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The Effects of Price, Income, and Consumer Preferences on Fashion Product Purchasing in Online Marketplaces in 2025: Evidence from Students at the Faculty of Economics and Business, University of Lampung

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Abstract

This study investigates the effects of price, income, and consumer preferences on the purchase of fashion products in online marketplaces in 2025. A causal associative quantitative approach was employed using multiple linear regression analysis. Data were collected through a structured questionnaire administered to 98 undergraduate students from the Faculty of Economics and Business, University of Lampung, aged 17–23 years, who had purchased fashion products through Shopee. Prior to hypothesis testing, the data were subjected to validity, reliability, and classical assumption tests to ensure the robustness of the regression model. The results of the partial (t) tests indicate that income and consumer preferences have positive and statistically significant effects on purchasing decisions, whereas price has no statistically significant effect despite exhibiting a negative regression coefficient. Furthermore, the simultaneous (F) test demonstrates that price, income, and consumer preferences jointly exert a statistically significant effect on purchasing decisions ($F = 7.795$, $p < 0.001$), with a coefficient of determination (R^2) of 19.9%. Among the independent variables, consumer preferences emerge as the strongest predictor of purchasing decisions. These findings suggest that, among Generation Z university students, purchasing decisions for online fashion products are influenced more by consumer preferences and purchasing power than by price sensitivity alone. Therefore, online fashion retailers should align their product offerings with consumer preferences and students' purchasing power rather than relying solely on low-price strategies.

Keywords: price, income, consumer preferences, purchasing decisions, online fashion, e-commerce

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INTRODUCTION

Digital transformation over the past decade has fundamentally reshaped the way consumers fulfill their consumption needs. The Internet has evolved beyond a communication medium to become a critical infrastructure supporting economic transactions. According to the Indonesian Internet Service Providers Association (APJII, 2025), internet penetration in Indonesia has continued to increase, accelerating the expansion of online shopping activities. This trend is consistent with the rapid growth of the national e-commerce sector, where online marketplaces have emerged as strategic platforms that facilitate interactions between buyers and sellers (Statistics Indonesia, 2023).

Among various product categories, fashion products represent one of the most frequently purchased items through online marketplaces, particularly among Generation Z and millennial consumers. Data reported by Databoks (2022) indicate that clothing constitutes the most frequently purchased product category among Generation Z (56%) and millennials (43.3%) via e-commerce platforms, surpassing household products and mobile devices. This purchasing pattern differs from that of Generation X, who tend to prioritize functional products over lifestyle-oriented purchases. Younger consumers generally place greater emphasis on emotional value, personal identity, and fashion trends rather than purely utilitarian functions. Consequently, their purchasing behavior is often more dynamic and susceptible to impulse buying (Angela & Paramita, 2020). Similar findings have also been reported by Septiansari and Handayani (2021), who observed a high level of consumptive behavior among university students in the digital shopping environment.

The dominance of online marketplace platforms has further reinforced this phenomenon. Similarweb (2023) identified Shopee as the most visited e-commerce platform in Indonesia throughout 2023, outperforming Tokopedia, Lazada, Blibli, and Bukalapak. Shopee attracts young consumers through various marketing strategies, including promotional campaigns, live-streaming commerce, short-form videos, and interactive platform features that enhance customer engagement (Putra, 2020). Nevertheless, promotional pricing alone is no longer sufficient to influence purchasing decisions. Because consumers cannot physically inspect products before purchase, they increasingly rely on online reviews, product ratings, and other forms of social proof when evaluating product quality, particularly in the case of university students (Nurjanah et al., 2019). The importance of online customer reviews in shaping purchasing decisions has also been highlighted by Harli et al. (2021) and Mawa and Cahyadi (2021).

From the perspective of economic theory, purchasing decisions can be explained using the demand framework. According to demand theory, the quantity demanded is influenced by several determinants, including product price, consumer income, and

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consumer preferences, while other factors are assumed to remain constant (*ceteris paribus*) (Mankiw, 2006). Similar theoretical explanations have been provided by Pindyck and Rubinfeld (2003) and Rahmita et al. (2023). The law of demand predicts an inverse relationship between price and quantity demanded, whereby an increase in price reduces demand, whereas a price reduction stimulates demand (Elvira, 2016). In contrast, higher consumer income generally increases purchasing power for normal goods, while changes in consumer preferences may shift the demand curve either to the right or to the left (Rustam et al., 2022).

Within online marketplaces, fashion products are often offered at more competitive prices than those available in conventional retail stores because of lower operating costs and the widespread use of promotional incentives such as vouchers, cashback programs, and free shipping. Consumers can easily compare prices across multiple sellers within seconds, making price theoretically one of the primary determinants of purchasing decisions (Rozi & Khuzaini, 2021). Similar empirical evidence has been reported by Mulyana (2021). However, excessively low prices may raise concerns regarding product quality, whereas higher prices are generally expected to reflect superior product value (Kotler & Armstrong, 2013). Therefore, the relationship between price and online fashion purchasing decisions may not always be linear and should be examined alongside other influential variables.

Objectives

This study aims to:

- Examine the effect of price on online fashion product purchasing decisions in 2025.
- Examine the effect of income on online fashion product purchasing decisions in 2025.
- Examine the effect of consumer preferences on online fashion product purchasing decisions in 2025.
- Examine the simultaneous effects of price, income, and consumer preferences on online fashion product purchasing decisions in 2025.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer Behavior and Demand Theory

Consumer behavior theory provides the fundamental theoretical framework for understanding how individuals allocate limited financial resources to maximize utility derived from the consumption of goods and services (Pindyck & Rubinfeld, 2003). Within this framework, consumers are assumed to make rational decisions under budget constraints by evaluating product prices and selecting combinations of goods and

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services that best satisfy their preferences. Demand theory further postulates that the quantity demanded is determined by several factors, including the price of the good itself, consumer income, the prices of related goods, consumer expectations, and individual preferences (Mankiw, 2006). A comparable perspective has also been advanced by Rahmita et al. (2023). The downward-sloping demand curve reflects the law of demand, which states that, *ceteris paribus*, an increase in price leads to a decrease in the quantity demanded, whereas a decline in price results in an increase in demand.

For normal goods, increases in consumer income generally lead to higher levels of demand as purchasing power improves. In contrast, changes in consumer preferences shift the entire demand curve by altering consumers' willingness to purchase particular products. Within the context of online shopping, digital information—such as customer reviews, product ratings, and content generated by digital influencers—accelerates the formation and evolution of consumer preferences, thereby rendering purchasing decisions considerably more complex than those observed in conventional retail markets (Rustam et al., 2022). Consequently, demand for fashion products in online marketplaces is influenced not only by traditional economic determinants but also by rapidly evolving consumer preferences shaped by digital interactions and social influence.

Price and Purchasing Decisions

Price is defined as the amount of money that consumers are required to pay in exchange for the benefits derived from a product or service (Kotler & Armstrong, 2013). As the only element of the marketing mix that directly generates revenue, pricing plays a pivotal role in shaping product positioning, competitive advantage, and long-term business sustainability. Accordingly, price serves not only as a monetary sacrifice incurred by consumers but also as an indicator of perceived product quality and value. The price construct is commonly measured using several indicators, including price affordability, price–quality congruence, price competitiveness, and the consistency between price and the benefits received.

Within online marketplace platforms, pricing information is highly transparent, allowing consumers to compare prices offered by multiple sellers with minimal search costs. Moreover, promotional strategies such as flash sales, discount vouchers, cashback programs, and free shipping substantially reduce consumers' perceived purchasing costs, thereby enhancing the attractiveness of online transactions (Putra, 2020). Consequently, price is theoretically expected to constitute one of the principal determinants of purchasing decisions in the e-commerce environment.

Empirical evidence generally supports the importance of price in influencing online purchasing behavior. Mulyana (2021) reported that price significantly affects consumers' decisions to purchase fashion products through Shopee. Similar findings were

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documented by Laili Hidayati (2018), who likewise identified price as a significant determinant of consumer purchasing decisions. Nevertheless, the magnitude of price effects may diminish in highly trend-driven market segments, where purchasing decisions are increasingly influenced by consumers' preferences, lifestyle orientation, and perceived product suitability rather than by price considerations alone. Once a product aligns with consumers' preferences and perceived value, price may become a secondary consideration in the decision-making process.

Drawing upon the law of demand, which postulates an inverse relationship between price and the quantity demanded, this study hypothesizes that price exerts a negative effect on online fashion purchasing decisions.

Income and Consumer Purchasing Power

Income represents consumers' economic capacity to acquire goods and services within a given period and constitutes one of the primary determinants of purchasing power (Sukirno, 2013). In consumer behavior theory, income reflects the financial resources available to individuals for consumption after fulfilling other economic obligations. Consequently, variations in income directly influence consumers' purchasing capacity and consumption patterns. According to Wigati (2011), consumer income may be derived from various sources, including primary earnings, supplementary income, and other financial resources. As income increases, consumers generally experience greater financial flexibility, enabling them to allocate a larger proportion of their expenditures to discretionary and non-essential goods, including fashion products.

Among university students, income primarily consists of parental financial support, scholarships, part-time employment earnings, or other supplementary sources of funding. Given the relatively limited and fluctuating nature of students' financial resources, their purchasing behavior is particularly sensitive to changes in disposable income. Students commonly prioritize essential expenditures, such as food, transportation, and academic expenses, before allocating their remaining financial resources to discretionary consumption, including fashion products. Consequently, both the frequency and monetary value of online fashion purchases are closely associated with the availability of monthly disposable income (Mauludin et al., 2022).

From an empirical perspective, previous studies have consistently demonstrated that financial capacity significantly influences students' consumption behavior. Septiansari and Handayani (2021), for instance, reported that greater financial resources are associated with higher levels of consumptive behavior and increased shopping frequency among university students. Individuals with relatively higher purchasing power are more likely to purchase fashion products regularly and to respond more readily to emerging fashion trends, whereas those with limited financial resources tend to adopt

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more selective purchasing strategies and postpone purchases until promotional offers become available.

Grounded in demand theory and supported by empirical evidence, income is conceptualized in this study as a key determinant of purchasing power that is expected to exert a positive effect on online fashion purchasing decisions.

Consumer Preferences in Online Fashion Shopping

Consumer preferences refer to individuals' subjective evaluations and inclinations toward specific product attributes, including design, style, color, fashion trends, and the extent to which a product reflects their personal identity. Within the context of online fashion shopping, consumer preferences extend beyond intrinsic product characteristics and are substantially shaped by digital sources of information. Electronic word-of-mouth (e-WOM), manifested through customer reviews, user-generated photographs and videos, and product ratings, has emerged as a critical source of information that influences consumers' perceptions and purchasing intentions (Harli et al., 2021). The influential role of online reviews and product ratings has likewise been emphasized by Fathin and Millanyani (2021). Consumers generally exhibit greater confidence in purchasing products that have received favorable reviews and high ratings, whereas products with limited or unfavorable feedback are often perceived as carrying higher levels of purchase risk (Mawa & Cahyadi, 2021). Similar findings have also been reported by Nurul Ulfaida et al. (2023), who demonstrated that positive electronic word-of-mouth significantly strengthens consumers' purchase intentions.

For Generation Z consumers, social media platforms such as Instagram, TikTok, and live-streaming commerce have become integral sources of fashion inspiration and trend dissemination. Continuous exposure to digital content accelerates the diffusion of fashion trends, thereby contributing to the rapid evolution of consumer preferences. Consequently, purchasing decisions are increasingly driven by the extent to which a product aligns with consumers' personal preferences, lifestyles, and self-identity rather than by purely functional considerations. Fashion products that successfully resonate with consumers' aesthetic preferences and self-expression are more likely to convert purchase intentions into actual purchasing behavior (Rustam et al., 2022).

From a theoretical perspective, consumer preferences constitute a non-price determinant of demand capable of shifting the demand curve independently of changes in price or income. As consumers' preferences become more favorable toward a particular product category, the likelihood of purchasing correspondingly increases. Accordingly, this study proposes that consumer preferences exert a positive and statistically significant effect on online fashion purchasing decisions.

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Previous Studies and Hypothesis Development

Previous studies examining consumer purchasing behavior in online marketplaces have consistently identified price, promotional activities, online customer reviews, and product variety as important determinants of purchasing decisions (Rozi & Khuzaini, 2021). Likewise, Putra (2020) and Mulyana (2021) demonstrated that promotional strategies and electronic word-of-mouth substantially influence consumers' purchasing behavior in e-commerce environments. Despite these contributions, the existing body of literature has predominantly focused on marketing-related variables while giving relatively limited attention to the simultaneous roles of price, income, and consumer preferences, particularly within the context of university students purchasing fashion products through online marketplaces.

Furthermore, previous empirical findings concerning the influence of price on purchasing decisions remain inconclusive. While several studies have reported that price exerts a significant influence on consumers' purchasing decisions, other studies have suggested that its effect becomes less pronounced when consumers' purchasing power and individual preferences are taken into consideration. Such inconsistencies indicate that the relationships among these variables remain context-dependent and warrant further empirical investigation.

University students constitute a distinctive consumer segment characterized by relatively limited financial resources, high digital literacy, and strong exposure to rapidly evolving fashion trends through social media and e-commerce platforms. Consequently, their purchasing decisions are likely to be jointly influenced by economic considerations, represented by price and income, as well as psychological factors reflected in consumer preferences. Nevertheless, empirical evidence simultaneously examining these three determinants within the context of online fashion purchasing among university students remains scarce. Addressing this gap is expected to contribute to a more comprehensive understanding of consumer purchasing behavior in Indonesia's rapidly expanding digital marketplace.

Drawing upon demand theory, consumer behavior theory, and the empirical findings reported in previous studies, this study proposes the following research hypotheses:

H1: Price exerts a negative effect on online fashion purchasing decisions.
H2: Income exerts a positive effect on online fashion purchasing decisions.
H3: Consumer preferences exert a positive and statistically significant effect on online fashion purchasing decisions.
H4: Price, income, and consumer preferences simultaneously exert a statistically significant effect on online fashion purchasing decisions.

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RESEARCH METHODOLOGY

This study employed a quantitative research design using a causal associative approach (Paramita et al., 2021). A similar methodological framework was proposed by Sugiyono (2013). The study population consisted of active students of the Faculty of Economics and Business, University of Lampung, aged 17–23 years. The sample comprised 98 respondents who had previously purchased fashion products through Shopee. A structured questionnaire using a Likert scale was employed to measure Price (X1), Income (X2), Consumer Preferences (X3), and Purchasing Decisions (Y).

Data were analyzed using SPSS through validity testing, reliability testing (Cronbach's Alpha ≥ 0.60), classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), and multiple linear regression analysis. The regression model is expressed as: $\mathbf{Y = \beta 0 + \beta 1X1 + \beta 2X2 + \beta 3X3 + \varepsilon}$. Partial hypotheses were tested using the *t*-test, while the simultaneous effect was examined using the *F*-test. The coefficient of determination (R^2) and Adjusted R^2 were used to evaluate the explanatory power of the regression model (Ghozali, 2017). In Version 1, the price variable was tested using a one-tailed hypothesis (H_a: $\beta 1 < 0$), whereas the income and consumer preference variables were tested using two-tailed hypotheses.

RESULTS AND DISCUSSION

Respondent Characteristics

This section presents the demographic characteristics of the respondents to ensure that the sample is representative of Generation Z university students who purchase fashion products through online marketplaces. The respondents' characteristics include gender, age, study program, source of income, and frequency of purchasing fashion products on Shopee.

Table 1. Respondents' Gender

Gender	Number of Respondents	Percentage (%)
Male	29	30.5
Female	66	69.5
Total	95	100

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 1**, female respondents accounted for 69.5% (66 respondents) of the sample, while male respondents represented 30.5% (29 respondents). The predominance of female respondents indicates that female university students are more actively engaged in online fashion shopping, which is consistent with prevailing e-commerce consumption patterns in the fashion and lifestyle sector. This

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distribution is particularly relevant, as fashion products are generally more sensitive to style-related preferences among female consumers, thereby providing a more comprehensive understanding of variations in consumer preferences and their responses to price and income.

Table 2. Respondents' Age

Age (Years)	Number of Respondents	Percentage (%)
17–18	8	8.4
19–20	33	34.7
21–22	41	43.2
23	13	13.7
Total	95	100

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 2**, the majority of respondents were aged 21–22 years (43.2%), followed by those aged 19–20 years (34.7%). These age groups represent the typical age range of undergraduate students and fall within Generation Z, a cohort characterized by high levels of engagement with social media and online marketplace platforms. Consequently, the sample adequately represents young consumers whose preferences are shaped by digital content and who are likely to consider emerging trends when making online fashion purchasing decisions (Databoks, 2022). Similar patterns of online shopping behavior among university students have also been reported by Septiansari and Handayani (2021).

Table 3. Respondents' Study Program

Study Program	Number of Respondents	Percentage (%)
Management	43	45.3
Accounting	32	33.7
Development Economics (IESP)	20	21.0
Total	95	100

Source: Data processed by the authors using SPSS (2026).

As shown in **Table 3**, students from the Management Study Program constituted the largest proportion of respondents (45.3%), followed by Accounting (33.7%) and Economics (21.0%). This distribution is consistent with the composition of undergraduate programs within the Faculty of Economics and Business, University of Lampung. The predominance of Management students is particularly relevant, as their academic

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background is closely related to consumer behavior and digital marketing. Consequently, their understanding of pricing, purchasing power, and consumer preferences is expected to enhance the reliability and relevance of the questionnaire responses.

Table 4. Respondents' Source of Income

Source of Income	Number of Respondents	Percentage (%)
Parents/Family	83	87.4
Scholarship	8	8.4
Part-time Job	4	4.2
Total	95	100

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 4**, the majority of respondents (87.4%) relied primarily on financial support from their parents or families as their main source of income. In contrast, 8.4% received scholarships, while only 4.2% earned income through part-time employment. These findings indicate that the purchasing power of most respondents largely depends on their monthly allowances. This pattern reinforces the proposition that income is a critical determinant of fashion purchasing behavior, as fashion products are generally regarded as discretionary goods. Greater financial resources increase consumers' purchasing capacity, whereas limited financial resources encourage consumers to postpone purchases or wait for promotional offers (Mauludin et al., 2022).

Table 5. Frequency of Fashion Purchases on Shopee

Purchase Frequency	Number of Respondents	Percentage (%)
Once	18	18.9
2–3 Times	54	56.8
More than 3 Times	23	24.3
Total	95	100

Source: Data processed by the authors using SPSS (2026).

As shown in **Table 5**, more than half of the respondents (56.8%) purchased fashion products through Shopee two to three times during the previous three months, while 24.3% reported making more than three purchases. In contrast, only 18.9% of respondents made a single purchase during the same period. These findings indicate that online fashion shopping has become a regular consumption behavior rather than an occasional activity among the respondents. The relatively high frequency of purchases

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also provides sufficient variation in the data to examine the effects of price, income, and consumer preferences on online fashion purchasing decisions.

Validity and Reliability Testing

Instrument testing was conducted to ensure that the questionnaire items accurately measured the intended constructs and produced consistent results. Construct validity was evaluated by comparing the calculated *t*-values with the corresponding critical *t*-values, whereas instrument reliability was assessed using Cronbach's Alpha.

Table 6. Validity Test Results

Variable	Item	t-value	t-table	Sig.	Description
Price (X_1)	X1.1	7.01	1.985	0.000	Valid
	X1.2	8.82	1.985	0.000	Valid
	X1.3	12.54	1.985	0.000	Valid
	X1.4	9.91	1.985	0.000	Valid
Income (X_2)	X2.1	6.09	1.985	0.000	Valid
	X2.2	8.82	1.985	0.000	Valid
	X2.3	8.40	1.985	0.000	Valid
	X2.4	9.39	1.985	0.000	Valid
	X2.5	5.42	1.985	0.000	Valid
	X2.6	7.23	1.985	0.000	Valid
Consumer Preference (X_3)	X3.1	8.18	1.985	0.000	Valid
	X3.2	4.72	1.985	0.000	Valid
	X3.3	5.06	1.985	0.000	Valid
	X3.4	7.39	1.985	0.000	Valid
	X3.5	8.40	1.985	0.000	Valid
	X3.6	9.69	1.985	0.000	Valid
	X3.7	8.80	1.985	0.000	Valid
Purchase Decision (Y)	Y.1	17.88	1.985	0.000	Valid
	Y.2	23.33	1.985	0.000	Valid
	Y.3	18.53	1.985	0.000	Valid

Source: Data processed by the authors using SPSS (2026).

The results indicate that all questionnaire items measuring Price (X1), Income (X2), Consumer Preferences (X3), and Purchasing Decisions (Y) produced calculated *t*-values exceeding the critical value of 1.985 (df = 96, α = 5%), with significance values below 0.05 (Sig. = 0.000). The highest calculated *t*-value was observed for the

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Purchasing Decisions indicator (Y.2 = 23.33), indicating a strong ability of the item to discriminate among respondents. Since all questionnaire items satisfied the validity criteria, the instrument was considered valid and suitable for subsequent reliability testing and multiple regression analysis.

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Description
Price (X_1)	0.651	Reliable
Income (X_2)	0.627	Reliable
Consumer Preference (X_3)	0.696	Reliable
Purchase Decision (Y)	0.875	Reliable

Source: Data processed by the authors using SPSS (2026

As presented in **Table 7**, all variables satisfied the minimum reliability threshold of Cronbach's Alpha (α ≥ 0.60). Purchasing Decisions (Y) demonstrated the highest level of internal consistency (α = 0.875), followed by Consumer Preferences (α = 0.696), Price (α = 0.651), and Income (α = 0.627). These findings indicate that the research instrument exhibited acceptable internal consistency, although the reliability coefficients for Price and Income were classified as moderate. Accordingly, the questionnaire data were considered sufficiently reliable for subsequent regression analysis (Ghozali, 2017).

Classical Assumption Tests

Multiple linear regression analysis requires that the residuals are normally distributed, free from multicollinearity, homoscedastic, and free from autocorrelation to ensure that the estimated parameters satisfy the **Best Linear Unbiased Estimator (BLUE)** assumptions (Ghozali, 2017).

Table 8. Normality Test Results (One-Sample Kolmogorov–Smirnov)

Description	Value
N	98
Test Statistic	0.053
Asymp. Sig. (2-tailed)	0.200

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 8**, the Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, which exceeds the significance level of 0.05. This result indicates that the regression residuals are normally distributed, thereby satisfying the

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normality assumption. Consequently, the subsequent *t*-test and *F*-test results can be interpreted with confidence, as the underlying assumption of residual normality has been fulfilled.

Table 9. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Price (X_1)	0.728	1.373	No multicollinearity detected
Income (X_2)	0.833	1.200	No multicollinearity detected
Consumer Preference (X_3)	0.845	1.184	No multicollinearity detected

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 9**, all independent variables exhibited tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, with the highest VIF observed for Price at only 1.373. These results indicate the absence of serious multicollinearity among the independent variables. Therefore, Price, Income, and Consumer Preferences can be simultaneously included in the regression model without causing substantial redundancy or distortion in the estimated regression coefficients.

Table 10. Heteroscedasticity Test Results (Glejser Method)

Variable	B	t-value	Sig.	Description
Price (X_1)	-0.178	-1.495	0.138	No heteroscedasticity
Income (X_2)	-0.006	-0.051	0.959	No heteroscedasticity
Consumer Preference (X_3)	0.114	1.027	0.307	No heteroscedasticity

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 10**, the Glejser test yielded significance values of 0.138, 0.959, and 0.307 for Price (X1), Income (X2), and Consumer Preferences (X3), respectively. Since all significance values exceed the 0.05 threshold, no evidence of heteroscedasticity was detected. These findings indicate that the variance of the residuals is independent of the explanatory variables, confirming that the assumption of homoscedasticity has been satisfied. Consequently, the estimated regression coefficients are not biased by non-constant error variance.

Table 11. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error	Durbin–Watson
1	0.446	0.199	0.174	752.435	2.049

Source: Data processed by the authors using SPSS (2026).

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As presented in **Table 11**, the Durbin–Watson statistic was 2.049. With a sample size of *n* = 98 and *k* = 3 independent variables, the lower upper-bound critical value (*d*U) is approximately 1.734, while 4 − *d*U is approximately 2.266. Since 1.734 < 2.049 < 2.266, the regression model is free from autocorrelation. This finding indicates that the residuals are not systematically correlated across observations, thereby supporting the reliability of the statistical inferences derived from the regression model.

Multiple Linear Regression Analysis

After all classical assumptions had been satisfied, multiple linear regression analysis was performed to estimate the direction and magnitude of the effects of Price (X1), Income (X2), and Consumer Preferences (X3) on Purchasing Decisions (Y).

Table 12. Multiple Linear Regression Analysis Results (Coefficients)

Model	B	Std. Error	Beta	t-value	Sig.
(Constant)	730.698	816.255	–	0.895	0.373
Price (X_1)	-0.030	0.178	-0.018	-0.166	0.869
Income (X_2)	0.281	0.137	0.208	2.056	0.043
Consumer Preference (X_3)	0.569	0.155	0.369	3.674	0.000

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 12**, the estimated regression equation is **Y = 730.698 − 0.030X1 + 0.281X2 + 0.569X3**. The constant of 730.698 represents the baseline level of purchasing decisions when all independent variables are assumed to be zero. The coefficient for Price (−0.030) indicates a negative relationship, suggesting that a one-unit increase in price tends to decrease purchasing decisions by 0.030 units, which is consistent with the law of demand. However, its statistical significance is evaluated in the subsequent hypothesis testing. Meanwhile, the coefficients for Income (0.281) and Consumer Preferences (0.569) are positive, indicating positive associations with purchasing decisions. Based on the standardized beta coefficients, Consumer Preferences exhibited the strongest influence (β = 0.369), followed by Income (β = 0.208), whereas Price showed the weakest effect (β = −0.018).

Hypothesis Testing

The research hypotheses were tested using the *t*-test for partial effects at a significance level of α = 0.05 with 94 degrees of freedom (*t*-critical = 1.986 for a two-tailed test and 1.661 for a one-tailed test). The detailed SPSS output is presented in **Table 13**, while the hypothesis testing results are summarized in **Table 14**.

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Table 13. Partial Hypothesis Test Results (t-test)

Variable	B	t-value	Sig. (2-tailed)	Preliminary Conclusion
Constant	730.698	0.895	0.373	–
Price (X_1)	-0.030	-0.166	0.869	Not Significant
Income (X_2)	0.281	2.056	0.043	Significant
Consumer Preference (X_3)	0.569	3.674	0.000	Significant

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 13**, Price was not found to have a statistically significant effect on purchasing decisions (Sig. = 0.869 > 0.05; $|t|$ = 0.166 < 1.986). In contrast, Income exhibited a statistically significant positive effect (Sig. = 0.043 < 0.05; t = 2.056 > 1.986), while Consumer Preferences demonstrated a highly significant positive effect on purchasing decisions (Sig. = 0.000; t = 3.674). Based on the two-tailed significance tests, only Income (X2) and Consumer Preferences (X3) were found to significantly influence purchasing decisions, whereas Price (X1) did not show sufficient statistical evidence to support its hypothesized effect.

Table 14. Summary of t-Test Results (Version 1: X_1 One-Tailed; X_2 and X_3 Two-Tailed)

Variable	Test Direction	t-value	t-table	p-value	Decision
Price (X_1)	One-tailed	-0.166	1.661	0.4345	Accept H_0 (Not Significant)
Income (X_2)	Two-tailed	2.056	1.986	0.043	Reject H_0 (Significant)
Consumer Preference (X_3)	Two-tailed	3.675	1.986	0.000	Reject H_0 (Significant)

Source: Reprocessed by the authors from SPSS output (2026).

As summarized in **Table 14**, the hypothesis for Price was tested using a one-tailed test (H_a: $\beta_1 < 0$). Although the regression coefficient was negative, as predicted by demand theory, the test statistic did not reach statistical significance ($|t|$ = 0.166 < 1.661; p = 0.4345 > 0.05). Therefore, the hypothesized negative effect of Price on purchasing decisions was not supported. In contrast, Income (t = 2.056 > 1.986; p = 0.043) and Consumer Preferences (t = 3.675; p < 0.001) exhibited statistically significant positive effects. These findings consistently indicate that, at the individual level, Income and

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Consumer Preferences significantly influence purchasing decisions, whereas Price does not, even under a one-tailed testing procedure.

Table 15. Simultaneous Hypothesis Test Results (ANOVA/F-test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	13,239,335.099	3	4,413,111.700	7.795	0.000
Residual	53,218,954.166	94	566,159.087		
Total	66,458,289.265	97			

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 15**, the regression model produced an *F*-statistic of 7.795 with a significance value of 0.000, which is below the 0.05 significance level. Therefore, the null hypothesis was rejected, indicating that Price, Income, and Consumer Preferences jointly exert a statistically significant effect on purchasing decisions. These findings confirm that the proposed regression model is statistically significant and appropriate for explaining variations in online fashion purchasing decisions. Although the individual effects of the independent variables differ in magnitude and significance, their combined influence remains relevant in explaining the purchasing behavior of university students in online fashion marketplaces.

Table 16. Coefficient of Determination (R^2) Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.446	0.199	0.174	752.435

Source: Data processed by the authors using SPSS (2026).

As presented in **Table 16**, the multiple correlation coefficient was **R = 0.446**, indicating a moderate relationship between the independent variables and purchasing decisions. The coefficient of determination (**R^2 = 0.199**) indicates that 19.9% of the variation in purchasing decisions can be explained by Price, Income, and Consumer Preferences. The remaining 80.1% is attributable to other factors not included in the model, such as product quality, promotional activities, store trustworthiness, and electronic word-of-mouth (e-WOM) (Putra, 2020). The importance of online reviews in shaping purchasing decisions has also been highlighted by Fathin and Millanyani (2021). Furthermore, the **Adjusted R^2** value of 17.4% accounts for the number of predictors included in the model and confirms that, although the explanatory power of the model is modest, it remains statistically meaningful, a pattern commonly observed in consumer behavior research.

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DISCUSSION

Effect of Price on Purchasing Decisions

Price (X1) did not have a statistically significant effect on purchasing decisions (t = −0.166; Sig. = 0.869; one-tailed p = 0.4345); therefore, the proposed hypothesis was not supported. Although the negative coefficient is consistent with the law of demand, its effect became negligible after controlling for Income and Consumer Preferences. Among Generation Z university students, online fashion purchasing decisions are primarily driven by product suitability and current fashion trends. Moreover, promotional strategies such as free shipping and discounts tend to reduce consumers' sensitivity to price differences (Mulyana, 2021). Similar findings have been reported by Rozi and Khuzaini (2021), suggesting that price may not be a significant determinant of purchasing decisions in online marketplace settings. These findings imply that competing solely on price is unlikely to increase sales unless the products also align with consumers' preferences.

Effect of Income on Purchasing Decisions

Income (X2) exerted a positive and statistically significant effect on purchasing decisions (t = 2.056; Sig. = 0.043; B = 0.281). A one-unit increase in income was associated with a 0.281-unit increase in purchasing decisions. This finding is consistent with demand theory, which identifies income as a key determinant of purchasing power for normal goods (Mankiw, 2006). Similar evidence has been reported by Mauludin et al. (2022) in the context of digital consumer behavior. Since 87.4% of the respondents relied primarily on parental financial support, variations in monthly allowances directly influenced their purchasing capacity for fashion products. Based on the standardized beta coefficient (β = 0.208), Income was identified as the second most influential predictor after Consumer Preferences.

Effect of Consumer Preferences on Purchasing Decisions

Consumer Preferences (X3) exhibited the strongest influence on purchasing decisions (t = 3.674; Sig. < 0.001; B = 0.569; β = 0.369). Fashion products function not only as utilitarian goods but also as expressions of personal identity. Exposure to social media content, online reviews, and customer ratings strengthens consumers' preferences and increases their likelihood of making purchases (Harli et al., 2021). This finding is consistent with the results reported by Rustam et al. (2022). The dominant role of Consumer Preferences also explains the insignificant effect of Price, suggesting that consumers first evaluate whether a product matches their preferences before considering its price.

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Joint Effect of the Independent Variables

The simultaneous regression analysis indicated that Price, Income, and Consumer Preferences jointly exerted a statistically significant effect on purchasing decisions (F = 7.795; Sig. < 0.001), with an explanatory power of **R^2 = 19.9%**. These findings suggest that university students are more likely to purchase fashion products when the products match their preferences and their financial resources are sufficient. Differences in price alone are not always sufficient to alter purchasing decisions. From a managerial perspective, online fashion retailers should prioritize offering products that reflect current fashion trends, match students' purchasing power, and maintain reasonable pricing strategies rather than relying exclusively on price competition.

CONCLUSION

Based on the results of the multiple linear regression analysis involving 98 students from the Faculty of Economics and Business, University of Lampung, four conclusions can be drawn. First, Price does not have a statistically significant effect on online fashion purchasing decisions. Second, Income has a positive and statistically significant effect on purchasing decisions. Third, Consumer Preferences exert a positive and statistically significant effect and constitute the most influential predictor of online fashion purchasing decisions. Fourth, Price, Income, and Consumer Preferences jointly have a statistically significant effect on online fashion purchasing decisions. The three independent variables jointly exert a statistically significant effect on online fashion purchasing decisions (R^2 = 19.9%). Accordingly, online fashion retailers are encouraged to balance product offerings with consumers' preferences, align pricing strategies with university students' purchasing power, and maintain reasonable price levels. Future research is recommended to incorporate additional variables, such as product quality, digital promotion, consumer trust, and transaction convenience, to provide a more comprehensive explanation of online fashion purchasing behavior.

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