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A Perspective of Theory of Reasoned Action and Planned Behavior: Purchase Decision

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Abstract: This research addresses the inconsistencies in findings related to celebrity endorsers, brand image, and trust level that influence buying interest to drive purchase decisions for the 3Second brand product. The role of buying interest represents a novel aspect of this study, further explored through the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA). A quantitative approach involved 100 respondents using the 3Second brand products across Central Java, Indonesia. Data analysis was conducted using SEM-PLS software to develop a structural theory by exploring the relationships between constructs based on TRA and TPB theories. The findings indicate that buying interest significantly contributes, directly and indirectly, to leverage consumer behaviour in making purchase decisions influenced by celebrity endorsers, brand image, and trust level. Additionally, the theoretical implications of TRA and TPB highlight that these theories primarily assume individuals are rational in considering their actions and the implications of those actions.
Keywords: Celebrity Endorser; Brand Image; Trust Level; Buying Interest; Purchase Decision.

Abstrak: Penelitian ini membahas ketidakkonsistenan dalam temuan terkait dengan endorser selebriti, citra merek, dan tingkat kepercayaan yang mempengaruhi minat beli untuk mendorong keputusan pembelian untuk produk merek 3Second. Peran minat beli merupakan aspek baru dari penelitian ini, dieksplorasi lebih lanjut melalui Teori Perilaku Terencana (TPB) dan Teori Tindakan Beralasan (TRA). Pendekatan kuantitatif melibatkan 100 responden yang menggunakan produk merek 3Second di Jawa Tengah, Indonesia. Analisis data dilakukan dengan menggunakan perangkat lunak SEM-PLS untuk mengembangkan teori struktural dengan mengeksplorasi hubungan antara konstruk berdasarkan teori TRA dan TPB. Temuan menunjukkan bahwa minat beli berkontribusi secara signifikan, secara langsung dan tidak langsung, untuk meningkatkan perilaku konsumen dalam membuat keputusan pembelian yang dipengaruhi oleh endorser selebriti, citra merek, dan tingkat kepercayaan. Selain itu, implikasi teoritis TRA dan TPB menekankan bahwa teori-teori ini terutama mengasumsikan individu rasional dalam mempertimbangkan tindakan mereka dan implikasi dari tindakan tersebut.
Kata Kunci: Endorser Selebriti; Citra Merek; Tingkat Kepercayaan; Minat Beli; Keputusan Pembelian.

INTRODUCTION

A study of the fashion industry reveals that brand image, self-conformity, perceived value, and product quality significantly influence consumer behaviour and purchasing decisions. The Theory of Reasoned Action (TRA) supports these personal elements by asserting that an individual's attitude toward an action, subjective norms, and perceived control over behaviour shape their inclination to act (Wagner & Heinzel, 2020). Additionally, celebrity endorsements are pivotal in the fashion industry, significantly impacting customer engagement, purchasing intentions, and attitudes toward luxury and sustainable products. Field research indicates celebrity endorsements strongly influence purchasing intentions (Cuomo et al., 2019). A study in the United Kingdom found that

fashion innovators rely on media and celebrities for fashion information, which increases their shopping frequency and spending on clothing (Rahman et al., 2020). (Wang et al., 2019) discovered that as fashion trends evolve, consumers' green trust and perceived consumer effectiveness serve as mediators between product knowledge and green purchasing intentions. The study suggests that consumers' belief in the environmental benefits of a product influences their sustainable purchasing intentions. Furthermore, (Guerreiro & Pacheco, 2021) found that fashion consumers' trust in the legitimacy of green claims significantly affects their purchasing behaviour.

TRA and TPB perspectives help marketing scientists understand buying fashion product names such as *3 Second*: consumer attitudes, subjective norms, and control of perceived behaviour influence purchasing intentions and behaviours. **Firstly**, the TPB theory explains how quality perceptions, trends, and aesthetic values shape consumer views of products. Optimistic consumers have a better intention of buying. **Second**, subjective norms or social forces influence fashion purchases. Friendship and family support drive purchases (Seo, 2019). **Third,** perceived behavioural control refers to how affordable and economical a product is for consumers (Sun & Wang, 2020).

Findings that celebrity endorsers do not influence purchasing decisions vary (Paul & Bhakar, 2018). According to research, celebrity endorsements improve brand reputation and purchasing inclinations (Wu et al., 2021). Celebrity success roles link brand values to celebrity images, driving sales (McKeown & Shearer, 2019). Consumers' perceptions of celebrities are positive, leading them to believe that a celebrity represents wealth and fame as a brand attribute that can be transferred to the brands they support, influencing purchasing decisions (Blázquez et al., 2020; Jin & Ryu, 2019; Muniz et al., 2023). Furthermore, (Rahayu et al., 2023) found that brand image negatively and insignificantly affected purchasing decisions. According to (Yu et al., 2018), while brand image can harm the severity of information received by consumers, it does not affect attitude or intention. Given this, any unfavourable information customers acquire will hurt customer memory, reducing brand commitment and familiarity. However, the conclusion that a brand's authenticity can create a distinct and lasting brand image for customers can affect consumer purchasing decisions (Becker et al., 2018). Another support, the brand image perspective on the impact of augmented reality (AR) on sales, might alleviate the uncertainty of product compatibility during online purchases via social media (Harrigan et al., 2021), consequently positively impacting purchasing behaviour (Tan et al., 2021). As a result of the inconsistency of previous studies' findings, this study seeks to investigate the role of buying interest in bridging the gap and exploring the contribution of buying interest to providing leverage on purchasing decisions based on celebrity endorser encouragement, brand image, and the level of trust in fashion brand *3Second* products.

The novelty of this study lies in its focus on buying interest as a key mediator, linking celebrity endorsements, brand image, and trust to consumer purchasing decisions. While previous research has thoroughly examined the individual roles of these factors, there is limited investigation into how they function within a single framework, with buying interest as the connecting variable. This study addresses that gap by proposing that buying interest significantly enhances the impact of celebrity endorsements and brand image on purchasing decisions. Moreover, it provides new insights into how consumer trust in fashion brands like 3Second, driven by social media interactions and ethical advertising, can be better understood through the lens of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). By emphasizing the mediating role of buying interest, this study

introduces a fresh perspective that clarifies the individual effects of celebrity endorsements and brand image and offers a deeper theoretical understanding of how these variables influence purchasing behaviour. This integrated approach addresses a critical gap in the existing literature. It offers a comprehensive understanding of how consumer behaviour in the fashion industry can be leveraged to enhance brand strategies.

Trust plays a vital role in influencing the intention to purchase fashion-related items, especially in social media, where brand image holds significant sway (Harrigan et al., 2021). In contrast to previous research findings, (Majeed et al., 2022) found that consumer concerns negatively influence purchasing decisions. (Osburg et al., 2019) found that mistrust negatively impacts ethical consumption. Confidence in ethical advertising significantly impacts consumers' willingness to choose ethical products. However, if there is a lack of confidence, it can have the opposite effect. Trust and mistrust can affect consumer behaviour, with mistrust influencing purchasing decisions uniquely.

Utilizing the TRA, this study presents a compelling case that buying interest, acting as a mediator, can connect the impact of celebrity endorsers, brand image, and confidence levels to consumer purchasing decisions. According to TRA, a person's behaviour is influenced by their intention to engage in that behaviour, which is shaped by their subjective attitudes and norms. Previous studies should have highlighted the importance of TRA's approach to understanding how actions can influence purchase decisions. This research makes a valuable contribution by exploring the role of celebrity endorsers, brand image builders, and confidence levels in shaping positive attitudes toward purchasing. It fills gaps in previous research by providing a deeper theoretical understanding of TPB and TRA regarding purchasing decisions. This study aims to scrutinize the noteworthy influence of consumer behaviour driven by interest and to forecast the correlation between the utilization of secondary brand products.

THEORETICAL REVIEW

The Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) provide essential frameworks for understanding and predicting purchasing decisions. According to (Sciglimpaglia et al., 2020), the TRA posits that individuals make rational choices based on their beliefs and social expectations, emphasizing the role of attitudes and social influence in shaping behavioural intentions. The TPB extends the TRA by incorporating perceived behavioural control, suggesting that individuals' perceived ability to control their behaviours significantly influences their future intentions and actions. Understanding these cognitive processes is crucial for comprehending purchasing decisions. Theories incorporating attitudes, subjective norms, and perceived behavioural control are indispensable for predicting consumer behaviour. Recent studies by

(Hasbullah et al., 2022) and (Qin & Song, 2022) reinforce the importance of these frameworks in accurately forecasting consumer actions.

According to the TRA, a person's intention to perform a behaviour is the most accurate predictor of whether they will do so. Two main factors influence these intentions: attitudes towards behaviour and subjective norms. Attitudes are shaped by the individual's beliefs about the outcomes of the behaviour. In contrast, subjective norms are determined by the perceived expectations of significance from others and the motivation to comply. Together, these elements form behavioural intentions that directly influence actual behaviour. The TPB builds upon the TRA by adding perceived behavioural control. This element considers

external factors that might impact an individual's ability to perform a behaviour. Perceived behavioural control is shaped by past experiences and anticipated obstacles, reflecting the perceived ease or difficulty of engaging in the behaviour. This addition acknowledges that even if individuals have strong intentions, they may still be unable to act if they perceive significant barriers.

The integration of TRA and TPB provides comprehensive insights into the variables influencing purchasing decisions. These versatile theories have been widely applied in consumer behaviour research. For instance, sustainability views, societal norms, and perceived control significantly impact the likelihood of purchasing environmentally friendly products (Eng et al., 2022). Research on waste classification reveals that perceived behavioural control and subjective norms strongly predict recycling behaviour (Nornajihah Nadia Hasbullah et al., 2022). Similarly, TPB elucidates how ease of use, social influence, and favourable evaluations affect online shopping behaviours (Qin & Song, 2022). These models uncover the underlying attitudes, social influences, and perceived controls that shape consumer actions by predicting behavioural intentions. Consequently, TRA and TPB are instrumental in explaining buying decisions. As foundational models in behavioural research, they offer valuable insights into the cognitive processes driving purchasing decisions, making them essential tools for academic inquiry and practical application (Beyari & Garamoun, 2022; Min et al., 2019).

Purchase decision. When considering a purchase, understanding consumer behaviour is crucial. Multiple factors influence this process, and TRA and TPB provide valuable insights. Various factors come into play when making a purchase decision, such as personal preferences, social influences, psychological drivers, and situational contexts. Incorporating perceived behavioural controls, the TPB extends the TRA and emphasizes the significance of individuals perceiving their ability to control their behaviour during decision-making. These theories provide a solid basis for examining the cognitive factors influencing purchasing decisions, including attitudes, subjective norms, and perceived behavioural controls. These theories are based on the work of (Chen et al., 2018; Tommasetti et al., 2018).

In addition, the combination of TRA and TPB has become essential in examining consumer behaviour in various situations, such as sustainable consumption, online purchasing choices, and technology adoption. Researchers have comprehensively understood the factors that influence purchasing intentions and actual behaviour. Researchers and practitioners have found TRA and TPB's predictive strength and empirical support valuable tools in understanding and predicting consumer behaviour regarding purchasing decisions (Inthong et al., 2022; Zhang et al., 2019).

Buying interest. Understanding consumer buying interests is crucial in buying decision-making, as it is a powerful motivator that compels consumers to purchase. Understanding buying interest involves delving into the consumer's mindset and inclination to buy a specific product or service. Both internal and external factors shape interests. These factors include personal preferences, perceived values, social influences, and environmental issues. According to research, (Ghahtarani et al., 2020) underscores the significant impact of social motivation and evaluation on purchasing interests. When individuals are highly motivated and receive positive feedback from others, they may be more inclined to make impulsive purchases and even influence how they dispose of their belongings after buying them. Research by (Rodríguez-Sánchez & Rubio, 2020) and (Tsalis et al., 2021) demonstrated that retail pricing tactics can shape consumer behaviour, frequently leading to

excessive purchases and waste. To truly grasp buying interest, one must delve into the intricate web of factors that guide consumers from mere curiosity to purchasing. This involves analyzing motivations, social dynamics, and economic considerations that shape the decision-making process.

Celebrity Endorser. Celebrity endorsements have a powerful impact on consumer choices, as they shape perceptions of brands and influence purchasing behaviour through their recognized status and appeal. Studies conducted by (Cuomo et al., 2019) and (Zhang & Hung, 2020) have demonstrated the significant impact of celebrity endorsements on brand recognition, brand perception, and consumer attitudes, ultimately resulting in a boost in purchase intent. Research conducted by (García-Salirrosas & Rondon-Eusebio, 2022) highlights the significant impact of social media influencers on promoting positive word-of-mouth, improving brand reputation, and driving consumer purchasing behaviour. Celebrity support plays a vital role in influencing purchasing decisions by utilizing the appeal and influence of celebrities to promote brand engagement, build trust, and ultimately motivate consumers to act.

Brand Image. A solid brand image is crucial for influencing consumer behaviour and shaping their perceptions, ultimately impacting their purchasing decisions. Brand image plays a vital role in shaping consumers' purchasing decisions, reflecting their overall evaluation and perception of a brand. (Mao et al., 2020) and (Halepoto et al., 2021) conducted research indicating that brand image significantly influences subjective judgment and consumer purchasing decisions. In addition, (Chen et al., 2021) emphasized the importance of aligning brand image with consumer values through online brand advertising to influence purchasing decisions. Brand image is crucial in shaping consumer perceptions and interactions with brands. It helps create positive associations and trust, boosting purchasing intent and fostering loyalty.

Trust Level. Trust influences purchasing decisions by reducing perceived risk and increasing confidence in a brand, product, or service. It is the degree of confidence that consumers have in what they are buying. (Hung et al., 2022) study reveals that trust significantly influences consumers' purchasing intentions. The findings indicate that establishing higher levels of trust can dramatically enhance the likelihood of making purchasing decisions. Research conducted by (Harrigan et al., 2021) and (Liu & Lu, 2020) has demonstrated the significant role of trust in influencing online purchase intentions and behaviour in the workplace. Building trust is crucial for establishing strong connections between consumers and brands, leading to increased loyalty and engagement. Brands can cultivate a sense of security and dependability by establishing trust, which fosters consumer confidence in purchasing decisions and long-term loyalty.

Celebrity endorsers, brand image, trust level influence, and buying interest. Utilizing celebrity support can be a highly effective marketing strategy that has the potential to significantly impact consumer interest in purchasing a product. According to TRA and TPB theorists, the influence of celebrity supporters on consumer attitudes and norms can ultimately affect their purchasing intentions (Chetioui et al., 2020). TRA suggests that attitudes toward behaviour and subjective norms significantly shape behavioural intentions. Subjective norms refer to an individual's belief about whether essential people think they should engage in certain behaviours. Given this, celebrity endorsements have the potential to shape subjective norms by leveraging their influence over their followers. This can lead people to believe that purchasing celebrity-endorsed products is socially desirable. Positive

attitudes and social norms, shaped by celebrity support, significantly influence consumer behaviour, according to studies by (Macheka et al., 2023) and (Um, 2022).

Understanding the brand image is crucial in gauging consumer interest and purchase decisions. Research from TRA and TPB suggests that a robust brand image has the potential to positively influence consumer attitudes and perceptions, ultimately leading to an increase in purchasing intentions. When consumers have a favourable perception of a brand, they are likelier to develop a positive attitude towards the product. Factors such as the brand's reputation and the perceived quality of the product shape this attitude. This aligns with TRA's emphasis on TPB's attitude and involvement in influencing behavioural intentions through controlling behavioural perceptions. Research findings indicate that a positive brand image notably impacts consumer confidence and purchasing interest (Alić et al., 2020).

Trust largely influences consumer decision-making, which significantly influences purchasing interests. TRA and TPB suggest that faith in a brand or product decreases consumer confidence and perceived risk, thereby increasing purchase intentions. While TPB emphasizes perceptual and behavioural control and TRA emphasizes the importance of attitudes and subjective norms, the latter implies that a high degree of trust can reduce perceived ambiguity and challenges related to purchasing. According to research by (Hung et al., 2022) and (Lăzăroiu et al., 2020), trust significantly influences purchase intent and behaviour. Therefore, we can formulate the following hypothesis based on the three positive relationships mentioned above:

H1: Celebrity endorser influence positively impacts buying interest.

H2: Brand image positively influences buying interest.

H3: Trust level positively influences buying interest.

Celebrity endorser, brand image, trust level influence and purchase decision. Understanding brand image is crucial for influencing consumer purchase decisions, as it shapes their perception and evaluation of a brand. Research in TRA and TPB supports this. A strong brand image is essential for improving consumer attitudes and minimizing perceived risks associated with purchasing, which play a vital role in TRA. According to TPB, a positive brand image can boost consumers' confidence in purchasing decisions by increasing their perceived behavioural control. Positive online reviews and customer feedback significantly impact building a positive brand image, which helps alleviate consumer uncertainty and influence purchase decisions, as (Flavián et al., 2019) highlighted. Consumers heavily depend on brand image perceptions, mainly when backed by positive feedback, to make well-informed purchasing decisions. A positive brand image significantly impacts consumer behaviour and purchase intentions.

Building trust is essential for shaping positive attitudes towards a brand. Trust helps to reduce perceived risk and increase consumer confidence, as highlighted by TRA. According to TPB, trust is crucial in boosting consumers' perceived behavioural control, instilling confidence, and empowering them to make purchase decisions. In a recent study, (Nikbin et al., 2022) emphasize the significant impact of trust on consumer behaviour. They found that when consumers trust a brand or product, they are more likely to have higher purchase intentions. (Wang et al., 2023) found that trust significantly shapes consumer

perceptions and attitudes, subsequently influencing their purchase decisions within the fashion industry. These findings highlight the significance of trust in shaping consumer behaviour, as it cultivates favourable connections between consumers and brands, ultimately impacting their purchasing decisions. Thus, we propose the following hypothesis:

H4: Celebrity endorser influence positively impacts purchase decisions.

H5: Trust level positively influences purchase decisions.

H6: Brand Image positively influences purchase decisions.

Buying interest and Purchase decision. According to Ajzen and Fishbein, TRA suggests that a person's inclination to engage in a particular action is influenced by their perspective on the behaviour and the opinions of others (Raut et al., 2021). When it comes to fashion, consumers are more inclined to purchase if they have a positive attitude toward a fashion item and believe that others will approve of their choice. In addition, TPB goes beyond TRA by including perceived behavioural control, representing consumers' confidence in their ability to carry out the behaviour (Goel et al., 2022; Sandoval-Diaz & Neumann Langdon, 2023). When consumers have confidence in buying a fashion item, their interest in purchasing is reinforced. In addition, queue waits can pique curiosity and impact decision-making and purchase intentions by shaping attitudes and subjective norms, as noted by (Wang et al., 2023). According to (Mishra, 2021), positive online reviews significantly reduce consumer uncertainty, boost their perceived behavioural control, and ultimately increase their purchase intentions. Based on our analysis, in the fashion industry, the level of interest in buying a product positively impacts the decision to purchase. This influence is mediated by attitude, subjective norms, perceived behavioural control, curiosity, and online reviews. These findings align with established frameworks like the TRA and TPB. So, we have a hypothesis:

H7: Buying interest positively influences purchase decisions.

The mediating role of buying interest is in the relationship between celebrity endorsers, brand image, and trust level in the purchase decision. Celebrity endorsements influence customer purchasing decisions through many mediating factors, including buying interest. (Arora et al., 2022) found that celebrity endorsements influence consumer purchase intentions due to their beauty, credibility, and knowledge. These traits boost consumer trust and buying inclinations. Buyer interest further complicates celebrity endorsements consumers' interest in the endorsed product or brand. (Weismueller et al., 2020) found that influencer endorsements depend on source reliability and trustworthiness. Buying interest mediates the impact of celebrity endorsements on buying decisions. Celebrity endorsements affect consumers who are genuinely interested in a product, increasing the likelihood of purchasing.

In addition, (Savitri et al., 2022) highlight the significance of brand image in influencing consumer behaviour, specifically in social media marketing and purchase intentions. Consumer buying interest plays a crucial role in strengthening brand mediation. When consumers show interest in a brand because of its positive image, their purchasing

chances increase. Therefore, buying interest is vital in amplifying the impact of brand image on consumer purchasing choices.

The relationship between trust levels and purchase decisions is a multifaceted interplay of consumer perceptions, attitudes, and behavioural intentions in the fashion industry. Trust is a substantial mediator in online purchasing, as it can reduce perceived risk and increase purchase intentions, as per (Qalati et al., 2021). trust directly influences consumers' purchase decisions in the fashion industry, as it affects their perceptions of brands and products. Buying interest can further fortify this relationship, as consumer preferences and fascination with specific fashion products influence it. Consumers who have a high level of trust in a fashion brand are more likely to be influenced by their interest in the brand's products, which results in increased purchase intentions. Trust levels and purchase intentions are influenced by brand equity, which reflects the value and reputation of a brand. In the fashion industry, where brand image and credibility are essential, the influence of trust on purchase decisions is bolstered by buying interest. Consequently, we develop the following hypothesis:

H8: Buying interest mediates the relationship between celebrity endorser influence and purchase decisions.

H9: Buying interest mediates the relationship between brand image and purchase decisions.

H10: Buying interest mediates the relationship between trust level and purchase decisions.

METHODS

This study used a descriptive methodology emphasizing quantitative data analysis to investigate the behaviour of *3-second* fashion brand consumers in Central Java, Indonesia. A structured questionnaire was distributed to 100 respondents selected by purposive sampling, emphasizing those previously purchased from the brand. The sampling criteria for data collecting are as follows: firstly, individuals who have made multiple purchases of *3Second* items, and secondly, individuals who have been using *3Second* products for a duration exceeding one year. Aside from administering questionnaires, this study gathered data via visits and interviews with the community of *3Second* product enthusiasts in Central Java, Indonesia.

The instrument includes twenty-two statements related to specific variables and indicators confirmed by previous research. The questionnaire was based on previously validated measures and used a five-point Likert scale from 1 (disagree) to 5 (agree). The survey, which ran for three months from March - June, attempted to collect comprehensive data from a broad population, as indicated in Table 1, including gender, educational level, age, and income. Data was collected once within a specific duration using a cross-sectional survey approach (Sekaran & Bougie, 2020).

Responses were recorded and analyzed using PLS-SEM records and analyses responses using SmartPLS version 3 software. PLS-SEM was chosen because it effectively manages non-normally distributed data and small sample sizes, which is standard in survey-based investigations (Hair et al., 2021). SmartPLS software facilitated detailed analysis, providing insights into the relationships between observed variables and latent constructs, thereby ensuring high statistical power and precise estimation of model parameters.

The data was analyzed using PLS-SEM, a variance-based structural equation modelling technique excellent for complicated models with several components and indicators. This method was chosen because it can forecast inter-construct correlations without strict data distribution assumptions (Hair et al., 2021). SmartPLS software permitted extensive analysis, providing insights into the links between observed variables and latent constructs, resulting in statistical solidity and exact parameter estimation.

This section briefly discusses the research subject and object, variable operationalization, population and samples, sampling procedure, and statistical tests used in the study. **Table 1** shows all of the characteristic respondents.

Table 1. Characteristic Respondent

Respondent Characteristics	Description	Number of samples	Percentage
Sex	Male	48	48 per cent
	Female	52	52 per cent
Educational Level	Elementary	18	18 per cent
	Junior high school	17	17 per cent
	Senior high school	19	19 per cent
	Diploma	20	20 per cent
	Bachelor's degree	26	26 per cent
Age	more than 25 years	17	17 per cent
	more than 25 to 35 years	36	36 per cent
	more than 35 to 45 years	29	29 per cent
	more than 45 years	18	18 per cent
Income/month	less than IDR 1 million	22	22per cent
	more than IDR 1 million to 5 million	47	47 per cent
	more than IDR 5 million	31	31 per cent

Table 2 shows the constructs and indicators used in this study.

Table 2. Variables and Indicator

Variable	Code	Indicator	Sources
Celebrity Endorser (CE)	CE.1	My idol wearing this stylish merchandise intrigues me	(Cheah et al., 2019)
	CE.2	I want to use anything my idol uses.	
	CE.3	I receive more precise knowledge from idol ads.	
	CE.4	My idol's items have positive worth because of him.	
Brand Image (BM)	BI.1	My preferred brands offer good value.	(Hoang & Tung, 2023)
	BI.2	A brand that worries me has a personality	
	BI.3	I clearly understand the consumers of my priority brands, which differ from competitors.	

	BI.4	I care about brands that distinguish them from competitors.	
	BI.5	My concern is that brands are worth buying for specific reasons.	
Trust Level (TL)	TL.1	The 3Second brand is trustworthy.	(Harrigan et al., 2021)
	TL.2	This clothes brand is honest.	
	TL.3	This fashion brand will prioritize me.	
	TL.4	This fashion brand seems reliable.	
Purchase Decision PD	PD.1	I follow the innovation of 3Second products because the products are trendy.	(Monoarfa et al., 2023)
	PD.2	I often visit the 3Second outlet because there are often special promos.	
	PD.3	I keep the unique 3Second model because the product is rare to imitate	
	PD.4	I will repurchase the product.	
	PD.5	I recommend 3Second products to others.	
Buying interest BM	BM.1	Looking for information on where to buy	(Zhao et al., 2021)
	BM.2	Looking for information about pricing	
	BM.3	Immediate desire to buy	
	BM.4	Regularly visit the official website of 3 Second to see the latest product catalogue.	

Source: Elaborated from previous research

The hypotheses in this research can be seen in the conceptual model, as shown below in **Figure 1**.
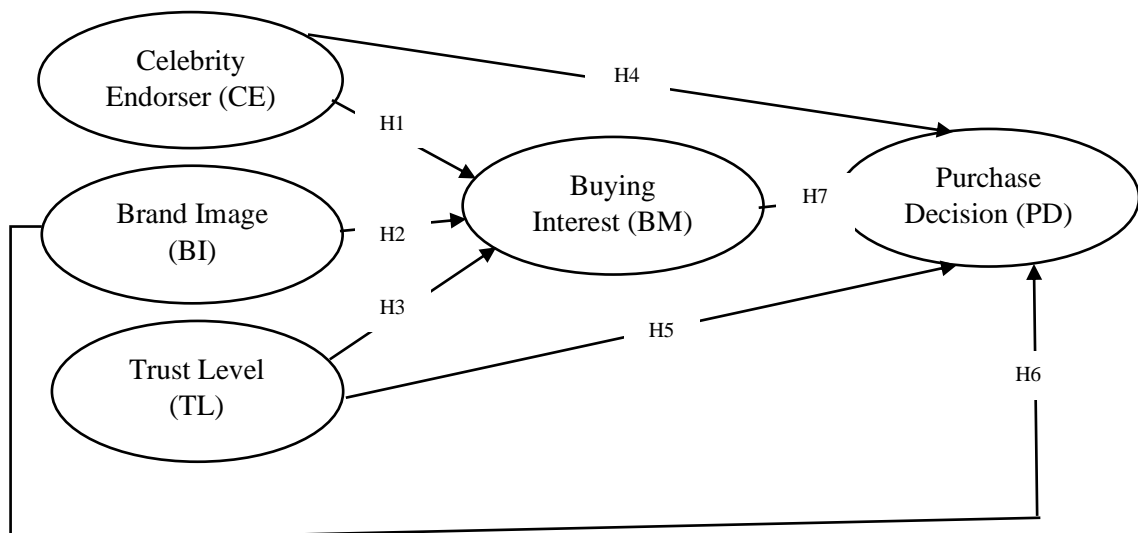

Figure 1. Research Model
Source: Author's Personal Conception (2024)

RESULTS

Data Analysis. The assessment of PLS-SEM outcomes involves a two-step procedure. Step 1 primarily consists of assessing the measurement models (outer model). If the evaluation conducted in Step 1 confirms the quality of the measurements, the researcher proceeds to evaluate the structural model (inner model) in Step 2 (Hair Jr et al., 2021). The second step involves assessing the validity of the structural theory by conducting tests on the provided hypotheses.

Outer Model Evaluation. In PLS-SEM, the measurement model is commonly called the outer model. Confirmatory composite analysis confirms measurement models using PLS-SEM (Hair Jr et al., 2020). The primary goal of evaluating the outer model is to establish the extent to which a set of measured items accurately reflects the theoretical latent constructs they are intended to test, often known as construct validity. Construct validity refers to measurement accuracy.

Indicator Loading. The scale of factor loading is a critical issue to consider when assessing construct validity. More significant loading suggests that the indicators are strongly connected with their respective constructs. Generally, standardized loading estimations should be at least 0.500, preferably 0.700. On PLS-SEM, the ideal indicator loading fit is more excellent than 0.708. Table 3 displays the study's assessment results. According to the indicator reliability rule of thumb in the preceding section, TL 0.500 had a factor loading lower than the recommended value of 0.708 (Hair Jr et al., 2023). As a result, these articles were further deleted.

Construct Reliability. Construct reliability is defined as determining each construct's internal consistency reliability. Cronbach's alpha, a popular technique for determining reliability, does not account for specific signs in the computations. (Kalkbrenner, 2023) composite reliability, which weights individual indicators based on their loadings, overcomes this constraint and is the recommended reliability method. When analyzing internal consistency dependability results, more significant scores suggest higher degrees of consistency. Composite dependability ratings of 0.700 to 0.950 are deemed "satisfactory to good" (Lai, 2021). The reliability greater than 0.950 appears implausible. PLS-SEM prefers composite reliability, but Cronbach's alpha is acceptable. **Table 3** shows the results of Cronbach's alpha and composite reliability. Both measures of dependability exhibit reliability data that exceed the required level. Cronbach's alpha and composite reliability are recommended at 0.700 (Hair Jr et al., 2023).

Convergent Validity

Convergent validity is a general statistic of a reflective measurement model that assesses the degree to which construct indicators converge, explaining item variance. The average extracted variance (AVE) score indicated convergent validity. The AVE is the average (mean) of the squared loadings of all indicators related to a specific construct. An acceptable AVE is typically at least 0.500. This level suggests that, on average, the concept accounts for at least 50 per cent of the variance in its indicators.

The results of the convergent validity assessment, based on the AVE statistics in study 1, are a testament to our success. All constructs have an AVE value greater than 0.500, proving convergent validity. **Table 3** beautifully displays the AVE values for each construct.

Table 3. Factor Loading, Construct Reliability Analysis and Convergent Validity

Description	Outer Loading	VIF	Cronbach's Alpha	Composite Reliability	AVE
Celebrity Endorser (CE)					
CE.1	0.909	3.290			
CE.2	0.894	2.914	0.924	0.946	0.814
CE.3	0.904	3.188			
CE.4	0.903	3.101			
Brand Image (BI)					
BI.1	0.919	4.182			
BI.2	0.908	3.751			
BI.3	0.918	4.217	0.947	0.959	0.825
BI.4	0.894	3.339			
BI.5	0.901	3.554			
Trust Level (TL3)					
TL.1	0.903	3.157			
TL.2	0.915	3.556	0.930	0.950	0.827
TL.3	0.900	3.144			
TL.4	0.920	3.846			
Purchase Decision (PD)					
PD.1	0.909	3.781			
PD.2	0.909	3.740			
PD.3	0.916	4.035	0.941	0.955	0.809
PD.4	0.881	3.122			
PD.5	0.882	3.125			
Buying Interest (BM)					
BM.1	0.908	3.451			
BM.2	0.927	4.006	0.936	0.954	0.839
BM.3	0.906	3.297			
BM.4	0.923	3.812			

Source: Data Processed (2024)

Discriminant Validity. Cross-loadings aid in determining discriminant validity by comparing the association of each indicator with its construct to other constructs. The cross-loadings show that each indicator has the maximum load on its associated concept relative to other constructs, implying good discriminant validity. The cross-loadings and further information on discriminant validity approaches demonstrate that each construct in the model has strong discriminant validity. The indicators have a higher load on their respective constructions than other constructs, and the AVE values for each construct are above the recommended threshold, ensuring that each construct measures a separate notion from the others. The core premise of discriminant validity is to assess the degree to which a construct's indicators uniquely represent that construct compared to how well that construct is associated with all other constructs in the model. (Roemer et al., 2021) estimate a value of 0.900. Nonetheless, a more conservative threshold of 0.850 is suggested. The findings indicate that the constructs in **Table 4** are valid and dependable for future investigation.

Table 4. Cross Loading

Dec	Celebrity Endorser (CE	Brand Image (BI)	Trust Level (TL)	Purchase Decision (PD)	Buying Interest (BM)
CE.1	0.909	0.849	0.861	0.865	0.837
CE.2	0.894	0.826	0.802	0.839	0.808
CE.3	0.904	0.816	0.831	0.835	0.818
CE.4	0.903	0.827	0.865	0.863	0.821
BI.1	0.854	0.919	0.830	0.865	0.849
BI.2	0.831	0.908	0.820	0.862	0.839
BI.3	0.827	0.918	0.812	0.828	0.825
BI.4	0.833	0.894	0.854	0.854	0.836
BI.5	0.828	0.901	0.803	0.846	0.846
TL.1	0.816	0.847	0.903	0.855	0.833
TL.2	0.877	0.860	0.915	0.881	0.867
TL.3	0.829	0.780	0.900	0.855	0.811
TL.4	0.863	0.812	0.920	0.838	0.802
PD.1	0.847	0.822	0.843	0.909	0.850
PD.2	0.883	0.843	0.898	0.909	0.834
PD.3	0.861	0.865	0.851	0.916	0.871
PD.4	0.825	0.836	0.813	0.881	0.834
PD.5	0.821	0.849	0.836	0.882	0.818
BM.1	0.831	0.830	0.802	0.829	0.908
BM.2	0.857	0.865	0.842	0.864	0.927
BM.3	0.823	0.837	0.832	0.866	0.906
BM.4	0.823	0.852	0.863	0.867	0.923

Source: Data Processed (2024)

Table 5 shows the results of the hypothesis testing, which demonstrated a relationship between variables CE, BI, TL, BM, and PD.

Table 5. Hypotheses Result

Hypothesis	Path	β	T- Value	P Values	Conclusion
H1	CE -> BM	0.200	2.267	0.024	Supported
H2	BI->BM	0.464	5.349	0.000	Supported
H3	TL-> BM	0.305	2.929	0.004	Supported
H4	CE -> PD	0.250	3.077	0.002	Supported
H5	TL -> PD	0.297	3.950	0.000	Supported
H6	BI -> PD	0.230	2.849	0.005	Supported
H7	BM -> PD	0.225	2.849	0.002	Supported
H8	CE -> BM -> PD	0.045	2.849	0.042	Supported
H9	BI-> BM -> PD	0.104	2.849	0.015	Supported
H10	TL -> BM -> PD	0.069	2.849	0.044	Supported

Desc: CE: Celebrity endorser; BI: brand image; TL: trust level; BM: buying interest; PD: purchase decision; Source: Data Processed (2024)

The results revealed a substantial association between the statistical results in the CE, BI, and TL constructs for PD directly (0.002; 0.005; 0.000) and indirectly (0.042; 0.015; 0.044). Furthermore, the contribution demonstrates that buying interest can bridge or

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mediate considerable gaps in purchase decisions. As a result, the mediation analysis on H8, H9, and H10 is known as partial mediation—the results of hypothesis testing, as presented in **Figure 2.**
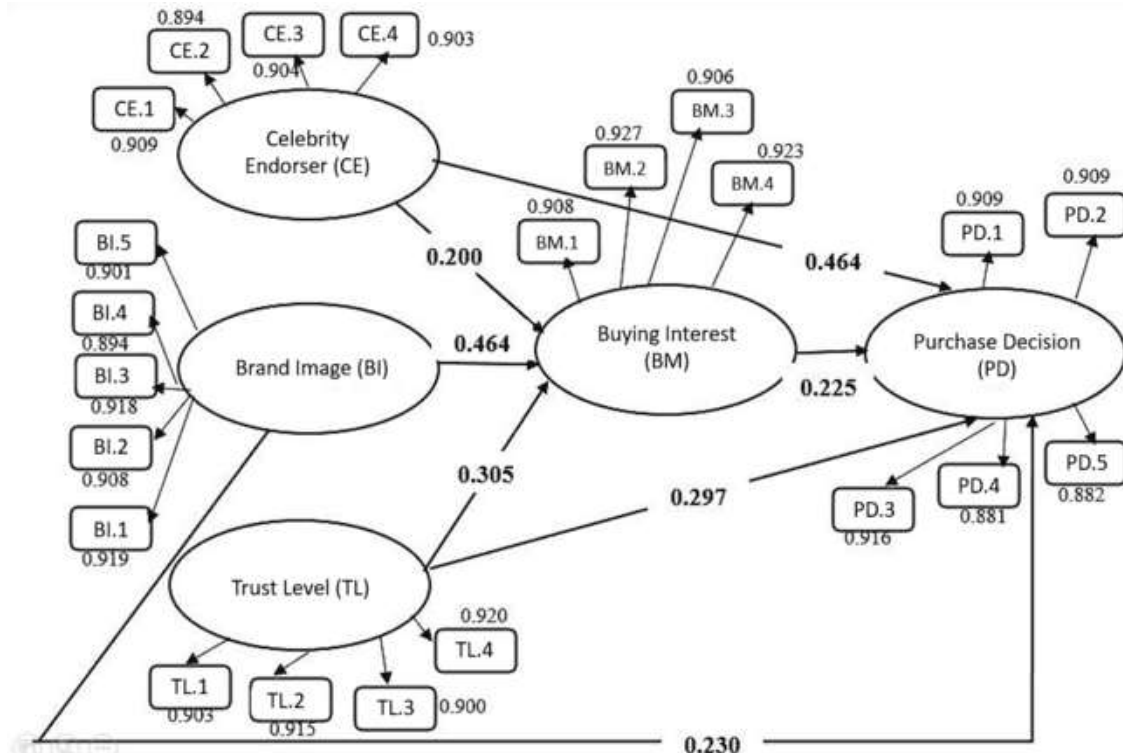

Figure 2. Full Structural Model – Purchase Decision
Source: Redrawer from PLS 3 software

The results in **Table 6** showed the R-Square and Adjusted R-Square values, which indicated the model's explanatory power. These findings suggest that the independent variables accounted for a substantial proportion of the variance in the dependent variable.

R-squares range from 0 to 1, with higher values suggesting a more remarkable ability to explain. For example, the R-square value of PD is 0.885, indicating that CE, BI, and TL impact 88.500 per cent of BM changes, with the remaining 11.500 per cent influenced by factors not included in the model. Similarly, the R-square value of Y is 0.939, suggesting that CE, BI, TL, and PD account for 93.900 per cent of Y changes, with the remaining 6.100 per cent impacted by variables not included in the model. Hair Jr et al. (2021) state that R-square values of 0.750, 0.500, and 0.250 are considered significant, moderate, and weak, respectively. However, R-square values must be understood within the context of the study.

Table 6. R-Square and Adjusted R-Squared

Construct	Outcome(s)	R-Square	F-Square	Effect
CE			0.037	small
BI	BM	0.885	0.260	large
TL			0.097	medium
CE	PD	0.939	0.105	medium
BI			0.097	medium

TL	0.161	large
BM	0.097	medium

Source: Data Processed (2024)

(Harrison et al., 2019) showed that R-square values can be calculated using the number of observations (respondents). According to the rules established by (Rights & Sterba, 2019), this study included ten arrows pointing at the constructs with a 5 per cent statistical error; hence, an R-square value of 0.100 was accepted despite only having 100 respondents. The R-square derived from this computation is sufficient.

The F-square values reveal how much each predictor variable influences the outcome variable. (Roemer et al., 2021) claimed that F-square values of 0.020, 0.150, and 0.350 indicate modest, medium, and high impact sizes, respectively. These values imply that BI significantly impacts PD, but CE and TL have minor to moderate effects. TL significantly affects PD, while CE, BI, and BM have medium effects. According to the R-square and F-square values, the model has a high explanatory power for BM (88.500 per cent) and PD (93.900 per cent). The F-square values reveal the effect sizes of the predictor variables, with some predictors having significant effects (e.g., BI on BM, TL on PD) and others having medium effects. Overall, the model has substantial explanatory power and diverse impact sizes, indicating the importance of different predictors in determining outcome variables.

DISCUSSION

This study explores how celebrity endorsers, brand image, and trust levels positively influence buying interest, expanding on TPB and the TRA concepts. Our findings reveal that celebrity endorsements enhance positive attitudes and subjective norms, increasing consumer buying interest. Celebrities' endorsements help reduce perceived risk, enhance behavioural control, and boost consumer confidence, aligning with the TPB's framework for understanding purchasing behaviour. A strong brand reputation encourages buyers to seek accurate price information and fosters brand loyalty. (Zhang & Hung, 2020) findings further support this, showing that brand awareness significantly increases purchasing inclinations. However, these results contrast with empirical studies in India (Paul & Bhakar, 2018), where the impact of celebrity and product images in print ads differed. In those studies, print ads only used photos, and the celebrity endorsement was ineffective because the celebrity needed the product she was promoting (a shampoo for baldness).

Our research confirms that trust and brand image positively impact consumer confidence and interest in buying. Trust is a critical driver of purchasing intent and behaviour, as demonstrated by previous studies (Alić et al., 2020; Konuk, 2018; X. Wang et al., 2022). However, negative information can impair brand image by reducing brand commitment and familiarity, although it does not directly affect consumer attitudes or intentions (Yu et al., 2018). Specifically, our study found that celebrity endorsers who regularly use 3Second products are more likely to influence consumers to seek price information, strengthening their purchase decisions. The emotional connection created by a positive brand image and celebrity endorsement promotes customer confidence. This increased confidence in fashion products enhances consumers' desire to obtain price information that aligns with their financial capabilities and fosters brand loyalty.

This study supports the hypothesis that celebrity endorsers, brand image, and trust levels significantly influence buying interest. Celebrity endorsements leverage their

influence and appeal to drive consumer purchases. According to (Cuomo et al., 2019) and (Zhang, 2020), celebrity endorsements enhance customer awareness, brand image, favourable attitudes, and purchasing intentions. Similarly, (García-Salirrosas & Acevedo-Duque, 2022) found that social media influencers significantly impact shopping decisions more than traditional product promotions. However, the effectiveness of celebrity endorsements can be undermined if celebrities fail to convincingly promote the benefits of the products, leading to diminished consumer credibility and confidence.

In line with the TPB approach, a strong brand image enhances consumer attitudes, reduces perceived risks, and boosts consumer confidence, influencing purchasing decisions. Positive testimonials and customer feedback, as noted by (Kanani & Glavee-Geo, 2021), can enhance brand image, reduce consumer uncertainty, and improve purchase decisions. However, negative information can harm the brand image more severely in specific contexts, and positive recommendations may not always be sufficient to mitigate these adverse effects.

The hypothesis that trust enhances purchasing decisions is also supported. (Rahayu et al., 2023) found that while brand image might sometimes have a negligible impact on purchasing decisions, trust remains a critical factor. Trust drives purchase intent and behaviour, as corroborated by (J. Wang et al., 2022) and (Konuk, 2018). However, (Osburg et al., 2019) cautioned that trust boosts belief in a product's ethical claims, but mistrust can lower confidence and deter purchases. Empirical findings from this study highlight several key points. First, the more proficiently celebrity endorsers understand and promote a product's superiority, the more likely consumers are to adopt and remain loyal to unique models due to their perceived rarity and uniqueness. Second, the perceived value of a product increases with monetary investment, prompting customers to cherish and preserve the product. Third, as consumers grow more confident in the products they trust, they are more likely to promote these products' distinctiveness. These findings affirm the claims of TPB and TRA that endorser expertise enhances favourable attitudes, subjective norms, and purchasing intent. Consumer belief and control increase commitment to and maintenance of unique products, reinforcing the importance of trust and brand image in shaping consumer behaviour and purchasing decisions.

The seventh hypothesis posits that the relationship between buying interest and purchase decision is substantial. Essentially, the higher the buying interest, the more likely a consumer is to purchase. Buying interest influences purchase decisions through various factors, including attitude, subjective norms, perceived behavioural control, curiosity, and online reviews, aligning with the TPB and the TRA frameworks. The TPB framework extends the TRA by incorporating perceived behavioural control, which enhances purchase intention based on interest, particularly if consumers feel confident about acquiring the desired fashion item. Positive online reviews reduce uncertainty and increase perceived behavioural control, thereby boosting purchase decisions (Goel et al., 2022; Mishra, 2021)

However, brand owners must scrutinize pricing strategies, as they can significantly impact purchasing behaviour. Aggressive pricing techniques may distort consumers' perceptions of value and product availability, leading to impulsive and excessive purchasing despite enhanced perceived behavioural control and positive reviews fostering rational buying intentions. The study's findings indicate that potential consumers who actively seek price information about a brand's products are more likely to desire and eventually purchase the product. This increased desire is driven by the product's perceived unique attributes not

available in competing products. Therefore, a careful balance in pricing strategy is crucial to maintain consumer trust and encourage rational purchasing behaviour.

Furthermore, the hypothesis testing results indicate that buying interest influences outcomes. The ninth hypothesis demonstrates that buying interest has the most substantial impact among the three mediators examined. According to the theories of TRA and TPB, this can be logically explained by the idea that seeking pricing information reinforces favourable attitudes and subjective norms about a product. In the TRA framework, consumer attitudes toward a purchase are shaped by the appraisal of gathered information, especially pricing details. Knowledge of competitive or budget-friendly prices can enhance perceived value and increase the desire to purchase the brand's distinctive products.

Along with beliefs and subjective norms, perceived behavioural control plays a vital role. Transparent and affordable price information boosts perceived behavioural control, giving consumers confidence in purchasing decisions. When customers feel they can manage financial risks while acquiring desirable items, they are likelier to make and stick to their purchase decisions.

Therefore, effective searches for pricing information enhance consumer purchase intentions and decisions by positively mediating these variables. This perspective aligns with (Savitri et al., 2022), who found that consumers with a strong brand image are more likely to seek additional information, including pricing. However, contrary data from (Le & Ha, 2021) and (Osburg et al., 2019) suggest that consumer concerns can negatively impact purchasing decisions. This contradiction arises because, even with effective price information searches and a positive brand image boosting purchase intentions, concerns about risks or uncertainties can still hinder purchasing decisions. Negative emotional factors can outweigh the positive effects of information and brand image. As a result, the findings highlight that searching for price information has the most significant mediating influence on the decision to purchase and retain the unique 3Second brand model due to its rarity. This influence is more significant compared to other factors, such as preferred brands offering good value, celebrities endorsing stylish merchandise, or the overall reliability of the fashion brand.

CONCLUSION

This study investigates the more profound role of buying interest in addressing gaps and inconsistencies in research findings from the perspectives of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Our findings contribute to the knowledge of consumer behaviour, particularly in purchasing fashion brands. Using PLS-SEM analysis, we demonstrated that celebrity endorsers, brand image, and trust significantly influence purchasing interest and decision-making. These results support the TRA and TPB hypotheses that attitude and intention are primary predictors of behaviour.

The findings highlight the importance of positive brand perceptions in shaping consumer purchase intentions, with brand image significantly impacting buying interest. Additionally, the model reveals a substantial mediating role of buying interest between purchasing decisions and independent variables. This aligns with TPB's assertion that intent is the primary mediator between attitude and actual behaviour, underscoring the importance of purchase intent in consumer decision-making.

Our research enriches the theoretical understanding of how brand image and promotional elements can influence purchasing decisions by enhancing consumer

confidence and interest. These findings validate TRA and TPB in marketing contexts and offer practical implications for stakeholders and fashion entrepreneurs. Innovating and preserving unique brand identities that competitors cannot replicate is crucial. This research gives marketers valuable insights to develop effective strategies for enhancing consumer purchasing decisions.

Additionally, proprietors of the 3Second fashion brand should conduct regular consumer behaviour research to monitor changes in consumer lifestyle preferences. Although the limitations of this study prevent generalization to all fashion brands, they provide valuable insights for fashion business owners to anticipate competition. This research is cross-sectional and not longitudinal, suggesting future studies explore the role of the brand from the value perspective, collaborating with consumers to create value through the lens of service-dominant logic or self-congruence theory. This approach could help develop a brand identity that resonates deeply with consumers despite the constraints identified in this study.

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