

Perceived Value, Consumer Consciousness, and Purchase Decisions: The Impact of Choice Overload in Indonesia's Digital Marketplaces

Merna Rosalina ^{1*} Yolanda Masnita ² Kurniawati ³

¹ Universitas Trisakti, Jakarta, Indonesia. Email: 122012401030@std.trisakti.ac.id

² Universitas Trisakti, Jakarta, Indonesia. Email: yolandamasnita@trisakti.ac.id

³ Universitas Trisakti, Jakarta, Indonesia. Email: kurniawati@trisakti.ac.id

ARTICLE HISTORY

Submitted : April 19, 2026
Reviewed : April 21, 2026
Revised : April 25, 2026
Accepted : April 27, 2026
Published : April 28, 2026

Conflict of Interest Statement:

The author(s) declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

ABSTRACT

Purpose: This study examines the effects of quality consciousness, perceived value, fashion consciousness, brand consciousness, choice overload, and price consciousness on customer purchase decision-making, including their mediating effects, among male and female consumers shopping on digital marketplaces in Indonesia.

Research Method: This study employed a quantitative research design. Data were collected from 300 respondents using non-probability purposive sampling. All valid responses were analyzed using Structural Equation Modeling (SEM) to test the relationships among the research variables.

Results and Discussion: The findings indicate that quality consciousness positively affects perceived value. In addition, perceived value, fashion consciousness, brand consciousness, confusion due to overchoice, and price consciousness positively influence customer purchase decision-making. The study also confirms the mediating effects among the examined variables. The strongest relationship was found between quality consciousness and perceived value, indicating that consumers' awareness of product quality plays an important role in shaping value perceptions and purchase decisions.

Implications: Digital marketplace managers should emphasize product quality, especially for higher-priced products, to strengthen perceived value and encourage purchase decisions.

Originality: This study contributes to consumer behavior research by integrating multiple consciousness-based factors and choice overload in explaining purchase decision-making in Indonesian digital marketplaces.

Keywords: quality consciousness; perceived value; purchase decision-making; digital marketplace; choice overload.

1. Introduction

Global market trends have led to an abundance of product choices and retail channels, particularly e-commerce channels such as the internet and online stores, which offer discounts as part of promotional campaigns, making consumer decision-making increasingly complex (Fatun, 2024). Indonesia is one of the countries with the highest digital economic potential in the world. In 2021, the value of e-commerce transactions in Indonesia reached Rp 401.25 trillion, with a transaction volume of 1.73 billion (Naurah, 2025). Meanwhile, Indonesia's digital economy ranked first in Southeast Asia in 2021, with an economic



value of US\$70 billion, equivalent to Rp 1,036 trillion. Indonesia's digital economy accounts for 40 percent of Southeast Asia's digital market share. E-commerce was the primary sector driving Indonesia's digital economy in 2021, with a 52 percent growth rate (Jayani, 2021).

E-commerce first emerged in Indonesia in the 1990s, when the internet began to gain traction among the public (Salah & Ayyash, 2024). In the early days, online shopping felt unfamiliar and awkward, but over time, e-commerce has grown rapidly alongside the increasing number of internet users in Indonesia (Attar et al., 2022). It can therefore be said that consumers today behave differently in their purchasing decisions and consumption habits. Several personal and non-personal factors play a significant role in shaping consumption preferences, and these factors vary across customer segments (Li & Zheng, 2025). Several efforts have been made in the existing marketing literature to understand and measure various styles and patterns of consumer decision-making (Hamidi, 2025).

In the existing literature on consumer behavior, some studies assume that consumers adopt various approaches while shopping, with specific decision-making behaviors that combine to form consumer decision-making (Sury et al., 2024). Some of these include store or branch loyalty (Sari et al., 2023). Quality awareness (Kumar et al., 2024) and value awareness (Yang et al., 2021) have been observed and investigated by several previous researchers. The relevant literature largely draws on the seminal work by CSI (Andrić et al., 2024) to examine consumer decision-making styles in various contexts.

The consumer decision-making process involves identifying consumer needs, gathering relevant information, and evaluating alternatives to inform a purchase decision (Sury et al., 2024). From the consumer's perspective, this behavior results from the combined influence of psychological state and economic circumstances. In addition, consumer behavior is also influenced by various environmental factors, including cultural, group, and social values (Hadi et al., 2024). From a business perspective, understanding consumer needs is essential for selecting target markets, positioning products, and developing effective marketing strategies (Akhmedova & Jaca, 2023). Among various market strategies, market segmentation is a key way to meet rapidly changing consumer needs.

Previous research (Soegiarto et al., 2019) notes that the purchasing decision is an important factor to consider, beginning with consumer awareness, which includes quality consciousness, fashion consciousness, brand consciousness, and price consciousness, followed by the search for information to meet expectations, and culminating in choice overload. Meanwhile, research by Tirtayasa & Rahmadana (2025) indicates that several factors, including perceived value, influence consumer purchasing decisions. Previous research by Siraj et al. (2024) in Pakistan, involving 367 respondents, 271 men and 96 women, found that quality consciousness, fashion consciousness, brand consciousness, confusion due to excessive choice, and price consciousness, mediated by the demographic variable of gender, have a positive influence on customer purchase decision-making. The limitations of the study by Siraj et al. (2024) include failing to consider antecedent factors that influence consumer purchase decisions.

Given the significant potential of e-commerce in Indonesia, this study will examine the factors that influence consumer purchasing decisions on digital marketplaces, building on previous research by (Siraj et al., 2024), covering the research variables of quality consciousness, fashion consciousness, brand consciousness, confusion due to excessive choice, and price consciousness, with perceived value serving as a mediating variable between quality consciousness and customer purchase decision-making regarding consumer purchasing decisions on digital marketplaces in Indonesia, including e-commerce.

2. Literature Review and Hypothesis Development

2.1 Customer Purchase Decision

Previous research has consistently described customer purchase decision-making as a complex cognitive and behavioral process, influenced not only by logic but also by psychological and environmental factors (Aderimiki & Bamidele, 2024). Traditionally, classical models explain that these decisions follow a linear path, beginning with problem recognition, information search, and evaluation of alternatives, and culminating in the purchase decision and post-purchase behavior (Rosadi et al., 2022). In this view, consumers are regarded as rational problem-solvers who seek to maximize benefits by carefully comparing product features and prices (Mardhiyyah et al., 2023). However, more recent research indicates a shift toward behavioral economics and heuristics (Baranauskas, 2021). Many studies reveal that consumers often do not act entirely rationally but instead rely on mental shortcuts or emotional factors, particularly in digital environments characterized by information overload (Nurdin & Abidin, 2023). Other studies have found that external factors such as social proof, social media influence, and brand image play a crucial role in simplifying the evaluation process (Panra et al., 2024).

2.2 Quality Consciousness

In the literature on quality management and organizational behavior, quality consciousness is defined as the psychological and cognitive orientation of an individual or organization that prioritizes standards of excellence across all processes and work outcomes (Alić et al., 2022). Previous research, ranging from the work of classical quality experts to modern studies, views this phenomenon not merely as compliance with procedures, but as a deeply ingrained internal value (Tran et al., 2020). Researchers indicate that individuals with high quality consciousness tend to exhibit a strong sense of personal accountability toward error elimination and continuous improvement efforts (Farooq & Hakim, 2025). Empirically, quality consciousness has proven to be the primary foundation for the successful implementation of Total Quality Management (TQM), as without this consciousness, technical quality tools would merely become formalities without substantial impact on organizational performance (Karakasnaki & Gerou, 2024). Furthermore, studies in consumer behavior and industry reveal that quality consciousness is influenced by a combination of internal factors, such as intrinsic motivation, and external factors, such as organizational culture (Anthonysamy et al., 2025).

2.3 Fashion Consciousness

In the literature on consumer behavior, fashion consciousness is defined as an individual's level of engagement with current fashion trends and their desire to maintain a contemporary self-image (Hassan & Ara, 2021). According to research by Toni et al. (2024), individuals with high levels of fashion consciousness tend to view clothing not merely as a means of protecting the body but as a symbolic means of expressing their social identity and status. Previous researchers have often linked this phenomenon to the concept of appearance concern, in which consumers actively seek information through mass media, social media, and their social environment to ensure their style choices align with prevailing aesthetic norms of the time (Khoo et al., 2022). Research by Büttner (2022) revealed that fashion consciousness is driven by a psychological urge to stand out while simultaneously desiring social acceptance.

2.4 Brand Consciousness

Brand consciousness is a psychological dimension of consumers that reflects an individual's tendency to purchase widely recognized branded goods that possess a specific image (Jaravaza et al., 2024). According to early research by Zhang et al. (2022), brand consciousness is defined as a mental orientation toward branded products, often associated with social status and perceived quality. Consumers with high levels of brand consciousness believe that a brand is not merely a label, but an indicator of product excellence and a symbol of self-identity (Nugraha & Soepatini, 2024). Research by Bramantio et al. (2025) reinforces this, stating that for this group of consumers, brands serve as a tool to reduce purchase risk and simplify the decision-making process amid the multitude of choices in the market. In a broader behavioral context, research by Wang et al. (2019) indicates that brand consciousness is significantly influenced by sociocultural factors, with individuals using well-known brands to signal their financial success or position within the social hierarchy.

2.6 Confused by Overchoice

The phenomenon of confusion by overchoice, often referred to as choice overload, is a psychological condition in which individuals struggle to make decisions when faced with too many available options (Kim et al., 2023). According to Nixon et al. (2024), an abundance of choices initially appears appealing to consumers but actually reduces purchase motivation and lowers post-purchase satisfaction. Theoretically, an increase in the number of options does indeed increase the likelihood of finding a product that matches specific preferences; however, research indicates that the cognitive load required to process this information often exceeds human mental capacity (Romero & Giulio, 2024). More specifically, research from a behavioral economics perspective suggests that overchoice triggers anticipated regret and the fear of missing out on the best opportunity (Thai & Peck, 2024).

2.6 Price Consciousness

Based on a review of the consumer behavior literature, price consciousness is defined as the extent to which consumers focus exclusively on low prices when making purchasing decisions (Youn et al., 2025). Previous research, as noted by Gong et al. (2025), positions price consciousness as a negative dimension of price perception, in which consumers feel a loss of purchasing power during transactions. Consumers with a high level of price consciousness tend to engage in intensive information-seeking to compare prices across brands or stores, ensuring they obtain the lowest available price in the market (Mishra & Manchanda, 2025). Further research indicates that this variable is not merely about saving money but reflects consumers' cognitive orientation toward the value of the transaction (Kokli, 2019).

2.7 Perceived Value

Based on the literature on marketing management and consumer behavior, perceived value is consistently defined as a consumer's overall assessment of the utility of a product or service based on their perception of what they receive compared to what they give (Yum & Kim, 2024). Pioneering research by Zeithaml et al. (1988) emphasizes that this concept is subjective and individual, where the element of sacrifice encompasses not only monetary price but also non-monetary costs such as time, effort, and mental energy. In subsequent work, researchers such as Xie et al. (2021) expanded this scope, arguing that value is not unidimensional but multidimensional, encompassing quality, price, emotional, and social value. Previous research also indicates that perceived value is a key determinant in shaping

customer satisfaction and repurchase intent (Blut et al., 2024). When perceived benefits, whether in terms of product performance or the fulfillment of psychological needs, exceed expectations and the costs incurred, consumers tend to perceive high value (Samudro et al., 2020).

2.8 The Influence of Quality Consciousness on Perceived Value

Quality consciousness reflects consumers' tendency to prioritize products that meet the highest quality standards and offer technical superiority, rather than simply seeking low prices (Alić et al., 2022). When a consumer has a high level of quality consciousness, they tend to conduct a more in-depth evaluation of a product's physical attributes, durability, and performance (Tran et al., 2020). This careful evaluation process directly influences perceived value, that is, the consumer's overall assessment of a product's utility based on a comparison between what is received and what is provided (Moazzam et al., 2024). Theoretically, quality-conscious consumers will perceive higher value in products that meet their standard expectations, as they view quality as a long-term investment that reduces the risk of product failure (Albornoz et al., 2024). Thus, the higher a person's level of quality awareness, the more critical and appreciative they are when determining a product's subjective value (Balaji et al., 2025).

H1: *Quality Consciousness has a positive influence on Perceived Value.*

2.9 The Influence of Perceived Value on Customer Purchase Decision

Perceived value is a consumer's overall assessment of a product's utility based on their perception of what they receive and what they sacrifice (Blut et al., 2024). In the context of consumer behavior, when a person feels that the benefits gained, whether functional, emotional, or social, far outweigh the costs incurred, a strong psychological drive to act emerges (Aliyah et al., 2025). This high perceived value serves as a stimulus, reducing consumer hesitation when evaluating product alternatives (Fatmawati et al., 2023). The more positive a consumer's perception of a product's value is compared to its competitors, the greater the likelihood that the consumer will conclude their information-seeking process and make a choice at the decision-making stage (Hermawan et al., 2025). Therefore, perceived value is considered a key predictor that directly accelerates and strengthens consumer intent, leading to an actual purchase decision (Nur et al., 2024).

H2: *Perceived Value has a positive influence on Customer Purchase Decision.*

2.10 Perceived Value in Mediating the Influence of Quality Consciousness on Customer Purchase Decision

Consumers with a high level of quality consciousness tend to conduct a thorough evaluation of product attributes to ensure that functional and technical standards are met (Farooq & Hakim, 2025). However, this quality consciousness does not automatically lead to a purchase decision without assessing subjective benefits (Tran et al., 2020). This is where perceived value plays a crucial role as a mediating variable; consumers with a quality orientation will perceive a product as having high value if the quality offered is comparable to or exceeds the sacrifices made (Moazzam et al., 2024). When consumers perceive that the product offers significant added value relative to quality standards, a stronger conviction to purchase emerges (Aliyah et al., 2025). In other words, the influence of quality awareness on purchase decisions is strengthened by the extent to which consumers feel they are gaining more benefits from that quality (Albornoz et al., 2024). Therefore, the higher a consumer's level of quality awareness, the higher their perceived value, which ultimately significantly boosts their confidence in making a purchase decision (Sautova et al., 2025).

H3: *Perceived Value mediates the effect of Quality Consciousness on Customer Purchase Decision***2.11** *The Influence of Fashion Consciousness on Customer Purchase Decision*

Fashion consciousness is defined as an individual's level of interest in fashion styles and focus on personal appearance, particularly in the latest clothing trends (Siraj et al., 2024). Consumers with a high level of fashion consciousness tend to view clothing not merely as a functional necessity, but as a means of self-expression and a symbol of social status (Khoo et al., 2022). In the decision-making process, fashion-conscious individuals engage in more intensive information seeking, are more sensitive to brand image, and exhibit a strong emotional attachment to fashion products (Hassan & Ara, 2021). This engagement drives them to adopt new styles more quickly in order to maintain their social identity in the eyes of their environment (Büttner, 2022). Therefore, the higher a consumer's level of fashion consciousness, the greater the drive to make positive evaluations and purchase decisions regarding trending fashion products (Aulia et al., 2024).

H4: *Fashion Consciousness has a positive influence on Customer Purchase Decision.*

2.12 *The Influence of Brand Consciousness on Customer Purchase Decision*

Brand awareness reflects consumers' tendency to purchase products from well-known brands that possess a prominent psychological image and social status (Siraj et al., 2024). Consumers with high brand awareness tend to view brands not merely as a product identity, but as symbols of quality, consistency, and prestige (Khoo et al., 2022). In the decision-making process, established brands serve as tools to reduce purchase risk and facilitate the evaluation of alternatives through the trust they have built (Bramantio et al., 2025). When a consumer places significant emphasis on brand aspects, they will allocate greater preference to products that validate their self-identity or social status, ultimately accelerating and strengthening their purchase decision (Rajalakshmi & Golden, 2025). Therefore, the higher a consumer's brand awareness, the greater the likelihood that they will make a purchase decision regarding that branded product (Aulia et al., 2024).

H5: *Brand Consciousness has a positive influence on Customer Purchase Decision.*

2.13 *The Influence of Confusion by Overchoice on Customer Purchase Decision*

Traditionally, an abundance of choices has often been associated with decreased customer satisfaction; however, there is a strong argument that the confusion resulting from excessive choice can, paradoxically, increase purchase intent through the mechanism of seeking external justification (Kim et al., 2023). When consumers face a vast array of products, the resulting cognitive confusion creates internal tension that drives them to rely on heuristics or quality cues, such as brand popularity or expert recommendations, to simplify decision-making (Klein & Sharma, 2022). In this context, the diversity of choices is not viewed as a burden but rather as evidence of the service provider's competence and comprehensiveness, which, in turn, enhances the perception of choice freedom and the belief that the best solution exists among the many options (Sin & Yudha, 2020). Therefore, this confusion can trigger deeper exploratory behavior, in which consumers tend to conclude the search process by purchasing the option they consider safest or most visually prominent, thereby alleviating their cognitive uncertainty (Soni & Dawra, 2020).

H6: *Confused by Overchoice has a positive influence on Customer Purchase Decision.*

2.14 The Influence of Price Consciousness on Customer Purchase Decision

Price consciousness is the tendency of consumers to focus exclusively on obtaining the lowest possible price for a product or service (Youn et al., 2025). In the decision-making process, consumers with a high level of price consciousness will conduct a thorough evaluation of the monetary sacrifice made compared to the value received (Siraj et al., 2024). Psychologically, successfully obtaining a product at a price considered competitive creates a sense of satisfaction and accomplishment for consumers, which ultimately strengthens the intention to complete the transaction (Bramantio et al., 2025). Furthermore, when a consumer feels that a product's price aligns with their budget or offers significant savings over competitors, psychological barriers to purchase decrease markedly (Yulianthini, 2023). Thus, the higher a person's price awareness, the greater the likelihood they will make a definitive purchasing decision, especially if they perceive maximum cost efficiency in the transaction (Edy & Haryanti, 2024).

H7: *Price Consciousness has a positive influence on Customer Purchase Decision*

3. Research Method

This study employs a quantitative research design using a census sampling technique. Additionally, Structural Equation Modeling (SEM) was employed for data analysis using AMOS software. The data used in this study consists of primary data collected from consumers in Central Jakarta, Indonesia, aged 18 to 35 years, who made e-commerce purchases, with shopping frequency ranging from 1 to more than 6 times per month. The data collection method used in this study involved distributing an online questionnaire via Google Forms. The sample obtained from this online questionnaire distribution consisted of 300 respondents. The data will be analyzed to test the construct validity and reliability, as well as to test the hypotheses formulated by the researcher.

3.1 Respondent Information

Based on the data presented in Table 1, the following information was obtained from the 300 respondents who are consumers who shop via e-commerce: The respondents were predominantly female, with 169 respondents or 56.3%, the age group was dominated by those aged 26 to 35, the highest level of education among the respondents was a bachelor's degree (S1), with 144 respondents or 48%; and the range of Rp dominated monthly income. 5,000,000 to Rp. 10,000,000, with a total of 180 respondents (60%) who shopped 3 to 4 times per month and spent between Rp. 3,000,000 and Rp. 5,000,000. Additionally, the dominant e-commerce platform is Shopee ID, with 90 respondents (30% of the total) using it.

Table 1. Demographic Profile of Respondents

Category	Description	Frequency	Percentage (%)
Gender	Male	131	43.7%
	Female	169	56.3%
Ages	< 18 Years	8	2.7%
	18 - 25 Years	115	38.3%
	26 - 35 Years	121	40.3%
	> 35 Years	56	18.7%
Education	High School	58	19.3%
	D1/D3	70	23.3%
	Bachelor (S1)	144	48%
	Magister (S2)	22	7.3%
	Doctor (S3)	6	2%
Monthly Income	Rp 5.000.000 – Rp 10.000.000	180	60%
	Rp 10.000.001 – Rp 50.000.000	103	34.3%
	>Rp 50.000.000	17	5.7%
Shopping Frequency Per Month	1–2 Times	53	17.7%
	3–4 Times	122	40.7%
	5–6 Times	75	25%
	> 6 Times	50	16.7%
Monthly Shopping Expenses	< Rp.1.000.000	49	16.3%
	Rp 1.000.000 – Rp 3.000.000	123	41%
	Rp 3.000.001 – Rp 5.000.000	92	30.7%
	>Rp 5.000.000	36	12%
The e-commerce Platform Used	Shopee ID	90	30%
	Tokopedia	60	20%
	Tiktokshop	30	10%
	Blibli	18	6%
	Lazada ID	18	6%
	Akulaku	18	6%
	Orami	18	6%
	Bukalapak	18	6%
	Zalora ID	18	6%
	Alibaba.com	12	4%

Source: Data Processed, 2026

4. Results and Discussion

4.1 Analysis Results

4.1.1 Validity Test

Validity testing is the assessment of whether the indicators measuring a variable measure what they are intended to measure, or, in other words, whether the indicators are valid. (Hair et al., 2019). Furthermore, decision-making in validity testing requires factor loading values. The values of factor loadings are determined by the sample size used in a study. The following are the results of the validity test in this study.

Based on Table 2, the factor loadings for all indicators of each variable were obtained, with all values > 0.5, indicating that the validity of this study was met.

Table 2. Validity Test Results

Variable	Items	Factor Loadings
Quality Consciousness	QC1	0.837
	QC2	0.822
	QC3	0.847
Brand Consciousness	BC1	0.863
	BC2	0.801
	BC3	0.794
	BC4	0.833
	BC5	0.769
Fashion Consciousness	FC1	0.812
	FC2	0.844
	FC3	0.843
Price Consciousness	PC1	0.811
	PC2	0.779
	PC3	0.782
Confusion by Overchoice	CO1	0.842
	CO2	0.818
	CO3	0.825
	CO4	0.864
Perceived Value	PV1	0.830
	PV2	0.832
	PV3	0.825
	PV4	0.825
	PV5	0.836
Customer Purchase Decision Making	CPDM1	0.775
	CPDM2	0.674
	CPDM3	0.741

Source: Data Processed, 2026

4.1.2 Reliability Test

This study uses a reliability test to assess the consistency of the questionnaire's results across repeated use. In conducting reliability testing, the desired Cronbach's alpha value must be more than 0.6, and the composite reliability value must be more than 0.7 (Hair et al., 2019). The composite reliability value indicates how well a variable is measured, while Cronbach's alpha is the lowest reliability estimate for the variable.

Based on Table 3, the Cronbach's alpha values for each latent variable are reported, all greater than 0.7, indicating that the reliability test in this study is met.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Info
Quality Consciousness	0.901	Reliable
Brand Consciousness	0.893	Reliable
Fashion Consciousness	0.890	Reliable
Price Consciousness	0.875	Reliable
Confusion by Overchoice	0.903	Reliable
Perceived Value	0.917	Reliable
Customer Purchase Decision Making	0.781	Reliable

Source: Data Processed, 2026



4.1.3 Descriptive Statistics

Descriptive Statistical Tests can provide an overview of the data, including the minimum, maximum, average (mean), and standard deviation values generated from this study. The variables used in this study include transformational leadership, training and development, and job satisfaction as independent variables, and job performance as the dependent variable. These variables will be tested descriptively as shown in Table 4.

Table 4. Descriptive Statistics

Quality Consciousness	Mean	Min	Max	Std.Deviation
QC1	3.90	2	5	0.877
QC2	3.93	2	5	0.849
QC3	3.88	2	5	0.851
Average Total	3.903			
Brand Consciousness				
BC1	3.85	3	5	0.861
BC2	3.89	3	5	0.819
BC3	3.93	3	5	0.875
BC4	3.90	2	5	0.843
BC5	3.88	3	5	0.855
Average Total	3.890			
Fashion Consciousness				
FC1	3.92	2	5	0.844
FC2	3.87	3	5	0.878
FC3	3.87	3	5	0.859
Average Total	3.886			
Price Consciousness				
PC1	3.87	2	5	0.818
PC2	3.96	3	5	0.825
PC3	3.91	3	5	0.823
Average Total	3.913			
Confusion by Overchoice				
CO1	3.92	3	5	0.876
CO2	3.86	3	5	0.901
CO3	3.94	3	5	0.881
CO4	3.91	3	5	0.895
Average Total	3.907			
Perceived Value				
PV1	3.97	2	5	0.857
PV2	3.92	2	5	0.834
PV3	3.93	2	5	0.841
PV4	3.92	2	5	0.887
PV5	3.95	2	5	0.791
Average Total	3.938			
Customer Purchase Decision Making				
CPDM1	4.17	2	5	0.792
CPDM2	3.79	2	5	0.798
CPDM3	3.93	2	5	0.735
Average Total	3.963			

Source: Data Processed, 2026

Based on the results in Table 4, the quality consciousness perceived by e-commerce users in Central Jakarta falls into the average category, with a mean of 3.903 (agree). These results indicate that

the lowest average score is 3.88 and the highest is 3.93, assuming that respondents agree. Additionally, the brand consciousness variable in e-commerce falls into the average category, with a score of 3.890 (agree). These results indicate that the lowest average is 3.85 and the highest is 3.93, assuming agreement. Furthermore, fashion consciousness in e-commerce falls into the average category, with a score of 3.886 (agree). These results indicate that the lowest average is 3.87 and the highest is 3.92, assuming agreement. Price consciousness in e-commerce falls into the average category, with a score of 3.913 (agree). These results indicate that the lowest average is 3.87 and the highest is 3.96, assuming agreement. Additionally, confusion due to overchoice falls into the average category, with a score of 3.907 (agree). These results indicate that the lowest average is 3.86 and the highest is 3.94, assuming agreement. Next, the perceived value variable falls into the category with an average of 3.938 (agree). These results indicate that the lowest average is 3.92 and the highest is 3.97, assuming agreement. Finally, customer purchase decision-making falls into the category with an average of 3.963 (agree). These results show that the lowest average score was 3.79 and the highest was 4.17, suggesting that the respondents in this study agreed.

4.1.4 Hypothesis Test

From Table 5 of the hypothesis test results, each t-statistic and p-value is 0.000 for each hypothesis, indicating that all hypotheses in this study are accepted or supported. More details are provided in Table 5.

Table 5. Hypothesis Test Results

Hypothesis	Estimate	P Values
Quality Consciousness has a positive influence on Perceived Value	0.526	0.000
Perceived Value has a positive influence on Customer Purchase Decision	0.202	0.000
Perceived Value mediates the effect of Quality Consciousness on Customer Purchase Decision	0.106	0.000
Fashion Consciousness has a positive influence on Customer Purchase Decision	0.230	0.000
Brand Consciousness has a positive influence on Customer Purchase Decision	0.196	0.000
Confused by Overchoice has a positive influence on Customer Purchase Decision	0.122	0.000
Price Consciousness has a positive influence on Customer Purchase Decision	0.201	0.000

Source: Data Processed, 2026

4.2 Discussion

The results of the data analysis for Hypothesis 1 show a p-value < 0.05 and an estimated value of 0.526, indicating that a high level of quality consciousness increases perceived value in e-commerce shopping, and vice versa. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (Ha) is accepted, indicating that quality consciousness positively influences perceived value. The results of this study are consistent with and supported by Albornoz et al (2024). Note that, theoretically, quality-conscious consumers will place a higher value on products that meet their standard expectations, as they view quality as a long-term investment that reduces the risk of product failure. Furthermore, the findings of this study are supported by previous research indicating that the higher an individual's level of quality awareness, the more critical and appreciative they are in determining a product's subjective value (Balaji et al., 2025).

The data analysis for hypothesis 2 yielded a p-value < 0.05 and an estimated value of 0.202, indicating that a high level of perceived value significantly influences customers' purchase decisions in



e-commerce. Therefore, it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted, meaning that the hypothesis stating that perceived value has a positive influence on customer purchase decision is supported. The findings of this study align with previous research indicating that, in the context of consumer behavior, when an individual perceives that the benefits gained, whether functional, emotional, or social, far outweigh the costs incurred, a strong psychological drive to act emerges (Aliyah et al., 2025). Furthermore, previous research is consistent with this study's findings, indicating that this high perceived value serves as a stimulus that reduces consumer hesitation when evaluating product alternatives (Fatmawati et al., 2023).

The results of the data analysis for hypothesis 3 yielded a p-value of $0.000 < 0.05$ and an estimated value of 0.106, indicating that awareness of quality does not automatically lead to a purchase decision without a subjective assessment of the product's benefits. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that perceived value mediates the effect of quality consciousness on customer purchase decisions. The findings of this study are supported by previous research indicating that perceived value plays a crucial mediating role. Specifically, quality-oriented consumers will perceive a product as having high value if the quality offered is commensurate with or exceeds the sacrifices made (Moazzam et al., 2024). Furthermore, the findings of this study are consistent with previous research indicating that when consumers perceive a product as providing significant added value relative to quality standards, a stronger conviction to purchase emerges (Aliyah et al., 2025).

The results of the data analysis for hypothesis 4 yielded a p-value < 0.05 and an estimated value of 0.230, indicating that a high level of fashion consciousness will increase customers' purchase decisions in e-commerce. Thus, it can be concluded that H_0 is rejected and H_a is accepted, indicating that the hypothesis that fashion consciousness positively affects customer purchase decisions is supported. The findings of this study are consistent with previous research, which found that consumers with a high level of fashion consciousness tend to view clothing not merely as a functional necessity, but as a means of self-expression and a symbol of social status (Khoo et al., 2022). Furthermore, a similar study reported that this behavior drives consumers to adopt new styles more quickly to maintain their social identity in the eyes of their social environment (Büttner, 2022).

The results of the data analysis for hypothesis 5 yielded a p-value < 0.05 and an estimated value of 0.196, indicating that a high level of brand consciousness will increase customers' purchase decisions in e-commerce. Thus, it can be concluded that H_0 is rejected and H_a is accepted, indicating that the hypothesis that brand consciousness positively affects customer purchase decisions is supported. The findings of this study align with research indicating that, in the decision-making process, well-known brands serve as tools to reduce purchase risk and facilitate the evaluation of alternatives through established trust (Bramantio et al., 2025). Furthermore, the findings of this study align with previous research indicating that the higher a consumer's brand awareness, the greater the likelihood they will make a purchase decision regarding that branded product (Aulia et al., 2024).

The results of the data analysis for hypothesis 6 yielded a p-value < 0.05 and an estimated value of 0.122, indicating that the high level of influence of confusion by overchoice will increase customers' purchase decisions in e-commerce. Thus, it can be concluded that H_0 is rejected and H_a is accepted, indicating that the hypothesis that being confused by overchoice positively affects customer purchase decisions is supported. The findings of this study align with research indicating that when consumers are faced with a wide variety of product choices, the resulting cognitive confusion creates internal

tension that drives individuals to rely on specific heuristics or quality cues such as brand popularity or expert recommendations to simplify the decision-making process (Klein & Sharma, 2022). Furthermore, the results of this study are also supported by research findings that this confusion can actually trigger deeper exploratory behavior, in which consumers tend to conclude the search process by purchasing the option they consider safest or most visually prominent, as a way to alleviate their cognitive uncertainty (Soni & Dawra, 2020).

The results of the data analysis for hypothesis 5 yielded a p-value < 0.05 and an estimated value of 0.201, indicating that a high level of price consciousness will increase customers' purchase decisions in e-commerce. Thus, it can be concluded that H_0 is rejected and H_a is accepted, indicating that the hypothesis that price consciousness positively affects customer purchase decisions is supported. The findings of this study align with research indicating that during the decision-making process, consumers with a high level of price consciousness conduct a thorough evaluation of the monetary sacrifice relative to the value received (Siraj et al., 2024) furthermore, when a consumer feels that a product's price aligns with their budget or offers significant savings over competitors, psychological barriers to purchase decrease markedly (Yulianthini, 2023).

5. Concluding Remarks and Recommendation

Based on the study's results, it can be concluded that quality consciousness, perceived value, fashion consciousness, brand consciousness, confusion due to overchoice, and price consciousness positively influence customer purchase decision-making, and that perceived value mediates the relationship between quality consciousness and customer purchase decision-making. This indicates that the higher the levels of quality consciousness, perceived value, fashion consciousness, brand consciousness, confusion due to overchoice, and price consciousness experienced by both women and men shopping on digital marketplaces in Indonesia, the more likely they are to make a purchase. Based on the findings of this study, there are several important managerial implications for shopping service providers, particularly e-commerce platforms in Indonesia, to improve customer purchase decisions: To enhance consumer quality consciousness, digital marketplaces can improve the quality of the products they sell, make special efforts to encourage consumers to purchase higher-quality products, and prioritize quality for products that can be sold at higher prices on the marketplace. To enhance consumers' fashion consciousness, digital marketplaces can sell fashionable items and raise awareness among consumers to remain stylish and trendy at all times and under any circumstances.

To increase consumers' perceived value, digital marketplaces can create awareness that the products sold are valuable; that the products purchased provide value and benefits commensurate with their price; and that consumers feel satisfied and wise for having chosen products based on their value. To increase consumers' price consciousness, digital marketplaces can offer discounts and lower-priced product options. To increase consumer brand awareness, digital marketplaces can allow consumers to choose from their favorite brands when making repeat purchases, highlight a brand's value, and create brand filters that make it easier for consumers to select the brands they prefer and need. To reduce consumer confusion caused by too many choices, digital marketplaces can curate brands and the information provided to consumers based on segments or classifications. To improve customer decision-making, digital marketplaces can emphasize quality, fashion, perceived value, price, and brand awareness, while reducing confusion caused by too many choices.



Based on the research findings, discussion, and limitations identified by the researcher, the following recommendations are suggested for future research: Further study could examine other variables that may also influence customer purchase decision-making. Additionally, future research could be conducted in other countries and fields, and with respondent criteria that are either more general or more specific, regardless of prior research.

Statement of Use of Generative AI

During the preparation of this work, the author used ChatGPT to improve the clarity and readability of the text. The author reviewed and edited the output and takes full responsibility for the content of the publication.

References

- Aderimiki, J. A., & Bamidele, A. G. (2024). Customer purchase decisions of clothing amongst students in Nigerian private universities: The effect of digital advertising. *Innovative Marketing*, 20(3), 209–223. [https://doi.org/10.21511/im.20\(3\).2024.17](https://doi.org/10.21511/im.20(3).2024.17)
- Akhmedova, A., & Jaca, C. (2023). The circular economy and consumer behavior: Literature review and research directions. *Journal of Cleaner Production*, 418(June). <https://doi.org/10.1016/j.jclepro.2023.137824>
- Albornoz, R., Emperatriz, E., Millones-liza, D. Y., Villar-guevara, M., & Toyohama-pocco, G. (2024). Using the Theory of Perceived Value to Determine the Willingness to Consume Foods from a Healthy Brand: The Role of Health Consciousness. *Nutrients*, 16(13). <https://doi.org/10.3390/nu16131995>
- Alić, A., Činjurević, M., & Maktouf-Kahriman, N. (2022). Exploring the antecedents of masstige purchase behavior among different generations. *Management and Marketing*, 17(3), 255–271. <https://doi.org/10.2478/mmcks-2022-0014.256>
- Aliyah, R. H., Manajemen, P. S., Teknologi, F., Muhammadiyah, U., & Lintas, J. (2025). Pengaruh Brand Trust, Perceived Value dan Customer Engagement Terhadap Purchase Decision Produk Skintific pada Kalangan Generasi Z di Kalianda. *Jurnal Pengabdian Masyarakat Dan Riset Pendidikan*, 4(1), 2515–2524. <https://doi.org/10.31004/jerkin.v4i1.2014>
- Andrić, B., Oniku, A., & Akeke, O. (2024). Consumer style inventory (CSI) re-examined: The case of millennial decision-making style in a developing market. *Journal of Infrastructure, Policy and Development*, 8(12), 1–15. <https://doi.org/10.24294/jipd.v8i12.9557>
- Anthonyssamy, L. A. P., Siddika, A., & Aqlily, N. R. (2025). Navigating Cultural Barriers: The Role of Socio-Technical Systems in Digital Transformation Readiness in SMEs. *Emerging Science Journal*, 9(3), 1231–1246. <https://doi.org/10.28991/ESJ-2025-09-03-06>
- Attar, R. W., Almusharraf, A., Alfawaz, A., & Hajli, N. (2022). New Trends in E-Commerce Research: Linking Social Commerce and Sharing Commerce: A Systematic Literature Review. *Sustainability (Switzerland)*, 14(23). <https://doi.org/10.3390/su142316024>
- Aulia, W., Dewi, S., & Dellyana, D. (2024). Understanding the Importance of Generation Z's Eyewear Choices: The Role of Online and Offline Shopping Experiences in Fashion Products. *Eduvest - Journal of Universal Studies*, 4(12), 11676–11684. <https://doi.org/10.59188/eduvest.v4i12.50049>
- Balaji, S., Guleria, N., & Ramasubramanian, C. (2025). Effects of Consumers Perceived Value on Purchase Intentions in Personal Care Products. *International Journal of Scientific Research in Science and Technology*, 12(5), 42–48. <https://doi.org/10.32628/ijrst2513112>
- Baranauskas, G. (2021). Applied Sciences Reflections on the Customer Decision-Making Process in the Digital Insurance Platforms: An Empirical Study of the Baltic Market. *Applied Sciences (Switzerland)*, 11(18). <https://doi.org/10.3390/app11188524>
- Blut, M., Chaney, D., & Lunardo, R. (2024). Customer Perceived Value: A Comprehensive. *Journal of Service Research*, 27(October 2022), 501–524. <https://doi.org/10.1177/10946705231222295>



- Bramantio, D. P., Wulani, F., & Kristyanto, V. S. (2025). Keputusan Pembelian Generasi Z Atas Ponsel Pintar: Peran Brand Consciousness, Price Consciousness, dan Gender. *BIP's JURNAL BISNIS PERSPEKTIF*, 17(2), 131–145. <https://doi.org/10.37477/bip.v17i2.760>
- Büttner, A. J. (2022). Fashion Consciousness: Important Role to Plus-Size Women Well-Being. *Revista Brasileira de Marketing*, 21 (June), 837–861. <https://doi.org/10.5585/remark.v21i3.19611>
- Edy, I. C., & Haryanti, S. S. (2024). The Effect of Customer Reviews on Impulsive Buying at TikTok Stores (Study Generation Z in Indonesia). *Indonesian Journal of Business Analytics*, 4(4), 1296–1317. <https://doi.org/10.55927/ijba.v4i4.10437>
- Farooq, B., & Hakim, I. A. (2025). From Awareness to Excellence: Exploring Quality Consciousness as a Mediator between TQM Practices and Organizational Performance in Healthcare. *Southeastern European Journal of Public Health*, 26(2), 2267–2291. <https://doi.org/10.70135/seejph.vi.5449>
- Fatmawati, I., Abiyu Fathin, A., & Jaroenwanit, P. (2023). Understanding how customers shape purchase decisions in the e-commerce marketplace. *BISMA (Bisnis dan Manajemen)*, 15(2), 229–254. <https://doi.org/10.26740/bisma.v15n2.p229-254>
- Fatun. (2024). Perubahan Kebiasaan Belanja Masyarakat Indonesia di Era Digital: Peluang dan Tantangan Ekonomi. *Jurnal Ekonomi Dan Perbankan Syariah*, 03(01), 405–417. <https://doi.org/10.32806/ccy.v3i1.331>
- Gong, X., Leong, C., Yiing, S., Naser, A., Saif, M., Liu, M., & Anonhi, F. (2025). Heliyon Unveiling the enigma of blind box impulse buying curiosity: The moderating role of price consciousness. *Heliyon*, 10(24), e40564. <https://doi.org/10.1016/j.heliyon.2024.e40564>
- Hadi, R., Melumad, S., & Park, E. S. (2024). The Metaverse: A new digital frontier for consumer behavior. *Journal of Consumer Psychology*, 34(01), 142–166. <https://doi.org/10.1002/jcpy.1356>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*, Eighth edition. www.cengage.com/highered
- Hamidi, H. H. (2025). Telematics and Informatics Reports A model for generative artificial intelligence in customer decision-making process using social interaction. *Telematics and Informatics Reports*, 19(August), 100237. <https://doi.org/10.1016/j.teler.2025.100237>
- Hassan, S. H., & Ara, H. (2021). Hijab Fashion Consciousness Among Young Muslim Women in Malaysia. *Estudios de Economía Aplicada*, 30(4). <https://doi.org/10.25115/eea.v39i4.4312>
- Hermawan, I., Rini, N., & Luthfia, I. M. (2025). The Influence of Perceived Quality, Brand Image, and Customer Value on Satisfaction Through Purchase Decisions in the Coffee Market: The Moderating Role of Product Availability. *RSF Conference Series: Business, Management and Social Sciences*, 5(1). <https://doi.org/10.31098/bmss.v5i1.926>
- Jaravaza, D. C., Moyo, T., & Mukucha, P. (2024). Luxury beauty products purchase behaviour of affluent consumers: the role of brand consciousness and brand distinctiveness in Zimbabwe the role of brand consciousness and brand distinctiveness. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2338304>
- Jayani, D. H. (2021). *Ekonomi Digital Indonesia Tertinggi di Asia Tenggara*. Databoks. <https://databoks.katadata.co.id/ekonomi-makro/statistik/108be9dd3c0c3ea/ekonomi-digital-indonesia-tertinggi-di-asia-tenggara>
- Karakasnaki, M., & Gerou, A. (2024). Soft TQM for competitive advantage in the transportation sector: investigating green human resource management and stakeholder integration. *TQM Journal*, 37(4). <https://doi.org/10.1108/TQM-07-2023-0225>
- Khoo, M., Ann, S., Sadat, A., & Amini, M. (2022). The impact of media exposure on fashion consciousness: A qualitative study. *Kasetsart Journal of Social Sciences*, 43(2), 447–454. <https://doi.org/10.34044/j.kjss.2022.43.2.24>
- Kim, J., Hyun, J., Kim, C., & Park, J. (2023). Decisions with ChatGPT: Reexamining choice overload in ChatGPT recommendations. *Journal of Retailing and Consumer Services*, 75(June), 103494. <https://doi.org/10.1016/j.jretconser.2023.103494>

- Klein, A., & Sharma, V. M. (2022). Cultural Perspectives of Millennials' Decision-Making Styles in Online Group Buying. *Journal of International Consumer Marketing*, 34(4). <https://doi.org/10.1080/08961530.2021.1982808>
- Kokli, M. K. (2019). Effect of specialty store environment on consumers' emotional states: The moderating role of price consciousness. *Market-Trade*, 31(1), 7–22. <https://doi.org/10.22598/mt/2019.31.1.7>
- Kumar, K., Bairwa, D., & Agarwal, A. (2024). A machine learning approach for unraveling the influence of air quality awareness on travel behavior: Independence of Irrelevant Alternatives. *Decision Analytics Journal*, 11(September 2023), 100459. <https://doi.org/10.1016/j.dajour.2024.100459>
- Li, X., & Zheng, H. (2025). Life-Cycle Dynamics of Consumption Preferences. *Economies*, 13(9), 267. <https://doi.org/10.3390/economies13090267>
- Mardhiyyah, Y. S., Wijaya, S. U., Satiti, D., & Lailatus, N. (2023). The influence of jenang ayas label and packaging on customer purchase decision. *Agrointek: Jurnal Teknologi Industri Pertanian*, 17(3), 622–631. <https://doi.org/10.21107/agrointek.v17i3.15789>
- Mishra, U., & Manchanda, R. (2025). The Mediating Role of Risk Perception and Price Consciousness on the Trust and Purchase Intention of Organic Food. *Ekonomski Pregled*, 76(4), 271–287. <https://doi.org/10.32910/ep.76.4.2>
- Moazzam, M., Author, C., Javed, H., & Mustafa, M. (2024). How Front-of-Package Labels, Perceived Food Quality, Brand Loyalty, and Consumer Consciousness of Nutritional Value Drive Consumer Satisfaction. *Pakistan Journal of Commerce and Social Sciences*, 18(3), 619–650.
- Naurah, N. (2025). Ekonomi dan Bisnis Potensi Besar Ekonomi Digital Indonesia pada 2025 Mendatang. *Good stats*. <https://goodstats.id/article/ekonomi-digital-ri-terbesar-di-asia-tenggara-pada-2021-ini-potensinya-pada-2025-mendatang-F6ehY>
- Nixon, A. E., Miceli, S., Stefano, G. Di, & Abbate, C. S. (2024). On the advantages and disadvantages of choice: future research directions in choice overload and its moderators. *Frontiers in Psychology*, 15(May), 1–9. <https://doi.org/10.3389/fpsyg.2024.1290359>
- Nugraha, A., & Soepatini. (2024). Pengaruh Social Media Marketing terhadap Brand Loyalty dengan Value Consciousness dan Brand Consciousness Sebagai Variabel Mediasi: Studi Kasus Pelanggan Kopi Janji Jiwa. *VISA: Journal of Visions and Ideas*, 4(1), 315–332. <https://doi.org/47467/visa.v4i1.1948>
- Nur, I., Kusuma, F., & Imaningsih, E. S. (2024). The Influence of Willingness to Pay, Customer Perceived Value, and Digital Marketing Strategy on Purchase Decision Mediated by Customer Trust in Home Appliances Brand. *International Journal of Innovative Science and Research Technology (IJISRT)*, 9(7). <https://doi.org/10.38124/ijisrt/ijisrt24jul1741>
- Nurdin, A. A., & Abidin, Z. (2023). The Influence of Recommendation System Quality on E-commerce Customer Loyalty with Cognition Affective Behavior Theory. *Journal of Advances in Information Systems and Technology*, 5(April), 1–11. <https://doi.org/10.15294/jaist.v5i1.65910>
- Panra, Z., Malik, A., & Bibi, A. (2024). Examining the Mediating Influence of Credibility Linking with Influencer Marketing and Online Customer Reviews on Customer Purchase Decision. *Global Management Sciences Review*. [https://doi.org/10.31703/gmsr.2024\(IX-IV\).01](https://doi.org/10.31703/gmsr.2024(IX-IV).01)
- Parasuraman, A; Berry, Leonard L; Zeithaml, V. A., Kelley, S. W., & Turley, L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 5–6. <http://linkinghub.elsevier.com/retrieve/pii/S0148296399000843>
- Rajalakshmi, V., & Golden, V. A. R. (2025). Analysing The Millennial and Gen Z Buying Behaviour of Dairy Product with Special Reference to Aavin Products of Tamil Nadu. *International Journal of Accounting and Economics Studies*, 12(2). <https://doi.org/10.14419/6d5s7n41>
- Romero, L., & Giulio, M. (2024). User's Dilemma: A Qualitative Study on the Influence of Netflix Recommender Systems on Choice Overload. *Psychological Studies*, 69(3), 349–367. <https://doi.org/10.1007/s12646-024-00807-0>

- Rosadi, B., Azhari, S. Z., & Saraswati, J. K. (2022). Understanding the Driver of Customer Purchase Decision: The Role of Customer Engagement and Brand Attachment. *Res Militaris*, 6(1), 53–60. <https://doi.org/10.30741/adv.v6i1.835>
- Salah, O. H., & Ayyash, M. M. (2024). E-commerce adoption by SMEs and its effect on marketing performance: An extended of TOE framework with AI integration, innovation culture, and customer tech-savviness. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(1), 100183. <https://doi.org/10.1016/j.joitmc.2023.100183>
- Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction Andreas. *Management Science Letters*, 10, 1077–1084. <https://doi.org/10.5267/j.msl.2019.11.001>
- Sari, I. P., Listiana, E., Rustam, M., & Saputra, P. (2023). The Impact of Complaint Handling and Service Quality on Customer Satisfaction and Customer Loyalty in Customers of Pontianak Branch of Bank Kalbar Syariah. *East African Scholars Journal of Economics, Business and Management*, 4464(1), 17–28. <https://doi.org/10.36349/easjebm.2023.v06i01.003>
- Sautova, Z., Harith, M., Amlus, B., & Suanda, J. (2025). Factors Influence on Malaysian Generation Z' Purchase Intention: Price Consciousness as a Moderating Variable. *Journal of Posthumanism*, 5(6), 3354–3379. <https://doi.org/10.63332/joph.v5i6.2455>
- Sin, L. G., & Yudha, B. M. S. H. (2020). Analisis Perbedaan Gaya Pengambilan Keputusan Pembelian Konsumen Laki-Laki dan Perempuan Akan Produk Suplemen Makanan di Kota Malang. *Media Ekonomi*, 19(2), 262–270. <https://doi.org/10.30595/medek.v19i02.7271>
- Siraj, A., Zhu, Y., & Chen, X. (2024). Executing marketing through a gender lens: a consumer purchase decision-making study in an emerging economy. *Arab Gulf Journal of Scientific Research*, 42(4). <https://doi.org/10.1108/AGJSR-02-2023-0064>
- Soegiarto, I., Tunas, B., Yasin, M., Sutawidjaya, A. H., & Syafarudin, A. (2019). The Strategy Transforming Purpose and Fundamental Management from the School of Meteorological, Climatological and Geophysical Agency Indonesia. *International Review of Management and Marketing*, 9(6), 120–127.
- Soni, N., & Dawra, J. (2020). Judgments of acquisition value and transaction value. *Journal of Indian Business Research*, 12(3), 389–410. <https://doi.org/10.1108/JIBR-06-2018-0170>
- Sury, K., Arief, M., & Asyik, N. F. (2024). Analyzing the effects of social media, customer-to-customer interactions, and traditional marketing on customer decision-making through brand preference: insights from Greater Jakarta's Insurance Market. *Research in Business & Social Science*, 13(4), 49–63. <https://doi.org/10.20525/ijrbs.v13i4.3401>
- Thai, N. T., & Peck, J. (2024). The effects of types of touch and haptic cues on choice overload. *Psychology and Marketing*, 41(9), 2013–2032. <https://doi.org/10.1002/mar.22024>
- Tirtayasa, S., & Rahmadana, M. F. (2025). Examining The Mediating Role of Electric Motorbike Purchase Decisions in Medan City, Indonesia. *International Journal of Accounting and Economics Studies*, 12(October 2023), 661–671. <https://doi.org/10.14419/t5g1r987>
- Toni, A., Candra, R., Huda, N., & Wijayanti, I. (2024). The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase. *Indonesian Journal of Halal Research*, 6(2). <https://doi.org/10.15575/ijhar.v6i2.34614>
- Tran, T. A., Pham, N. T., Pham, K. Van, Cam, L., & Nguyen, T. (2020). The Roles of Health Consciousness and Service Quality toward Customer Purchase Decision. *Journal of Asian Finance, Economics and Business*, 7(8), 345–351. <https://doi.org/10.13106/jafeb.2020.vol7.no8.345>
- Wang, Y., Ahmed, S. C., Deng, S., & Wang, H. (2019). Sustainability Success of Social Media Marketing Efforts in Retaining Sustainable Online Consumers: An Empirical Analysis on the Online Fashion Retail Market. *Sustainability (Switzerland)*, 11(13). <https://doi.org/10.3390/su11133596>
- Xie, J., Ye, L., Huang, W., & Ye, M. (2021). Understanding FinTech Platform Adoption: Impacts of Perceived Value and Perceived Risk. *Journal of Theoretical and Applied Electronic Commerce Research*, 1893–1911.

- Yang, F., Jiang, Y., & Paudel, K. P. (2021). Impact of Work-Value Awareness on Self-Rated Physical Health among Rural-to-Urban Migrant Workers in China. *Healthcare (Switzerland)*, 9(5), 1–17. <https://doi.org/10.3390/healthcare9050505>
- Youn, S., Hwang, J., & Ju, N. (2025). Blockchain transparency in reducing second-hand luxury shopping uncertainty and the role of price consciousness. *Fashion and Textiles*, 12(10). <https://doi.org/10.1186/s40691-025-00420-3>
- Yulianthini, N. N. (2023). Pengaruh Online Customer Review dan Price Consciousness terhadap Keputusan Pembelian pada Layanan Gofood melalui Aplikasi Gojek dengan Selera sebagai Variabel Mediasi. *Bisma: Jurnal Manajemen*, 9(2), 136–144. <https://doi.org/10.23887/bjm.v9i2.59721>
- Yum, K., & Kim, J. (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences (Switzerland)*, 14(13). <https://doi.org/10.3390/app14135763>
- Zhang, Y., Zhou, H., & Qin, J. (2022). Research on the Driving Factors of Collective Nostalgia and the Impact of Collective Nostalgia on National Brand Consciousness. *International Journal of Environmental Research and Public Health*, 19(24). <https://doi.org/10.3390/ijerph192416738>

Corresponding author

Merna Rosalina can be contacted at: 122012401030@std.trisakti.ac.id

