparel commodity, as a resistance to consumptive fast fashion (Putri, Patria, 2022).

Lifestyle is a pattern of an individual's way of living expressed through activities, hobbies, and viewpoints, indicating their complete engagement and interaction with their environment (Kotler & Keller, 2021). Lifestyle describes behavior and ways of living that depict how a person conducts life activities, serving as a basis for social interaction, particularly in how one lives, spends money, and utilizes available time effectively (Djunaedi & Lidiawan, 2022b).

According to Ko's theory (2007) in Sarah et al. (2019), fashion lifestyle is considered an important variable in measuring consumer trends to predict products or brands related to consumer shopping. Another definition by Ko (2006) states that fashion lifestyle refers to consumers' attitudes, interests, and opinions regarding fashion product purchases. Research by Purnamasarie & Sismanto (2020) shows that consumer interest in fashion products, driven by hobbies in collecting fashion items to prioritize increasingly modern lifestyles, leads to rapid growth and increased purchase interest in fashion products. This aligns with research by Yuniati & Siagian (2023) in the context of thrifted products, indicating that fulfilling consumer fashion lifestyle needs can be influenced by purchasing thrifted products, as they align with consumers' clothing styles.

Price is a crucial component in marketing strategy efforts and must always be viewed in relation to marketing strategy. Price interacts with all other elements in the marketing mix to determine the effectiveness of each element and the overall mix (Laely, 2016). Price is the value set for a product or service, resulting from complex calculations, research, understanding, and risk-taking ability (Pratama et al., 2023). Price is a vital characteristic of a good or service most frequently used by consumers and can be controlled to evaluate a product (Djunaedi & Lidiawan, 2022b). Price is a primary factor that must align with the target market, product and service diversity, and competition (Kotler & Keller, 2021). According to Tjiptono (2008) in Zusrony (n.d.), price is the monetary unit exchanged to gain ownership of goods or services.

Price is defined as the exchange value compared to money that must be paid by the consumer for goods as a form of exchange to obtain desired products or services (Sudaryono, 2016). Consistent with Habibullah et al. (2025), in their research journal, the more efficient the price offered, the greater the purchase interest of the public, necessitating careful price determination, as errors can lead to company losses. According to research by Pradevi & Kadi (2024), price perception is positively influenced by consumer purchase interest, indicating that offered prices align with buyer interest. Additionally, research by Wahyudianto (2020) shows that price positively affects purchase interest in fashion products. Furthermore, to increase purchase interest regarding the price variable, businesses must offer prices that match product quality and value, as each consumer has their own economic level. Therefore, conceptually, price is related to purchase interest.

Media is a means of conveying messages from a source to an audience. Media selection is an activity undertaken by marketers to deliver messages to consumers or target segments, considering

several aspects: advertising media reach, frequency of display, and the impact of viewing the advertisement (Sudaryono, 2016).

Social media is an online platform allowing users to communicate, share information, and interact with each other via the internet, playing a vital role as an effective marketing tool for companies and brands (Hasniaty et al., 2023). Social media is a means for consumers to share text, images, sound, and video with others and with companies (Kotler & Keller, 2021). Social media has numerous diverse channels and services and has been used as a medium for marketing and introducing products to consumers, known as social media marketing (Satriyono et al., 2019).

In the concept of consumer purchasing behavior, purchase intention is a prerequisite before a purchase decision. Intention is an estimate of whether a behavior will occur, making it crucial in marketing activities, as consumer behavior in making purchase decisions is not always observable (Djunaedi et al., 2023).

Purchase interest refers to the spontaneous interest or desire that arises when a person has sufficiently detailed information about a product, enabling them to make an appropriate decision before purchasing (Gunawan, 2022). Desire is a tendency towards a strong response aligned with more specific needs (Djunaedi & Lidiawan, 2022b).

Consumer behavior serves as a tool for developing marketing strategies to influence target market consumers (Djunaedi & Lidiawan, 2022). Consumer behavior is the study of how individuals, groups, or organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs or wants (Kotler & Keller, 2021). According to Maslow's theory in Djunaedi & Lidiawan (2022b), Maslow's hierarchy of needs pyramid states that humans strive to fulfill their needs from the lowest to the highest levels. Maslow's hierarchy consists of five levels: physiological needs, safety needs, ego/esteem needs, social needs, and self-actualization needs. In the context of Generation Z consumers, Maslow's pyramid can be used to understand their varying needs. Many purchase fashion products not only to fulfill basic needs affordably but also to express self-identity, follow trends, appear unique on social media, and convey personal values like sustainability or frugality.

A hypothesis is a temporary answer to the research problem formulation (Sugiyono, 2014). Hypothesis testing is used to examine the truth of statements proposed in the research to determine significant relationships between variables (Marwanto, 2024). The answer provided by a hypothesis is based on relevant theory, not empirical facts obtained through data collection. As a hypothesis can be stated as a theoretical answer to a research problem, the hypotheses in this study are as follows:

H1: The fashion lifestyle variable has a significant direct influence on consumer purchase interest in thrifted products.

H2: The price variable has a significant direct influence on consumer purchase interest in thrifted products.

H3: The Instagram social media marketing variable has a significant influence on purchase interest in thrifted products.

H4: The fashion lifestyle variable has a significant influence on Social Media Marketing.

H5: The Price variable has a significant influence on Social Media Marketing.

H6: The fashion lifestyle variable has a significant influence on purchase interest in thrifted products through Instagram social media marketing.

H7: The price variable has a significant influence on purchase interest in thrifted products through Instagram social media marketing.

2. METHODS

Research Design

This study uses a quantitative approach with an explanatory research design. The quantitative method is based on the philosophical foundation of positivism, which emphasizes objective measurement of relationships between observable variables through structured data and statistical analysis to test predetermined hypotheses (Sugiyono, 2022). This design was chosen because it allows for testing causal relationships and the magnitude of the influence of independent variables, namely fashion lifestyle and price, on the dependent variable, purchase interest, with Instagram social media marketing as an intervening variable. The use of primary data through questionnaires enables the direct measurement of respondents' perceptions and attitudes, thereby strengthening the validity of findings in the context of Generation Z consumer behavior (Creswell & Miller, 2000).

Population and Sample

The population in this study consists of all followers of the Instagram account @nonacollectionkediri, who are predominantly Generation Z females (aged 16–27 years) and have purchased thrifting products. Given that the population size is not known precisely (infinite population), this study uses the Cochran formula to determine the sample size with a 95% confidence level (Z = 1.96) and a margin of error (e) of 10%. The calculation yields a minimum sample size of 97 respondents. The sampling technique used is purposive sampling, where respondents are selected based on specific criteria: female, belonging to Generation Z (aged 16–27 years), having purchased thrifting products, and following the @nonacollectionkediri account. This purposive sampling is considered appropriate to ensure that the collected data is relevant to the research focus (Sekaran & Bougie, 2016).

Data Collection Technique

Data in this study were collected from primary sources using a survey technique with an online questionnaire distributed via Google Forms. The questionnaire was designed based on the predetermined operational indicators of the variables, measured using a 1–5 Likert scale (Strongly Disagree to Strongly Agree). Before distribution, the questionnaire was tested for validity and reliability to ensure the accuracy of the measurement instrument (Hair, 2009). In addition to the questionnaire, this study also supplemented data through observation of the @nonacollectionkediri account's content, interviews with the store owner, and documentation studies such as sales data and product photos. The use of the questionnaire as the primary instrument is considered effective for systematically measuring respondents' perceptions, attitudes, and purchase interest, as well as enabling quantitative data processing (Bowen, 2009).

Data Analysis Technique

The data analysis techniques used are descriptive statistical analysis and path analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with Smart-PLS 4.0 software. Descriptive statistical analysis is used to describe respondent profiles and the general overview of the research variables. Meanwhile, PLS-SEM was chosen because it can test direct and indirect relationships between variables and is suitable for relatively small sample sizes and models involving intervening variables (Hair et al., 2017). The stages of analysis include: The path analysis model in this study is described as follows:

Purchase Interest (Y) = β_1 Fashion Lifestyle (X_1) + β_2 Price (X_2) + β_3 Instagram Social Media Marketing (Z) + ε

3.   RESULT AND DISCUSSION

Descriptive Statistics

Table 1 presents descriptive statistics for all research variables measured using a 1-5 Likert scale. The dependent variable, Purchase Interest (Y), has a mean of 3.72 with a standard deviation of 0.55, indicating that in general, respondents tend to agree to strongly agree about having purchase interest in thrifting products. The minimum value of 2.13 and maximum of 5.00 reflect variation in the level of purchase interest among Gen Z consumers.

For the independent variables, Fashion Lifestyle (X_1) has a mean of 3.67, Price (X_2) 3.80, and Instagram Social Media Marketing (Z) 3.77. All variables fall into the "Agree" category (based on mean interval criteria), with adequate data variation for further analysis.

Table 1 Descriptive Statistics

Variable	Symbol	Number of Respondents	Mean	Std. Dev.	Min	Max
Purchase Interest	Y	97	3.72	0.55	2.13	5.00
Fashion Lifestyle	X_1	97	3.67	0.58	2.00	5.00
Price	X_2	97	3.80	0.53	2.38	5.00
Instagram Social Media Marketing	Z	97	3.77	0.53	2.40	5.00

Source: Processed Data, 2025

Correlation and Multicollinearity Test

Table 2 shows the correlation matrix among the independent variables. All correlation coefficients are below 0.90. The Variance Inflation Factor (VIF) values for all variables are also below the critical threshold of 5 (X_1: 2.75; X_2: 4.58; Z: 4.68), thus it can be concluded that there is no serious multicollinearity issue threatening the validity of the model.

Table 2 Independent Variable Correlation Matrix

Variable	X_1	X_2	Z
X_1 (Fashion Lifestyle)	1.000		
X_2 (Price)	0.856	1.000	
Z (Social Media Marketing)	0.797	0.906	1.000

Source: Processed Data, 2025

Path Analysis Results

Path analysis was conducted using Partial Least Squares (PLS) with Smart-PLS 4.0 software. The results of the structural model (inner model) testing are presented in Tables 5.15 and 5.16 (not shown here). The model overall has good predictive power with R^2 values of 0.816 for the Purchase Interest variable and 0.823 for the Instagram Social Media Marketing

variable, both classified as strong. A Goodness of Fit (GoF) value of 0.777 (>0.38) indicates that the model has excellent fit.
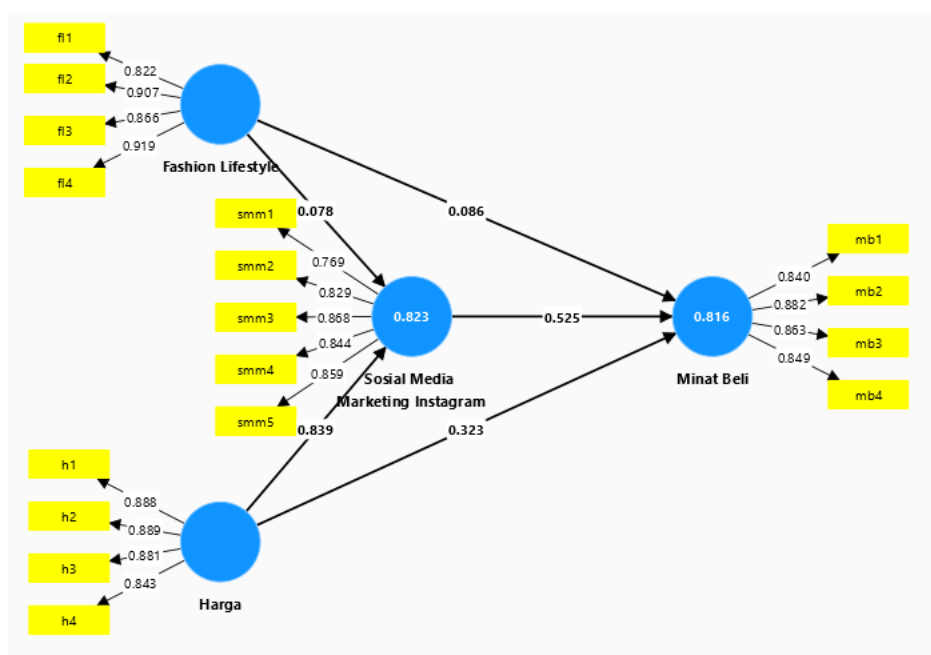

Figure 1 Path Diagram
(Source: Data processed by the researcher, 2025)

Hypothesis Testing

Based on the path analysis results, the hypothesis testing conclusions are as follows:

a. H_1: Fashion Lifestyle → Purchase Interest: Rejected. Path coefficient 0.086; T-statistic 0.908 (<1.96); p-value 0.364 (>0.05). Fashion lifestyle does not significantly influence purchase interest.

b. H_2: Price → Purchase Interest: Accepted. Path coefficient 0.323; T-statistic 2.498 (>1.96); p-value 0.013 (<0.05). Price has a positive and significant influence on purchase interest.

c. H_3: Instagram Social Media Marketing → Purchase Interest: Accepted. Path coefficient 0.525; T-statistic 4.704 (>1.96); p-value 0.000 (<0.05). Social media marketing has a positive and significant influence on purchase interest.

d. H_4: Fashion Lifestyle → Instagram Social Media Marketing: Rejected. Path coefficient 0.078; T-statistic 0.869 (<1.96); p-value 0.385 (>0.05). No significant influence.

e. H_5: Price → Instagram Social Media Marketing: Accepted. Path coefficient 0.839; T-statistic 10.197 (>1.96); p-value 0.000 (<0.05). Price has a positive and significant influence on marketing effectiveness on Instagram.

f. H_6: Fashion Lifestyle → Instagram Social Media Marketing → Purchase Interest (Indirect Effect): Rejected. Path coefficient 0.041; T-statistic 0.833 (<1.96); p-value 0.405 (>0.05). Social media marketing is unable to mediate the relationship between fashion lifestyle and purchase interest.

g. H_7: Price → Instagram Social Media Marketing → Purchase Interest (Indirect Effect): Accepted. Path coefficient 0.441; T-statistic 4.256 (>1.96); p-value 0.000 (<0.05). Social media marketing is able to significantly mediate the relationship between price and purchase interest.

Discussion

The Influence of Fashion Lifestyle on Purchase Interest

The analysis shows that the fashion lifestyle variable does not have a significant influence on purchase interest for thrifting products among Gen Z. This suggests that although dressing style is part of Gen Z's identity and they have a fashionable lifestyle or follow fashion trends, this does not guarantee they will have an interest in buying thrifted products. Consumers with a high fashion lifestyle may prefer new branded fashion products or the latest releases over secondhand items like thrifted goods. This finding implies that fashion lifestyle is not a primary factor driving purchase interest in thrifted products among Gen Z; instead, they consider other aspects such as price, product quality, product details, or how the product is marketed. This finding is consistent with research by Basyir (2019) but differs from studies by Setiawan & Nengsih (2024) and Sarah et al. (2019).

The Influence of Price on Purchase Interest

The analysis indicates that the price variable has a positive and significant influence on purchase interest. This means the more appropriate or affordable the offered price, the higher the likelihood someone has an interest in buying thrifted products. Gen Z is highly price-sensitive, especially in considering value for money, making competitive pricing an important strategy to attract their purchase interest. This result aligns with research by Abdullah et al. (2023), Azahra & Hadita (2023), Hamid et al. (2024), Jannah et al. (2024), Japarianto & Adelia (2020), and Prabowo et al. (2024).

The Influence of Instagram Social Media Marketing on Purchase Interest

The analysis shows that the Instagram social media marketing variable has a positive and significant influence on purchase interest. This result indicates that marketing strategies on Instagram are highly effective in influencing Gen Z consumers' purchase interest. Instagram, as a visual platform, becomes a primary medium for exploring unique fashion trends, including thrifting. Attractive promotional content and responsive communication have proven to encourage consumer interest. This finding aligns with research by Farhani & Albari (2022), Jannah et al. (2024), Kusherawati et al. (2023), Rizky et al. (2023), and Safitri & Rachmi (2023).

The Influence of Fashion Lifestyle on Instagram Social Media Marketing

The analysis shows that the fashion lifestyle variable does not have a positive and significant influence on the perception of Instagram social media marketing. In other words, although someone has an interest in fashion, this does not guarantee they will be more interested in or easily influenced by fashion product promotions on Instagram. They may be more critical, selective, or judge promotional content based on quality and authenticity. This finding is consistent with research by Purnamasarie & Sismanto (2020) and Lestari & Azizah (2024) in its broader context of brand equity.

The Influence of Price on Instagram Social Media Marketing

The analysis shows that the price variable has a very strong positive and significant influence on the perception of Instagram social media marketing. This means promotional content on Instagram that displays attractive prices, discounts, or other promotions strongly influences positive consumer perception and is highly effective in shaping a positive response to marketing strategies. Gen Z, being highly price-sensitive, is more easily attracted to content offering good deals. This result is consistent with research by Hamid et al. (2024) and Abdullah et al. (2023).

The Indirect Influence of Fashion Lifestyle on Purchase Interest via Instagram Social Media Marketing

The analysis indicates that Instagram social media marketing is unable to mediate the influence of fashion lifestyle on purchase interest. This means that although an individual's fashion lifestyle influences their product preferences, this is not strongly reflected or mediated through Instagram promotions. Fashion lifestyle is more personal and subjective, thus not directly linked to

purchase interest merely due to exposure to Instagram promotions. This finding is not consistent with research by Lukiyana & Simadewa (2023).

The Indirect Influence of Price on Purchase Interest via Instagram Social Media Marketing

The analysis shows that Instagram social media marketing is able to mediate the influence of price on purchase interest. With a path coefficient of 0.441, this is a relatively strong indirect path in the model. This means a competitive price, when packaged well in promotional media like Instagram (e.g., through clear price information, discounts, or "limited offer" promotions), makes consumers feel more encouraged to buy. Thus, price influences purchase interest not only directly but also indirectly through the strategic role of Instagram marketing. This finding aligns with research by Azahra & Hadita (2023), Abdullah et al. (2023), and Hamid et al. (2024).

4.   CONCLUSION

This study concludes that for Generation Z, purchase interest in thrifted products is determined more by economic value (price) and digital marketing strategy (Instagram social media marketing) than by lifestyle expression (fashion lifestyle). Competitive pricing and the perception of value for money are significant direct drivers. Meanwhile, Instagram functions as a powerful channel that directly increases purchase interest and simultaneously acts as an effective intervening variable that strengthens the transformation of attractive price perceptions into higher purchase interest. Conversely, fashion lifestyle is not proven to have a significant influence, either directly on purchase interest or in mediating the relationship through Instagram, indicating that lifestyle preferences are personal and not the main driver of purchasing decisions for secondhand products. This finding shifts the focus of marketing strategy from merely targeting lifestyles towards offering superior price value communicated creatively through digital platforms.

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