

# The influence of price fairness and hedonic lifestyle on purchase decision. Brand image as a mediating variable on second-hand iPhone

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## ABSTRACT

Smartphones are a technology that is developing very rapidly in Indonesia. Smartphones were once considered a luxury item, but as time goes by, smartphones have become an inseparable part of modern society's lifestyle which is very helpful in working. With various types of smartphones available, the iPhone is the choice of Indonesian people. The large number of second-hand iPhone users in Indonesia is caused by the behavior of consumers who want to use luxury goods at low prices. This research aims to determine the influence of price fairness and hedonic lifestyle on purchasing decisions and brand image as mediating variables on second-hand iPhones in Indonesia. This research uses quantitative descriptive research using a sample of 200 respondents who use second-hand iPhones in Indonesia who distributed questionnaires. The sampling technique uses a purposive sampling method, with the criteria being that respondents are aged 17 years and over and people who use second-hand iPhones. In this research, analysis and measurement used Structural Equation Modeling (SEM) with the statistical tool AMOS 24. The findings in this research show that price fairness and hedonic lifestyle have a positive and significant effect on purchasing decisions for second-hand iPhones in Indonesia. Brand image as a mediating variable in price fairness and hedonic lifestyle has a positive and significant effect on the decision to purchase a second-hand iPhone in Indonesia.

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## 1. Introduction

Appearance Advances in the fields of information and communication technology have caused changes in culture, lifestyle, and social behavior in various aspects of life today (Afifah, 2022). Smartphones are a technology that is developing very rapidly in Indonesia. Smartphones were once considered a luxury item, but as time progresses, smartphones have become an inseparable part of people's modern Lifestyle, which is very helpful in work. This requires companies operating in the communications technology sector to create smartphones that are unique and superior to other competitors operating in the same field. Apple is a company operating in the field of communications technology, with one of the most popular Apple products in Indonesia, namely the iPhone smartphone. In line with research conducted (Aini et al., 2023) the iPhone is very popular and coveted by many people in Indonesia. To fulfill the desire to have an iPhone at an affordable price, many people in Indonesia choose to buy a second-hand iPhone (Rosa, 2022).

The high price of iPhones has led to the widespread circulation of ex-inter iPhones in Indonesia. iPhone ex-inter is a type of second-hand iPhone that comes from abroad. Second-hand iPhones that enter Indonesia usually come from America, Japan, Hong Kong, and South Korea (Danang, 2023). Most second-

hand iPhones enter Indonesia without going through official licensing procedures; apart from that, second-hand iPhones also do not meet the requirements to pass the Domestic Content Level (TKDN) and the Directorate of Postal and Information Resources and Equipment (Pratama et al., 2023; Salsabila & Aryani, 2023). There is no difference in terms of features between ex-inter (second-hand) iPhones and official warranty iPhones in Indonesia. However, there is a difference in the iPhone guarantee and IMEI because buyers of ex-inter (second-hand) iPhones do not get an official Apple guarantee but get a distributor guarantee or shop guarantee that sells the iPhone and ex-inter (second-hand) iPhones have a foreign IMEI serial number, causing the price to be much higher. There is a difference between an ex-inter (second-hand) iPhone and an official iPhone in Indonesia. The widespread circulation of ex-inter (second-hand) iPhones has become an alternative for some people to own an iPhone at a lower price than an iPhone with an official guarantee, and its availability is faster and more adequate (Eraspace, 2022). The secondary market in Indonesia is growing rapidly thanks to the iPhone's high product quality and brand image but at a reasonable price (Hawari & Rustiadi, 2022; Salsabila & Aryani, 2023). Existing literature confirms that Luxury brands rely on a strong brand image to attract customers (Zici et al., 2021).

Based on data obtained from Counterpoint Research, there will be an increase in the use of second-hand smartphones globally, including in Indonesia, in 2022, as evidenced by the percentage increase in sales from 2021 to 2022. iPhone sales increased by 49% in 2022 from 44% in 2021, while Samsung experienced a decline in 2022, namely 26%, from 2021, namely 28%. Vivo and Oppo did not experience a decrease or increase from 2021 to 2022, namely, 3%, while Huawei experienced a decrease in 2022, namely 2% from the previous year in 2021, namely 4%, and the others decreased in 2022, namely 17% from 2021, namely 18%, (Putri & Reza, 2023). This gap and opportunity are used as an opportunity for the international second-hand iPhone market to be resold in developing countries like Indonesia because the price is cheaper and attracts many users. Owning a second-hand iPhone is considered a proud achievement and shows that someone is able to own a luxury item even at a more affordable price (Dewi et al., 2021). Consumer perceptions will have an influence on purchasing decisions because consumers have certain desires and needs that differ according to the consumer's condition and purchasing ability (Ramadania et al., 2022).

Purchase decisions Consumers of second-hand iPhones in Indonesia have a reasonable price for second-hand iPhones compared to the price of new iPhones. Price fairness refers to a customer's perception of the price of a product or service as being reasonable, appropriate, or fair based on relevant standards, references, or norms (Liao et al., 2020). Research by (Yusuf et al., 2022) shows that price fairness has a positive and significant effect on purchase decisions. Consumers are more sensitive to the price of products from a fairness perspective, so it easily influences consumer attitudes and behavior in making purchase decisions on goods or services (Kučinskis & Pikturnienė, 2021). Research conducted by (Lukacs et al., 2023) also found that people who bought a used electronic device mainly due to lack of money or saving money.

Apart from a reasonable price, the purchase decision on a second-hand iPhone in Indonesia is also influenced by a person's hedonic lifestyle, a person's desire to buy a second-hand iPhone for their own enjoyment. Consumers are more likely to make purchases when they are motivated by hedonic stimuli such as pleasure (Nasrul & Yasri, 2019). A hedonic Lifestyle is a lifestyle where you get the enjoyment of life by buying things for pleasure and to satisfy your desires, and just to follow current trends so that you always look up to date (Parameswari et al., 2023). The opinions of (Anisah & Miswanto, 2021) A hedonic lifestyle is a personality trait that shows people's tendency to buy something for pleasure rather than considering the use and benefits of the product. Hedonic benefit perceived by customers were significant in enhancing their attitudes (Kim et al., 2021). According to (Parameswari et al., 2023), Hedonic Lifestyle has a positive and significant effect on purchase decisions. The purchase decision on a second-hand iPhone is due to the good brand image of the iPhone product, where the Indonesian people interpret the iPhone as a luxury item. However, other researchers found that hedonic Lifestyle did not affect purchase decisions. This was proven by research (Khanta & Srinuan, 2019), which explains that hedonic Lifestyle has a small influence on purchase decisions.

Apart from hedonic Lifestyle, purchase decisions on second-hand iPhones in Indonesia are also influenced by brand image. Brand image has a high influence on customers while buying a second-hand phone. This is because brands carry a trust value for customers, and it also represents the quality of trustable products (Wang, 2021). Brand image is a consumer's image of a particular product that is in the consumer's memory. The demand for increasingly quality products makes companies operating in various business fields compete to improve the quality of their products in order to maintain their brand image (Stiawan & Jatra, 2022). Brands must have distinctive characteristics which differentiate one product from other products, even

though they are similar (Mustafa & Setiawan, 2022) Research result conducted by (Suharto et al., 2019) shows that brand image influence the decision taken by a consumer at the moment of purchase. Consumers purchase decisions on second-hand iPhones because of the good image of iPhones in Indonesia. (Fitria, 2022) With the object of purchasing decisions about batik in the West Jakarta area, it is stated that brand image does not significantly influence purchasing decisions, which means that the positive impression that appears in consumers' minds is not strong enough so that loyalty has not been built, which results in low purchase decisions for that brand.

Indonesian people choose to buy second-hand iPhones to fulfill their desire to look hedonistic, and prices for second-hand iPhones are said to be reasonable or cheap compared to new iPhones. Researchers will examine how much price fairness and hedonic Lifestyle influence purchasing decisions for second-hand iPhones, which are mediated by brand image.

It is hoped that this research can contribute to the theory of consumer purchasing behavior and the factors that influence consumers, especially the theory of purchasing decisions on second-hand iPhones. In this era of advances in communications technology and for business people operating in the communications technology sector, it can be a reference in knowing what consumers use when deciding to purchase a second-hand iPhone smartphone. This research is expected to make a significant contribution to understanding the factors that influence consumer purchasing decisions, especially in the context of purchasing a second-hand iPhone. The results of the study are anticipated to provide deep insight into the influence of price fairness and hedon lifestyle on purchasing decisions, with the mediation of brand image. The practical implications include the relevance of marketing strategies, where the findings can help companies adapt their approach according to consumer preferences and perceptions. In addition, focusing on brand image as a mediator can provide valuable insights into optimizing brand image in an effort to increase sales, especially in the second-hand market. The findings of this study are also expected to support the development of more effective sales strategies and contribute to the scientific literature in the field of marketing and consumer behavior, particularly in the context of purchasing used goods, such as second-hand iPhones.

## **2. Research Method**

### **Price Fairness and Brand Image**

Consumers' perceptions of price and brand image influence their decision to buy a product or service, so a company must be able to provide a good perception of the product or service they sell (Fakhrudin, 2019). Based on research conducted by (Leksono & Herwin, 2017; Saraswati & Rahyuda, 2017; Widiastiti et al., 2020), Price fairness significantly influences brand image. Research result (Setiawan et al., 2020) Price fairness has a positive and significant effect on brand image. This research is strengthened by research results (Wahyun & Rahanatha, 2020), who explained that price fairness greatly influences the brand image of a product. This means that good price fairness will be able to increase the brand image positively. On the other hand, if the price is less than reasonable, then the product's brand image will be bad. H1: Price Fairness positive and significant effect on Brand Image.

### **Hedonic Lifestyle and Brand Image**

(Vivian, 2020) with the object of his research being the purchase of Starbucks brand drinks, it was stated that hedonic lifestyle and purchase decisions had a significant and positive influence. Based on (Meistoh et al., 2022), a hedonic lifestyle has a positive and significant effect on brand image. These results are supported by research conducted (Kittur & Chatterjee, 2021). Brand image refers to the overall perception and impression that consumers have of a brand. Research result (Vivian, 2020) explains that a hedonic lifestyle will influence the brand image they buy. This research is strengthened by research results (Setyaningsih, 2020). Hedonic Lifestyle has a positive influence on brand image. It includes the associations, beliefs, and attitudes that consumers hold toward a brand based on their experiences, interactions, and exposure to the brand. H2: Hedonic Lifestyle positive and significant effect on Brand Image.

### **Price Fairness and Purchase Decision**

Consumers have their own level of sensitivity to prices, both price increases and price reductions. Perceptions of price fairness can be influenced by several factors, including customer-perceived value, competitive environment, and price transparency (Purnamasari, 2015). Price fairness means appropriate value, and prices are also related to products that aim to satisfy customers (Wijayanti & MH Nainggolan, 2023). Research conducted by (Ariatmaja & Rastini, 2017; Widiastiti et al., 2020) shows that price fairness has a positive and significant effect on purchase decisions. This research is strengthened by research results

(Mustafa & Setiawan, 2022), which show that price fairness has a positive and significant effect on purchase decisions. H3: Price Fairness has a positive and significant effect on Purchase Decision.

#### **Hedonic Lifestyle and Purchase Decision**

A hedonic lifestyle can describe and reflect a person's social status by always following current developments and lifestyles, which are considered basic needs in life. Meanwhile, according to (Gunawan et al., 2020), Hedonism is included in one of the social changes in human life. The relationship between hedonic lifestyle and purchase decisions is supported by the following research. (Jain & Schultz, 2019) with the object of his research being the purchase of luxury brand, it is stated that hedonic lifestyle is the key factor that causes consumers to make purchases. According to (Parameswari et al., 2023), Hedonic Lifestyle has a positive and significant effect on purchase decisions. H4: Hedonic Lifestyle positive and significant effect on Purchase Decision.

#### **Brand Image and Purchase Decision**

The relationship between brand image and purchase decisions is also shown in the following research. Brand image plays an important role in influencing consumers' purchase decisions and their overall perception of a brand (Lamalewa et al., 2018). Results of research carried out (Adnan et al., 2019) show that there is a positive influence and significant results between brand image and purchase decisions on Morinaga milk product purchasing activities. Researchers explain that brand image has a significant influence on purchasing decisions. That is, the stronger the development of a brand image that is able to introduce consumers to a product, the higher the influence of consumer perception in determining purchasing choices for that brand (Ida & Hidayati, 2020). H5: Brand Image positive and significant effect on Purchase Decision.

#### **Brand Image as mediation on the relationship between Price Fairness and Purchase Decision**

Brand significantly able to mediate price purchase the role of brand image in mediating the influence of price fairness on purchase decisions in research conducted (Widiastiti et al., 2020; Widodo, 2016) stated that brand image significantly mediates the influence of price fairness on purchase decisions. According to the research that was done (Li et al., 2020), brand image has an important role in forming consumer purchase decisions. Research result (Ariatmaja & Rastini, 2017) shows that price fairness and brand image have a positive and significant effect on the decision to use transportation services. Brand image plays a positive and significant role in mediating the influence of price fairness on decisions to use transportation services. Research is strengthened by research results (Fera et al., 2023), which stated that price fairness and brand image have a significant positive influence on purchase decisions. Brand image influences price fairness in purchasing decisions. Research result (Wahyun & Rahanatha, 2020) Price fairness has a positive and significant influence on fashion product purchase decisions.

H6: Price Fairness influences Purchase Decisions positively and significantly through Brand Image.

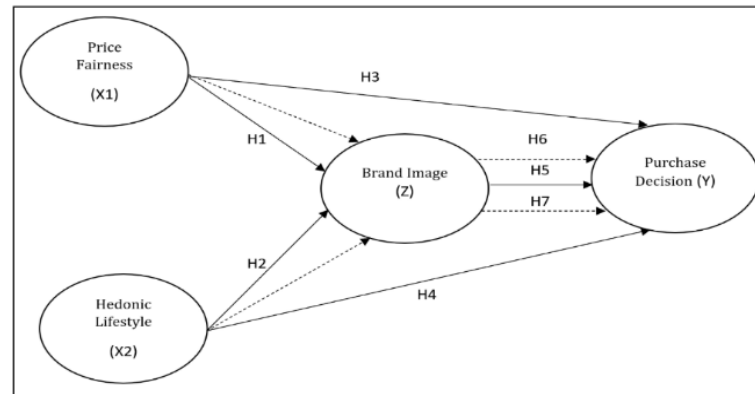
#### **Brand Image as mediation on the relationship between Hedonic Lifestyle and Purchase Decision**

Brand images are significantly able to mediate hedonic Lifestyle on purchase decisions. Research related to the influence of brand image and hedonic Lifestyle on purchase decisions was conducted by (Vivian, 2020) the research results show that brand image and hedonic Lifestyle have a positive and significant effect on purchase decisions. This is supported by research results (Havidz & Mahaputra, 2020). Brand image has a relationship and influences purchase decisions. The better the brand image perceived by customers, the better their interest in making purchase decisions. Research conducted by (Tarka et al., 2022) Meanwhile, someone may be motivated to buy goods in order to fulfill their hedonic needs, which will create a feeling of satisfaction and give rise to happy emotions, even though the goods consumers buy are not necessarily the goods they need and intend to buy. Research result (Rogayah & Nurlinda, 2023) shows that brand image and hedonic Lifestyle have a positive influence on purchase decisions. Brand image has a positive influence on purchase decisions. A good brand image will increase consumers' hedonic purchase decisions. Research result (Barokah et al., 2021) shows that lifestyle and hedonic shopping motivation have a significant influence on branded product purchase decisions.

H7: A hedonic Lifestyle influences Purchase Decisions positively and significantly through Brand Image.

#### **Conceptual Framework**

Based on the description above, the following research framework was created:



**Figure 1.** Research framework

### Research Methodology

This research uses a questionnaire that is distributed to respondents who are deemed to meet the specified criteria. The questionnaire uses a Likert scale of 1 to 5 with categories: Strongly agree with a score of 5; Agree has a score of 4; Neutral has a score of 3; Disagree has a score of 2; Strongly disagree with a score of 1. The population in this study is second-hand iPhone product users in Indonesia. The number of samples in this research was 200 respondents.

The sampling used was purposive sampling with the following criteria: 1) price fairness; 2) hedonic Lifestyle; 3) purchase decision; 4) brand image. The price fairness item is measured using 4 items adapted from (Dhurup et al., 2014). Hedonic lifestyle items were measured using 4 items adapted from (Hirschman & Holbrook, 1982) Purchase decision items were measured using 4 items adapted from (Simbolon et al., 2020). Brand image items were measured using 3 items adapted from (Simbolon et al., 2020).

In this study, measurement and analysis used Structural Equation Modeling (SEM) with the AMOS 24 statistical tool. Checking model suitability was evaluated based on index parameters, fit such as CMIN/DF, Root Mean Square Error of Fit (RMSEA), Fit Index (GFI), and Tucker-Lewis Index. (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Norm Fit Index (NFI). Validity assessment is based on the standard stress factor (SLF) value, which must be 0.50, and construct reliability will be based on the tabulated results of the structure reliability (CR) value. Average variance extracted (AVE) (F. Hair Jr et al., 2014).

### 3. Results And Discussions

#### Respondent Characteristics

Analysis of the respondent's profile in this study is based on the demographic characteristics contained in Table 1. The demographic characteristics presented include gender, age, education, domicile and occupation.

**Table 1.** Characteristics of respondents

Category	Item	f	%
Gender	Male	61	30.5%
	Female	139	69.5%
	Total	200	100%
Age	17 – 20 years old	60	30%
	21 – 30 years old	120	60%
	31 – 40 years old	16	8%
	41 – 50 years old	3	1.5%
	More than 50 years old	1	0.5%
	Total	200	100%
Domicile	Pontianak	120	60%
	Yogyakarta	58	29%
	Semarang	22	11%
	Total	200	100%
Education	Junior high school	1	0.5%
	Senior high school	97	48.5%

Category	Item	f	%
	D1/D2/D3 (Diploma)	43	21.4%
	Bachelor Degree	50	25%
	Post-graduate	9	4.5%
	Total	200	100%
Occupation	Student	23	11.5%
	Employee	42	21%
	Civil Servant	7	3.5%
	Entrepreneur	28	14%
	College	87	43.5%
	Police	6	3%
	Other	7	3%
	Total	200	100%

### Measurement Models

The result of the suitability, validity, and reliability test can be seen in the information below.

**Table 2.** Value of standardized loading factor, construct reliability (CR), and average variance extracted (AVE) in overall model fit

	Items	SLF	CR	AVE
Price Fairness	I feel I can afford to buy a second-hand iPhone at the price offered	0.902	0.800	0.689
	The quality of the second-hand iPhone product is comparable to the price I paid	0.782		
	Second-hand iPhone product brands provide added value commensurate with the price I pay	0.864		
	After using a second-hand iPhone product, I feel satisfied with the price I paid	0.766		
Hedonic Lifestyle	When I use a second-hand iPhone, it gives me a new and exciting experience in my life	0.846	0.795	0.667
	The importance of assessing the quality of a second-hand iPhone for pleasure and joy in my life	0.754		
	I shop for second-hand iPhones just because I want to enjoy the experience	0.854		
	I am interested in trying new products from second-hand iPhones that offer new experiences or pleasure	0.811		
Purchase decisions	I'm sure after reading information about existing second-hand iPhone products	0.884	0.816	0.762
	I bought a used iPhone because it was a brand i liked	0.860		
	Second-hand iPhone products according to my wishes	0.879		
	I bought a used iPhone product because it was recommended by friends and family	0.869		
Brand Image	Second-hand iPhone smartphones have a well-known brand image	0.877	0.769	0.761
	Second-hand iPhone smartphones have a more elegant design	0.844		
	Second-hand iPhone smartphones have distinctive characteristics	0.896		

Based on Table 2, the results of the validity and reliability tests show that the model indicators built meet the valid and reliable criteria. With a standardized stress factor (SLF) value above 0.50. This shows that all metrics are valid and adequate to measure the overall composition of the resulting model. The Construct Reliability (CR) test score is more than 0.70.

**Table 3.** Goodness fit of index

Goodness of Fit Index	Cut off Value	Results
X <sup>2</sup> -Singnificance Probability	≥ 0,05	0,000
CMIN/Df	≤ 3.00	1.738
RMSEA	≤ 0.08	0,061
TLI	≥ 0.90	0,962
NFI	≥ 0.90	0,931
PCFI	≥ 0.90	0,785
PNFI	≥ 0.90	0,754
IFI	≥ 0.90	0,970

The Table 3 is the result of the model suitability test. The results of the model suitability test show that the model suitability requirements are acceptable and declared feasible. There are six measurements that indicate the level of suitability, namely CMIN/DF, RMSEA, TLI, NFI, and IFI. Research conducted by (Chubaka Mushagalusa et al., 2022) states that a research model can be declared feasible and accepted if three to four measurements obtain a degree of goodness fit or above the cut-off value. The results of model

suitability testing show that the five indicators meet the goodness of fit criteria, which shows that this research is good and hypothesis testing can be continued.

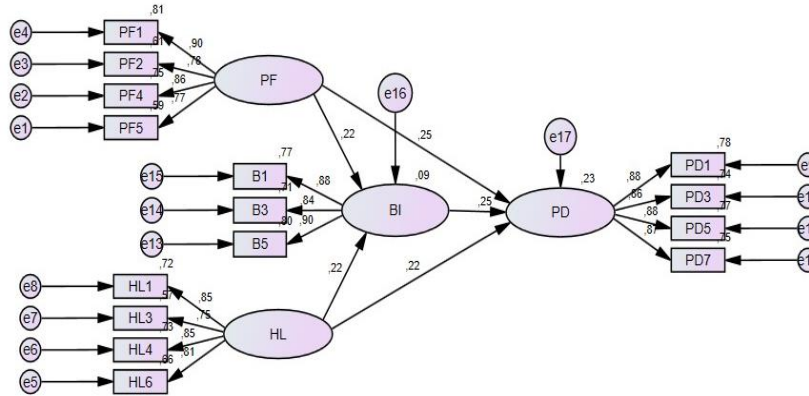


Figure 2. Full model testing

**Hypothesis Testing**

The results of testing the relationship between variables in the research carried out in conducting this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E.	C.R.	P
H <sub>1</sub>	Price Fairness--> Brand Image	0.291	0.102	2.850	0.004
H <sub>2</sub>	Hedonic Lifestyle --> Brand Image	0.274	0.097	2.822	0.005
H <sub>3</sub>	Brand Image --> Purchase Decision	0.254	0.077	3.308	***
H <sub>4</sub>	Price Fairness --> Purchase Decision	0.347	0.101	3.423	***
H <sub>5</sub>	Hedonic Lifestyle --> Purchase Decision	0.291	0.096	3.049	0.002

Based on Table 4, it can be explained that the first hypothesis of price fairness regarding brand image with a calculation result of 2,850 is greater than the t-table of 1.96. With a p-value of 0.004, it shows a value smaller than 0.05 ( $\alpha = 0.05$ ). This means that the first hypothesis regarding price fairness has a positive and significant effect on brand image. The second hypothesis is that the calculated t-value for hedonic Lifestyle on brand image is 2.822 with a p-value of 0.005. This means that hedonic Lifestyle has a positive and significant effect on brand image. The third hypothesis is that the calculated t-value for brand image on purchase decisions is 3.308, with a p-value of less than 0.001. These results show the suitability of the hypothesis that brand image has a positive and significant effect on purchase decisions. The fourth hypothesis is that the calculated t-value for price fairness on purchase decisions is 3.423, with a p-value of less than 0.001. These results show the suitability of the hypothesis that price fairness has a positive and significant effect on purchase decisions. The fifth hypothesis is that the calculated t-value for hedonic Lifestyle on purchase decisions is 3.049 with a p-value of 0.002. This means that hedonic Lifestyle has a positive and significant effect on purchase decisions.

Table 5. Sobel test - significance of mediation

	Sobel test statistic	Two- tailed probability
Price Fairness --> Brand Image --> Purchase Decision	2.157	0.030
Hedonic Lifestyle --> Brand Image --> Purchase Decision	2.145	0.031

Based on the Sobel test results in Table 5, the Sobel test analysis shows that brand image functions as a mediator between price fairness and hedonic Lifestyle in influencing purchase decisions on second-hand iPhones. The results of the Sobel statistical test for the two independent variables (price fairness and hedonic Lifestyle) are (2.157 and 2.145) while the two-tailed probability is 0.030 and 0.031. Because the statistical Sobel test value is greater than the t-table value (1.96) and the two-tailed probability is greater than the

predetermined p-value ( $\alpha = 0.05$ ), it can be concluded that brand image mediates the influence of price fairness and hedonic Lifestyle on purchase decisions.

### Discussion

This research aims to propose a conceptual model of the influence of price fairness and hedonic Lifestyle on purchase decisions on second-hand iPhones in Indonesia. Furthermore, this research examines how brand image acts as a mediator between price fairness and a hedonic Lifestyle to purchase decision on a second-hand iPhone in Indonesia. Based on the research results, price fairness and hedonic Lifestyle can influence consumer purchase decisions on second-hand iPhones in Indonesia and can further strengthen purchase decisions on second-hand iPhones through the mediating influence of brand image. This result is in line with research conducted (Widiastiti et al., 2020). Price fairness has a positive and significant influence on brand image. (Meistoh et al., 2022) Hedonic Lifestyle has a positive influence and has a significant effect on brand image. Brand image has a positive and significant influence on purchase decisions (Supana et al., 2021; Yusuf et al., 2022). These results are consistent with previous research by (Bahari et al., 2020; Waluya et al., 2019), who found that brand image is closely related to purchasing decisions. However, this result is contrary to the research of (Foster & Johansyah, 2019). Price fairness has a positive and significant influence on purchase decisions (Widiastiti et al., 2020). A hedonic Lifestyle has a positive and significant effect on purchase decisions (Haryanti et al., 2020). Research from (Salsabiil & W, 2023) stated that a hedonic Lifestyle has a positive influence on iPhone smartphone purchase decisions. The higher the level of the consumer's hedonic lifestyle, the stronger the consumer's desire to satisfy the needs of a product that has become their lifestyle (Ittaqullah et al., 2020). The results of this research show that before making a purchase decision on a second-hand iPhone, the role of brand image is the process of making a purchase, which then strengthens price fairness and hedonic Lifestyle for making a purchase decision on a second-hand iPhone.

### 4. Conclusion

Smartphones cannot be separated from human life and have become a human need. This research reveals that purchasing decisions for second-hand iPhones in Indonesia have increased. Based on the results of the hypothesis test, it can be concluded that the seven hypotheses can be accepted. The results show that price fairness and hedonic Lifestyle are a strong influence on purchase decisions for second-hand iPhones in Indonesia. This shows that there is a person's desire to use luxury goods to fulfill their Lifestyle so that they look hedonistic at a cheap price. The role of brand image as a mediator of price fairness and hedonic Lifestyle in purchasing decisions is very large, where the brand image on the iPhone is very good in the eyes of consumers who want to look hedonic at a reasonable price. This influences the purchase decision on second-hand iPhones. Therefore, it is important for second-hand iPhone business players in Indonesia to know the psychological factors and Lifestyle of consumers so that they can implement various strategies to attract consumer attention to the second-hand iPhone products that will be offered.

For future research, it is recommended to expand geographic and industry coverage in order to understand variations in consumer behavior. Further research could also explore additional factors that may influence purchase decisions, such as brand trust and previous consumer experiences. In addition, a qualitative approach can be used to gain a deeper understanding of consumer perceptions and attitudes towards purchasing a second-hand iPhone. The researcher suggests that for further research, they can carry out similar research with a more in-depth study with variables that are different from the researcher's variables. This is to determine purchasing decisions on second-hand iPhones in Indonesia. Apart from that, further research can increase the number of samples in the research. This is important because the perception of suitability is crucial for consumers in deciding whether to continue using a product. Therefore, companies need to develop product innovations that suit consumer needs.

This study has significant practical implications in the context of marketing strategy and consumer decision-making, especially in the second-hand market such as second-hand iPhones. The results can help companies to optimize their marketing strategies by understanding the influence of price fairness, hedonic lifestyle, and brand image on purchase decisions. A better understanding of these factors can open up opportunities for sales strategy adjustments, more effective pricing, and the development of a more positive brand image. This research contributes to the marketing and consumer behavior literature by specifically investigating the influence of price fairness and hedonic lifestyle on purchase decisions mediated by brand image in the context of purchasing a second-hand iPhone. This contribution can help fill knowledge gaps and



provide a theoretical foundation for further research in this area. In addition, this research also provides insights for practitioners and marketers to improve the effectiveness of their strategies in dealing with the second-hand market. Limitations of this study include the focus on a single brand (iPhone) and product type (second-hand), so generalizations of the findings need to be treated with caution. In addition, the use of survey methods may have limitations in capturing deeper nuances and context. This study is also limited to a specific time, so market dynamics and consumer behavior may change over time. To overcome these limitations, future research could consider using mixed methods, involving more brands and products, and extending the observation period.

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