

Local Clothing Purchase Decisions among Students in Palembang under the Influence of Imported Apparel: Lifestyle, Expected Value, and Price Perception through Brand Image

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Abstrak

Studi ini menganalisis dinamika keputusan pembelian pakaian lokal oleh mahasiswa di Palembang di tengah dominasi produk impor. Terlepas dari kampanye yang luas untuk mendukung produk domestik, preferensi konsumen muda terhadap produk lokal masih menghadapi tantangan. Kebaruan studi ini terletak pada pengujian model struktural komprehensif yang mengintegrasikan Gaya Hidup, Nilai Harapan, dan Persepsi Harga sebagai variabel prediktor, dengan Citra Merek sebagai variabel mediasi pada Keputusan Pembelian. Data dikumpulkan dari 366 responden mahasiswa di Palembang dan dianalisis menggunakan Pemodelan Persamaan Struktural (SEM). Hasil menunjukkan bahwa Citra Merek secara signifikan memediasi pengaruh ketiga variabel independen (Gaya Hidup, Nilai Harapan, dan Persepsi Harga) pada Keputusan Pembelian. Secara empiris, Citra Merek memiliki pengaruh langsung terkuat pada Keputusan Pembelian (koefisien jalur 0,390) dibandingkan dengan variabel lainnya. Temuan ini menegaskan bahwa dalam konteks pembelian produk fesyen lokal, faktor harga dan nilai harus dikelola melalui penguatan citra merek terlebih dahulu. Implikasi manajerial menunjukkan bahwa produsen lokal harus memprioritaskan investasi dalam strategi branding yang kuat yang selaras dengan gaya hidup konsumen.

Kata kunci: Keputusan Pembelian, Gaya Hidup, Nilai yang Diharapkan, Persepsi Harga, Citra Merek

Abstract

This study analyzes the dynamics of local clothing purchasing decisions by students in Palembang amidst the dominance of imported products. Despite the widespread campaign to support domestic products, young consumers' preferences for local products still face challenges. The novelty of this study lies in testing a comprehensive structural model that integrates Lifestyle, Expected Value, and Price Perception as predictor variables, with Brand Image as a mediating variable on Purchase Decisions. Data were collected from 366 student respondents in Palembang and analyzed using Structural Equation Modeling (SEM). The results showed that Brand Image significantly mediated the influence of the three independent variables (Lifestyle, Expected Value, and Price Perception) on Purchase Decisions. Empirically, Brand Image has the strongest direct influence on Purchase Decisions (path coefficient 0.390) compared to other variables. This finding confirms that in the context of purchasing local fashion products, price and value factors must be managed through strengthening brand image

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first. Managerial implications suggest that local producers should prioritize investment in strong branding strategies that align with consumer lifestyles.

Keywords: *Purchasing Decision, Lifestyle, Expected Value, Price Perception, Brand Image.*

Introduction

Social media plays a significant role in shaping college students' preferences for local clothing. Influencers and celebrities often serve as role models for their clothing style, so their products tend to garner more attention from students. Therefore, local apparel manufacturers can leverage social media-based marketing strategies to increase their product appeal. National campaigns such as "Proudly Made in Indonesia" aim to increase appreciation for local products. However, the effectiveness of these campaigns still depends on how local products can meet consumer expectations in terms of quality, price, and design. College students, as dynamic young consumers, have high standards when choosing clothing, so local manufacturers need to continuously innovate to meet market demand (Yusran et al., 2025).

Accessibility to local products is also a factor influencing students' purchasing decisions. With e-commerce platforms, students now have easier access to a wide selection of local clothing. However, if local products lack sufficient visibility on digital platforms, they will lose out to more aggressively marketed imported products. Furthermore, brand loyalty also influences students' clothing choices. International brands are often associated with higher social status, so many students prefer well-known brands over lesser-known local brands. Therefore, local clothing manufacturers need to build a strong brand image to compete in the market. Students' clothing choices can also be influenced by their lifestyle. Students with a consumerist lifestyle tend to follow emerging fashion trends and are more easily influenced by new products emerging on the market. Conversely, students who are more aware of the importance of supporting local industries may prefer domestically produced clothing (Nisak & Sulistyowati, 2022).

Academically, Management students were the most active in online shopping, with 60 out of 69 students reporting frequent shopping. This was followed by other majors and Accounting, albeit in smaller numbers. Management students also had a

more diverse platform selection, with Shopee and Lazada dominating. This suggests that their understanding of market dynamics may influence digital consumer decisions. Semester-wise, first-year students (second and fourth semesters) demonstrated high levels of shopping activity, while senior students tended to be more selective. First-year students appeared to be more open to technology and online marketplace offerings. Based on university origin, Universitas Indo Global Mandiri accounted for the largest number of users, followed by PGRI and Muhammadiyah Palembang. Each campus had different platform preferences, although Shopee remained the top choice at nearly all institutions. These differences indicate that campus environment factors, available information, and social habits contribute to students' perceptions of shopping platforms. Overall, academic and institutional aspects influence the level of comfort and confidence in purchasing clothing products online.

Overall, students' perceptions of purchasing clothing through online marketplaces are very positive. High purchase frequency and high trust in marketplaces indicate that online shopping has become part of the student lifestyle. Shopee is the most trusted platform due to its perceived convenience, numerous promotions, and attractive appearance. Women show a greater interest in exploring online marketplaces, while men are more pragmatic and focused on functionality. Major, semester, and campus factors also play a significant role in shaping these consumption patterns. Younger students and those majoring in economics or management tend to be more enthusiastic about online shopping. Ease of transaction, product availability, and efficient delivery systems reinforce positive perceptions of e-commerce. Marketplaces that maintain their reputation and user trust will continue to be students' primary choice for meeting their clothing needs. With this trend, online marketplaces are predicted to continue to grow as a primary channel for clothing purchases for the younger generation. This strongly suggests that online marketplaces are not just places for buying and selling but also reflect modern, digital-based consumer behavior.

This research is expected to provide useful insights for local clothing manufacturers, academics, and the government in designing policies that can support

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the development of the domestic fashion industry. Thus, local products can be increasingly sought after by students and able to compete with imported products in the long term. One step taken to understand consumer needs and desires is to study consumer behavior. Schiffman and Kanuk (2010) in Sinulingga et al., (2023) define consumer behavior as the behavior displayed by consumers in searching for, purchasing, using, evaluating, and consuming products and services that they expect will satisfy their needs. Lifestyle can influence consumer interest in a product, and the products they buy must be able to express their lifestyle. Lifestyle is a person's pattern of living expressed in activities, interests, and opinions that can indicate how a person lives, spends money, and utilizes their time. Lifestyle Furthermore, a person's lifestyle can change at any time. This change can be caused by several factors, including socio-cultural developments, developments in educational levels, shifts in occupations, and the influence of technological and cultural developments coming from outside (Rosita & Intisari, 2023).

Based on initial observations through informal interviews and direct observation, it was found that the lifestyle of students in Palembang City is strongly influenced by global fashion trends. Students, especially those active on social media, tend to follow international fashion trends popularized by celebrities or influencers. Imported clothing is seen as a symbol of a modern lifestyle that can enhance self-image and provide confidence in social interactions. Furthermore, the fast and dynamic nature of global fashion trends makes imported clothing more suitable for the needs of students who live active and mobile lives. From the Expected Value aspect, students expressed high expectations for the quality, design, and durability of imported products. Imported clothing products are considered superior to local products due to their exclusive designs and better material quality. Students are willing to pay more if the product is perceived to provide long-term benefits, especially in terms of the latest trends and increased self-confidence. However, Price Perception is a variable factor among students. Students with high purchasing power perceive the price of imported clothing as commensurate with the quality and brand image offered. On the other hand, students with limited budgets consider the price of

imported products to be a barrier and tend to wait for promotions or discounts before making a purchase. Nevertheless, the perception of exclusivity and the global reputation of imported products remain a distinct attraction. Furthermore, brand image plays a crucial role in students' purchasing decisions. International brands are widely recognized and associated with a modern lifestyle, prestige, and high quality. Students place more trust in brands with a global reputation and often choose them because the products are worn by famous public figures, enhancing the impression of being trendy and classy (Gustiawan, 2024).

Overall, students' decisions to purchase imported clothing are influenced by a combination of factors. Lifestyle and brand image appear to be dominant in driving students to choose imported clothing, while price perception is a determining factor for those on a budget. The expected value of imported products also influences students' considerations, especially when they perceive the quality and exclusivity to be commensurate with the price paid (Rahman, 2019).

Based on the background above, in this dissertation the author raises the title "Dynamics of Student Decisions in Palembang in Purchasing Local Clothing amidst the Dominance of Imported Clothing Reviewed from the Side of Lifestyle Expected Value, Price Perception Through Brand Image".

Problem Formulation

Based on description phenomenon on background behind on, then the formula The problems in this research are as follows:

1. What is Life ? Style influential to decision student For buy local clothes in Palembang City ?
2. Is it expected? value influential to decision student to buy local clothes in Palembang City ?
3. What is perception ? price influential to decision student to buy local clothes in Palembang City ?
4. Does brand image influence students' decisions to buy local clothing in Palembang City ?
5. Whether Life Style influential to brand image ?

6. Whether expected value influential to brand image ?
7. Whether perception price influential to brand image ?
8. Whether influential to decision student through brand image to buy local clothes in Palembang City ?
9. What is the value influential to decision student to buy local clothes in Palembang City ?
10. Whether perception price influential to decision student to buy local clothes in Palembang City?

Research Updates

By using brand image as a mediating variable, this study provides a new perspective on how external factors can influence purchasing decisions indirectly through brand perception.

Theoretical Basis

1. Theory of Planned Behavior

The theory of planned behavior aims to predict and understand the impact of behavioral intentions, identify strategies for changing behavior, and explain actual human behavior. The theory of planned behavior assumes that rational humans will systematically use available information and then understand the impact of their behavior before deciding to perform that behavior (Jacobs & Patty, 2024). The theory of planned behavior (TPB) recognizes the possibility that many behaviors are entirely under the individual's control. In the theory of planned behavior, the behavior displayed by an individual arises from an intention to behave. Intention is an indication of how hard a person tries to perform a behavior.

2. Purchasing Decision

Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical efficiency, people and processes, thus forming an attitude in consumers to

manage all information and draw conclusions in the form of responses that arise regarding what products will be purchased (Irianda & Yamini, 2023).

From the definitions explained previously, it can be understood that purchasing decisions are the result of a thought process influenced by various factors. Consumers don't make decisions immediately, but rather go through a complex process of consideration. They evaluate many factors before making a final choice regarding a product or service. This decision is influenced not only by needs but also by perceptions, emotions, and available information.

3. Lifestyle

Suharto & Suryoko (2021) state that lifestyle is broadly defined as a way of life identified by how people spend their time, what they think about themselves, and the world around them. Meanwhile, according to Mowen & Minor (2002) in Utomo & Prasetyanta (2017), lifestyle is a person's pattern of behavior, shopping habits, and time allocation. Lifestyle is a behavior that reflects the real issues in a customer's mind, which tends to be intertwined with various issues related to the consumer's emotions and psychology.

4. Expected Value

Expectations are a determinant of consumer satisfaction, playing a crucial role as a benchmark for measuring the quality of a product consumed and as an initial cue influencing purchasing behavior (Maulana & Hadita, 2024). According to Olson and Dover (1979) in Woestho (2017), before using or purchasing a product, customers have preconceived notions about its performance, which serve as benchmarks against which the product can be evaluated. Every uncertain event always has a chance of occurring. The collection of these possible outcomes is known as Expected Value.

5. Definition of Price

Price is the amount of money charged for a product or service, or the sum of the values exchanged by customers to obtain the benefits of owning or using a product or

service. From this definition, it is explained that price is an important element in a sale, with the existence of a price, the seller or producer will gain benefits for the continuity of their business. In addition, price is also a tool that will later be used as an exchange process for a good or service by consumers (Marlius & Jovanka, 2023).

6. Understanding Brand Image.

Conceptually, image is the public's perception of a company or product. Image is influenced by many factors beyond the company's control. According to Kotler (2009) in Indriani (2023), image is a person's beliefs, ideas, and impressions of something. Image is the impression, feeling, or perception held by the public regarding a company, an object, a person, or an institution. For a company, image means the public's perception of the company's identity. This perception is based on what the public knows or thinks about the company in question. Therefore, the same company does not necessarily have the same image in front of people. Company image is one of the guidelines for consumers in making important decisions. For example: decisions to buy an item, decisions to choose a place to stay, decisions to consume food and drinks, courses, schools. A good image will have a positive impact on the company, while a bad image will have a negative impact and weaken the company's ability to compete (Yunaida, 2018).

7. Previous Research

Conceptually, image is the public's perception of a company or product. Image is influenced by many factors beyond the company's control. According to Kotler (2009) in Indriani (2023), image is a person's beliefs, ideas, and impressions of something. Image is the impression, feeling, or perception held by the public regarding a company, an object, a person, or an institution. For a company, image means the public's perception of the company's identity. This perception is based on what the public knows or thinks about the company in question. Therefore, the same company does not necessarily have the same image in front of people. Company image is one of the guidelines for consumers in making important decisions. For example:

decisions to buy an item, decisions to choose a place to stay, decisions to consume food and drinks, courses, schools. A good image will have a positive impact on the company, while a bad image will have a negative impact and weaken the company's ability to compete (Yunaida, 2018).

Another study conducted by Kaur & Malik (2015) explains that this study found that Advertising for brands has the strongest predictor of consumer preferences, followed by quality, and original and stylish Land has less predictor of consumer preferences. Overall, the survey shows that Delhi consumers have a positive attitude towards international clothing brands and the influence of variables has many implications for both academic and market views.

Research conducted by Tee et al. (2015) explains that the country of origin of a product has a significant positive influence on consumer preferences in choosing international brands. Quality also has a significant positive influence on consumer preferences in choosing international brands. Fashion lifestyle also has a significant positive influence on consumer preferences in choosing international brands. Brand image has a significant positive influence on consumer preferences in choosing international brands. Promotion also has a significant positive influence on consumer preferences in choosing international brands.

Research conducted by Cupian et al. (2023) explains that the results of the study indicate that lifestyle, Islamic branding, and e-service quality have a positive and significant influence on online Muslim fashion product purchasing decisions via Instagram. Another study conducted by Pitaloka et al. (2022) states that a person's lifestyle is usually not permanent and changes quickly. Lifestyle will change consumer consumption patterns.

8. Framework Thinking

The variables used in this study were *Lifestyle*, *Expected Value*, Perceived Price, and Brand Image, all significantly influencing students' decisions to purchase imported clothing in Palembang. Some of the variables used in this study were *Lifestyle*, *Expected Value*, Perceived Price, and Brand Image.

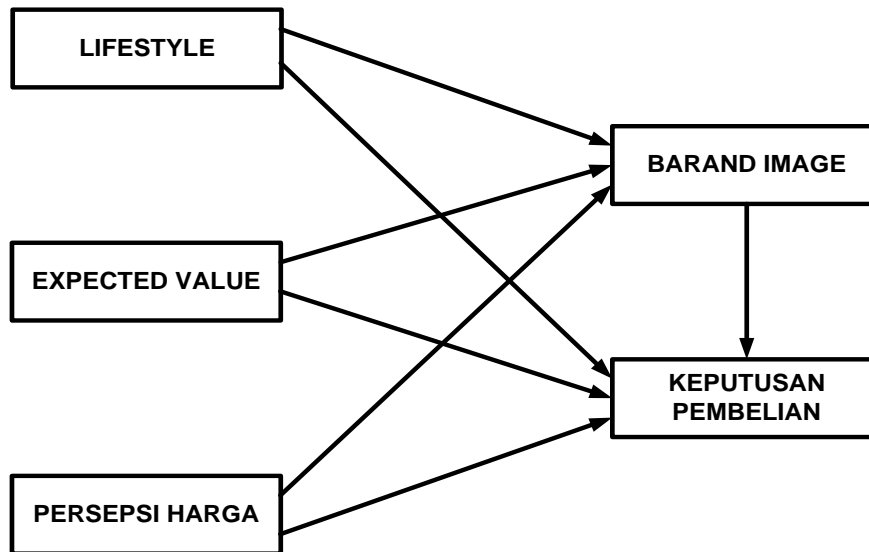


Figure 2.1.
Framework

9. Research Hypothesis

The hypothesis of this research is

H1: Lifestyle influences purchasing decisions

H2: Expected value influences purchasing decisions

H3: Price perception influences purchasing decisions

H4: Brand image influences purchasing decisions

H5: Lifestyle influences brand image

H6: Expected value has an effect on brand image

H7; Price perception influences brand image

H8: Lifestyle influences purchasing decisions through brand image.

H9: Expected value influences purchasing decisions through brand image

H10: Price perception influences purchasing decisions through brand image.

Research Methods

1. Space Scope of Research.

This study discusses the opportunity factors that are suspected to influence the

decision of Palembang City students to purchase imported clothing (Z). These factors are Lifestyle (X1), Expected Value (X2), Price Perception (X3), and Brand Image (Y).

2. Objects and Research Location .

This research was conducted on students from five universities in Palembang City. The basis for determining these universities was based on the 2024 Uni Rank of Universities in Palembang City, namely: Bina Darma University, Muhammadiyah University of Palembang, PGRI University of Palembang, MDP University of Palembang, and Indo Global Mandiri University of Palembang (UNIRANK Data, 2024).

3. Type Data And Data source .

The type of data used in this study is primary data in the form of *cross-section data* obtained from respondents including data on *Lifestyle* (X1), *Expected Value* (X2), *Price Perception* (X3), and *Brand Image* (Y1). The data source is in study is student 5 college tall in City Palembang.

4. Method Analysis Data.

The natural data analysis method of this research uses the Structural Equation Modeling (SEM) analysis tool using the partial least square (PLS) program SmartPLS version 4. According to (Latan & Ghozali, 2012) , Partial Least Square is a powerful indeterminacy factor analysis method because it does not assume that the data must be measured on a certain scale, the number of samples is small. PLS is also used to measure the relationship of each indicator with its construct and can be used for bootstrapping tests on structural models that are outer models and inner models.

Results And Discussion

Based on the research variables presented, there is a hypothesized causal relationship between four independent variables and one dependent variable through a mediating variable. Brand Image acts as a mediating variable influenced by three main independent variables, namely Expected Value, Lifestyle, and Price Perception. In addition, the variables Expected Value, Lifestyle, and Price Perception

simultaneously also have a direct influence on the dependent variable, namely Purchase Decision. Meanwhile, Brand Image itself, as a variable formed from these factors, is also hypothesized to have a significant direct influence on Purchase Decision. Thus, this research model examines how consumer expectations (Expected Value), lifestyle (Lifestyle), and assessment of price (Price Perception) influence consumers to make Purchase Decisions, both directly and indirectly through the formation of Brand Image.

Table 4.1.
Hypothesis Testing for Direct Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Purchase Decision	0.390	0.392	0.093	4,208	0.000
Expected Value -> Brand Image	0.261	0.258	0.077	3,388	0.001
Expected Value-> Purchase Decision	0.179	0.179	0.078	2,300	0.021
Lifestyle -> Brand Image	0.309	0.309	0.065	4,743	0.000
Lifestyle -> Purchase Decision	0.194	0.192	0.068	2,830	0.005
Price Perception -> Brand Image	0.271	0.276	0.072	3,772	0.000
Price Perception -> Purchase Decision	0.170	0.170	0.078	2,179	0.029

Source: Research Data Processing, 2025.

The First Hypothesis (H1), the direct influence of Lifestyle (X1) on the Decision to Purchase Local Clothing (Z1) is also proven to be significant with a positive direction. The path coefficient (O) is 0.194, and the P value is 0.005. Because the P value <0.05 and the T statistic value (2.830) is quite high, the hypothesis stating no

influence is rejected. Therefore, it can be concluded that Lifestyle (X1) has a significant and positive direct influence on the Decision to Purchase Local Clothing (Z1), indicating that an increase in Lifestyle (X1) contributes to an increase in the Decision to Purchase Local Clothing (Z1), although with a slightly smaller influence strength compared to the influence of Lifestyle (X1) on the Decision to Purchase Local Clothing (Y1).

The Second Hypothesis (H2), the direct influence of Expected Value (X2) on the Local Clothing Purchase Decision (Z1) was also found to be statistically significant. The path coefficient (O) is 0.179 with a P value of 0.021. Although this P value is greater than the other paths, it is still below the significance limit of $\alpha = 0.05$. The T statistic value (2.300) indicates statistical sufficiency to reject the null hypothesis. Thus, Expected Value (X2) is proven to have a significant and positive direct influence on the Local Clothing Purchase Decision (Z1).

Third Hypothesis (H3), Analysis for the direct influence path of Price Perception (X3) on the Decision to Purchase Local Clothing (Z1) shows a path coefficient (O) of 0.170 and is proven to be significant. The P value is 0.029, which is still below the threshold of 0.05, and the T statistic value (2.179) supports the rejection of the null hypothesis. Therefore, it can be concluded that Price Perception (X3) has a significant and positive direct influence on the Decision to Purchase Local Clothing (Z1), although it is the weakest direct influence among other independent variables on the Decision to Purchase Local Clothing (Z1).

The Fourth Hypothesis (H4), the direct influence path of the mediating variable Brand Image (Y1) on the Local Clothing Purchase Decision (Z1) shows a positive and strongest path coefficient among all the paths tested, namely 0.390. The resulting P value is 0.000, indicating very high significance. With a T statistic value of 4.208, the null hypothesis is strongly rejected. This confirms that Brand Image (Y1) has a very significant and positive direct influence on the Local Clothing Purchase Decision (Z1), indicating the important role of Brand Image (Y1) as a direct predictor of the Local Clothing Purchase Decision (Z1) in the model.

The Fifth Hypothesis (H5), the direct influence path from Lifestyle (X1) to Brand Image (Y1) shows a positive and statistically significant path coefficient. *The Original*

Sample (O) value is 0.309 with a very small P value, namely 0.000. Because this P value is far below the general significance limit (for example, alpha value = 0.05 or 0.01), and the T statistic value (4.743) exceeds the critical value, the null hypothesis (no influence) is rejected. This means that Lifestyle (X1) is proven to have a significant and positive direct influence on Brand Image (Y1), where an increase in the Lifestyle variable (X1) will be followed by an increase in Brand Image (Y1).

The Sixth Hypothesis (H6), the direct influence path from Expected Value (X2) to Brand Image (Y1), the path coefficient (O) is 0.261 and is proven to be significant. The resulting P value is 0.001, which is much smaller than 0.05. With a T statistic value of 3.388, the null hypothesis is rejected. This shows that Expected Value (X2) has a significant and positive direct influence on Brand Image (Y1), confirming that the Expected Value (X2) variable is an important predictor for Brand Image (Y1).

The Seventh Hypothesis (H7), the path from Price Perception (X3) to Brand Image (Y1) shows a path coefficient (O) of 0.271 and has a high level of significance. The resulting P value is 0.000, and the T statistic value is 3.772. This strong significance justifies the rejection of the null hypothesis. It can be concluded that Price Perception (X3) has a significant and positive direct influence on Brand Image (Y1), making it one of the strong exogenous variables in predicting Brand Image (Y1).

2. Indirect Influence.

These three variable interactions demonstrate the central role of Brand Image as a full or partial mediating variable in the consumer decision-making process. First, consumers' Expected Value influences the formation of a product's Brand Image, which in turn determines the consumer's Purchasing Decision. Second, consumers' lifestyles influence how they perceive Brand Image, and the resulting brand image then influences the Purchasing Decision. Finally, how consumers assess price, or Price Perception, shapes Brand Image, and this Brand Image then becomes a determining factor in the Purchasing Decision. Collectively, these interactions underscore that the effectiveness of expected value, lifestyle, and price perception in driving purchasing

decisions is not always direct, but is often significantly mediated by the perception and brand image successfully built in the minds of consumers.

Table 4.2.
Hypothesis Testing for Indirect Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Expected Value -> Brand Image -> Purchase Decision	0.102	0.100	0.038	2,670	0.008
Lifestyle -> Brand Image -> Purchase Decision	0.121	0.122	0.042	2,903	0.004
Price Perception -> Brand Image -> Purchase Decision	0.106	0.108	0.037	2,824	0.005

Source: Research Data Processing, 2025.

The first indirect effect hypothesis (H8), data analysis shows a significant and strongest indirect effect of consumer Lifestyle on Purchasing Decisions with Brand Image as a mediating variable. The indirect path coefficient (*Original Sample (O)*) of this interaction is the highest among the three interactions, reaching 0.121. This value implies that the influence of *Lifestyle on Purchasing Decisions* operated through *Brand Image* is more substantial compared to other independent variables. The significance of this relationship is confirmed by the *T statistics value* of 2.903 and a very small *P value* , namely 0.004, which fully supports the acceptance of this mediation hypothesis.

The second indirect effect hypothesis (H9), the test results show that there is a significant indirect effect of Expected Value on Purchasing Decisions mediated by Brand Image. The resulting indirect path coefficient value (*Original Sample (O)*) is 0.102, which indicates that every one unit increase in *Expected Value* will increase *Purchasing Decisions* through *Brand Image* by 0.102 units. With a *T statistics value* of 2.670, and supported by a *P value* of 0.008 (which is much smaller than the significance threshold of 0.05), the hypothesis regarding this mediation can be accepted.

The third indirect influence hypothesis (H10), statistical testing confirms the existence of a significant indirect influence of Price Perception on Purchasing Decisions mediated by Brand Image. The indirect path coefficient (*Original Sample (O)*) was recorded at 0.106, indicating that consumer perception of price influences *Purchasing Decisions* through the *Brand Image formation mechanism*. With *T statistics* of 2.824 and a *P value* of 0.005, this mediation hypothesis is also accepted because the *P value* is far below the 0.05 limit.

3. Data Discussion.

Based on the results of the research data estimation above, the following research discussion results can be outlined:

1. The First Hypothesis (H1), the direct influence of Lifestyle (X1) on the Local Clothing Purchase Decision (Z1) is also proven to be significant with a positive direction. The path coefficient (O) is 0.194, and the *P value* is 0.005. Because the *P value* < 0.05 and the *T statistic value* (2.830) is quite high, the hypothesis stating no influence is rejected. Therefore, it can be concluded that Lifestyle (X1) has a significant and positive direct influence on the Local Clothing Purchase Decision (Z1), indicating that an increase in Lifestyle (X1) contributes to an increase in the Local Clothing Purchase Decision (Z1), although with a slightly smaller influence strength than the influence of Lifestyle (X1) on the Local Clothing Purchase Decision (Y1). This study is in line with research conducted by Prastiwi & Rahmawan (2023) showing that lifestyle has a partial influence on fast fashion clothing purchase decisions simultaneously with other variables such as price. This confirms that lifestyle is one of the main constructs that mobilize purchasing preferences in fashion product categories that are in contact with clothing. Other supporting research was conducted by Arista & Fikriyah (2022), lifestyle plays an important role as a determinant in clothing purchasing decisions that are local or compete with international brands, especially when associated with perceived value and brand image.

2. The Second Hypothesis (H2), the direct influence of Expected Value (X2) on the Purchase Decision of Local Clothing (Z1) was also found to be statistically significant. The path coefficient (O) is 0.179 with a P value of 0.021. Although this P value is greater than the other paths, it is still below the significance limit of $\alpha = 0.05$. The T statistic value (2.300) indicates statistical sufficiency to reject the null hypothesis. Thus, Expected Value (X2) is proven to have a significant and positive direct influence on the Purchase Decision of Local Clothing (Z1). This is in line with research conducted by Jia et al. (2022) which states that expected value plays a significant role in predicting local clothing purchase decisions through a mechanism of perceived value that includes functional, social, and emotional values. These values shape purchase intentions which in turn imply purchase decisions, especially when local products emphasize quality, price, and sustainability.
3. The Third Hypothesis (H3), the analysis for the direct influence path of Price Perception (X3) on the Purchase Decision of Local Clothing (Z1) shows a path coefficient (O) of 0.170 and is proven to be significant. The P value is 0.029, which is still below the threshold of 0.05, and the T statistic value (2.179) supports the rejection of the null hypothesis. Therefore, it can be concluded that Price Perception (X3) has a significant and positive direct influence on the Purchase Decision of Local Clothing (Z1), although it is the weakest direct influence among other independent variables on the Purchase Decision of Local Clothing (Z1). This is in line with research conducted by Akbar et al. (2022) which states that the results of the hypothesis test show that price perception, e-promotion, and brand image have a positive and significant influence on purchasing decisions.
4. The Fourth Hypothesis (H4), the direct influence path of the mediating variable Brand Image (Y1) on the Purchase Decision of Local Clothing (Z1) shows a positive and strongest path coefficient among all the paths tested, namely 0.390. The resulting P value is 0.000, indicating very high significance. With a T statistic value of 4.208, the null hypothesis is strongly rejected. This confirms that Brand Image (Y1) has a very significant and positive direct influence on the Purchase

Decision of Local Clothing (Z1), indicating the important role of Brand Image (Y1) as a direct predictor of the Purchase Decision of Local Clothing (Z1) in the model. This research is in accordance with research conducted by Handayani (2022) which explains that brand image consistently appears as a positive and significant predictor of the purchase decision of local clothing and related fashion products. Various studies show that brand image influences consumers' subjective evaluations of products and directly increases purchase intentions and actual purchases.

5. The Fifth Hypothesis (H5), the direct influence path from Lifestyle (X1) to Brand Image (Y1) shows a positive and statistically significant path coefficient. *The Original Sample* (O) value is 0.309 with a very small P value, namely 0.000. Because this P value is far below the general significance limit (for example, alpha value = 0.05 or 0.01), and the T-statistic value (4.743) exceeds the critical value, the null hypothesis (no influence) is rejected. This means that Lifestyle (X1) is proven to have a significant and positive direct influence on Brand Image (Y1), where an increase in the Lifestyle variable (X1) will be followed by an increase in Brand Image (Y1). This is in accordance with research conducted by Meistoh & Hadita (2022) based on the results of the study, the coefficient value of Hedonic Lifestyle on Brand Image is 0.380 and the T-statistic is 4.935. From these results, it is stated that the T-statistic has a significant effect because it is > 1.96 with a p-value of $0.000 < 0.05$ so that the second hypothesis is accepted. Thus, it can be stated that the Hedonic Lifestyle has a positive and significant effect on Brand Image.
6. The Sixth Hypothesis (H6), the direct influence path from Expected Value (X2) to Brand Image (Y1), the path coefficient (O) is 0.261 and is proven to be significant. The resulting P value is 0.001, which is much smaller than 0.05. With a T statistic value of 3.388, the null hypothesis is rejected. This shows that Expected Value (X2) has a significant and positive direct influence on Brand Image (Y1), confirming that the Expected Value (X2) variable is an important predictor for Brand Image (Y1). This study is in line with the study conducted

by Jia et al. (2022) which states that there is a significant influence between Expected Value and Brand Image, although brand image acts as a mediating variable between Expected Value and product purchasing decisions with the help of m-commerce.

7. The Seventh Hypothesis (H7), the path from Price Perception (X3) to Brand Image (Y1) shows a path coefficient (O) of 0.271 and has a high level of significance. The resulting P value is 0.000, and the T statistic value is 3.772. This strong significance justifies the rejection of the null hypothesis. It can be concluded that Price Perception (X3) has a significant and positive direct influence on Brand Image (Y1), making it one of the strong exogenous variables in predicting Brand Image (Y1). This is in line with the results of research conducted by Ananda & Astono (2024) which revealed that price perception has a positive and significant effect on brand image because the price offered by Adidas is lower than its close competitors and this will create a good price perception in the eyes of consumers, thereby improving the Adidas brand image.
8. The first indirect effect hypothesis (H8), data analysis shows a significant and strongest indirect effect of consumer Lifestyle on Purchasing Decisions with Brand Image as a mediating variable. The indirect path coefficient (*Original Sample* (O)) of this interaction is the highest among the three interactions, reaching 0.121. This value implies that the influence of *Lifestyle* on *Purchasing Decisions* operated through *Brand Image* is more substantial compared to other independent variables. The significance of this relationship is confirmed by the *T statistic value* of 2.903 and the very small *P value* of 0.004, which fully supports the acceptance of this mediation hypothesis. This finding confirms that the alignment between the consumer's lifestyle (values, activities, and interests) and the image projected by the brand is very important. *Lifestyle* serves as a lens through which consumers evaluate and internalize Brand Image; if the brand is perceived to represent or facilitate the desired lifestyle, the brand image will be strengthened. This personalized brand image is what ultimately succeeds in converting *Lifestyle preferences* into real and sustainable Purchasing Decisions.

The consistency between *Original Sample* (0.121) and *Sample Mean* (0.122) supported by a small standard deviation (0.042) indicates the validity and precision of the model findings are high. This research is in line with the research conducted by Mawardy and Lestari (2023), where the results of their research stated that the mediating role of Brand Image on the influence of Lifestyle on Purchasing Decisions with a t-statistic of 2.708 and p-values of 0.007, which means that Lifestyle has a positive effect on Purchasing Decisions through Brand Image. This is in line with the research conducted by Yuriananda & Mahargiono, (2023) which stated that the direct effect of Lifestyle variables on Purchasing Decision variables is 0.412, the direct effect of Lifestyle variables on Brand Image variables is 0.202, the direct effect of Brand Image variables on Purchasing Decision variables is 0.242, the indirect effect of Lifestyle on Purchasing Decisions is mediated by Brand Image with a value of $0.202 \times 0.242 = 0.048$. It can be concluded that the path coefficient value of Lifestyle on Purchasing Decisions is 0.412. While the coefficient value of Lifestyle on Purchasing Decisions through Brand Image as an intervening variable is 0.048. So it can be concluded that Brand Image is able to mediate between Lifestyle and Purchasing Decisions because the coefficient value of the indirect influence between Lifestyle on Purchasing Decisions through Brand Image is smaller than the coefficient value of the direct influence of Lifestyle on Purchasing Decisions.

9. The second indirect effect hypothesis (H9), the test results indicate that there is a significant indirect effect of Expected Value on Purchasing Decisions mediated by Brand Image. The resulting indirect path coefficient value (*Original Sample (O)*) is 0.102, which indicates that every one unit increase in Expected Value will increase *Purchasing Decisions* through *Brand Image* by 0.102 units. With a *T-statistic value* of 2.670, and supported by a *P-value* of 0.008 (which is much smaller than the significance threshold of 0.05), the hypothesis regarding this mediation can be accepted. This provides strong empirical evidence that the hopes and expectations of value held by consumers play a crucial role in shaping the Brand Image of a product or brand. A positive and strong brand image

created from the fulfillment of these value expectations then becomes the main driving factor for consumers in making Purchasing Decisions. Practically, this means that companies must focus not only on product features, but also on managing consumer expectations, because *Expected Value* functions as a "mediation" towards sales success through building a strong *Brand Image*. *The Sample Mean (M)* coefficient of 0.100, which is very close to *the Original Sample (O)*, further strengthens the reliability and stability of these findings across bootstrap samples.

10. The third indirect effect hypothesis (H10), statistical testing confirmed the existence of a significant indirect effect of Price Perception on Purchasing Decisions mediated by Brand Image. The indirect path coefficient (*Original Sample (O)*) was recorded at 0.106, indicating that consumer perceptions of price influence *Purchasing Decisions* through the mechanism of *Brand Image formation*. With *T statistics* of 2.824 and a *P value* of 0.005, this mediation hypothesis is also accepted because the *P value* is far below the 0.05 limit. These results emphasize that prices are not only assessed absolutely, but also relatively in relation to the image and value offered by the brand. Consumers tend to view price as an indicator of quality and status, where price perceptions that align with a premium brand image or the value offered will strengthen Brand Image. When Price Perception is considered reasonable, appropriate, or even profitable for the perceived value, this creates a positive Brand Image. This positive *Brand Image* then acts as a strong driver in following up with Purchasing Decisions, indicating that the right price value must be strategically integrated with *branding efforts*. The closeness between *the Original Sample (0.106)* and *the Sample Mean (0.108)* once again confirms the stability of the results of this model test. Similar research was also conducted by Akhyani (2023) who stated that price perception influences purchasing decisions in MSMEs in Demang Regency.

Conclusion

Based on the PLS-SEM analysis that has been carried out, all research hypotheses are accepted, resulting in the following main conclusions regarding the Decisions of Students in Palembang in Purchasing Local Clothing, namely:

1. Direct Influence.
 - a. Lifestyle has been shown to have a positive and significant influence on students' purchasing decisions for local clothing. This means that the more relevant local clothing is to students' lifestyles (social status, activities, and personal opinions), the higher their purchasing decisions.
 - b. Expected Value has been shown to have a positive and significant influence on purchasing decisions. Palembang students decided to purchase local clothing because they believed the products provided benefits and value comparable to their expectations, even comparable to imported products.
 - c. Price perception has been shown to have a positive and significant influence on purchasing decisions. Students tend to purchase when they perceive local clothing prices to be reasonable, appropriate, or provide good value for money.
 - d. Brand image is the strongest direct predictor. A strong, positive, and relevant brand image is the primary determinant driving students' decisions to purchase local clothing.
 - e. Lifestyle has the strongest and most significant influence in shaping the brand image of local clothing. Brands that successfully align with students' lifestyle aspirations and self-expression needs will build a strong brand image.
 - f. Expected Value also has a positive and significant impact on Brand Image. When a product consistently meets or exceeds expected quality (e.g., durability, comfort, up-to-date design), the brand image in the eyes of students improves.
 - g. Price perception has been shown to have a positive and significant impact on brand image. Prices perceived as proportional to the overall quality and brand image strengthen the image of local brands in the minds of consumers.

2. Indirect Influence

Brand image effectively mediates the influence of lifestyle, expected value, and perceived price on purchasing decisions. This means that the influence of lifestyle, expected value, and price is not entirely direct; instead, students must first form a positive brand image before they actually decide to purchase local clothing.

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