

MODERATING ENTREPRENEURIAL MINDSET: THE INFLUENCE OF PRODUCT SPECIFICATIONS, ONLINE CUSTOMER REVIEWS AND RATINGS, AND SALES PROMOTIONS ON PURCHASING DECISIONS OF SUSTAINABLE FASHION IN THE SHOPEE MARKETPLACE

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Abstract: This study aims to investigate the moderating effect of entrepreneurial mindset on the purchasing decisions of sustainable fashion products in the Shopee marketplace, focusing on product specifications, online customer reviews and ratings, and sales promotions as independent variables. In the context of the rapidly developing fashion industry, consumers are showing a high interest in products that are not only aesthetically appealing but also sustainable. This research employs a quantitative approach and involves participation from consumers who have made purchases of sustainable fashion products on Shopee. Data were collected through an online questionnaire that encompasses aspects of product specifications, online customer reviews and ratings, sales promotions, and entrepreneurial mindset. The results indicate that product specifications, online customer reviews, and sales promotions significantly influence purchasing decisions, while the entrepreneurial mindset does not appear to moderate the relationship between these variables and purchasing decisions. These findings provide important insights for business practitioners in designing effective and sustainable marketing strategies, as well as highlighting the significance of consumer understanding of sustainability values in their purchasing decision-making.

Keywords: *Sustainable Fashion, Entrepreneurial Mindset, Product Specifications, Online Customer Reviews, Sales Promotions, Purchasing Decisions*

Submitted: 2026-02-06; Revised: 2026-03-02; Accepted: 2026-03-03

1. Introduction

Research on entrepreneurial behavior and consumer decision-making has expanded significantly over the past two decades, particularly in explaining how psychological and social factors shape business performance and purchasing decisions. One of the most widely examined psychological constructs is entrepreneurial self-efficacy (ESE), defined as an individual's belief in their capability to successfully perform entrepreneurial tasks (Bandura, 1997). Within the framework of Social Cognitive Theory, self-efficacy is considered a key determinant of motivation, behavioral persistence, and performance outcomes.

Consistent with this perspective, Ngek (2015) demonstrated that ESE significantly influences small business performance through the mediating role of entrepreneurial mindset. An

entrepreneurial mindset—characterized by opportunity recognition, adaptability, and proactive behavior under conditions of uncertainty—functions as a cognitive mechanism that translates self-belief into strategic action. This finding aligns with the work of Michael Frese and Doris Fay (2001), who emphasize the importance of personal initiative and proactive orientation in enhancing firm performance. Thus, mindset development can be viewed not merely as an individual attribute but as a strategic resource that strengthens organizational outcomes.

In the context of digital consumer behavior, psychological and social determinants also play a central role in shaping purchasing decisions. Surjono (2024) identified online user reviews and customer service responsiveness as primary determinants of online fashion purchase decisions. These findings are consistent with research by Chevalier and Mayzlin (2006), who demonstrated that online reviews significantly affect product sales, and with Pavlou (2003), who highlighted the critical role of trust in e-commerce transactions. Detailed and positive reviews enhance perceived credibility, while responsive customer service strengthens satisfaction and repurchase intention. These studies underscore that trust-building mechanisms and service quality are essential in reducing uncertainty within digital marketplaces.

Furthermore, in the domain of sustainable consumption, Anggriani et al. (2024) applied the Theory of Planned Behavior developed by Ajzen (1991) to examine sustainable apparel purchasing among Generation Z and millennial consumers in Indonesia. Using SEM-PLS analysis, the study found that subjective norms, social influence, and perceived behavioral control significantly affect purchase intention and actual purchasing behavior. These findings align with the work of Stern (2000), who emphasized the importance of individual capacity and social context in shaping pro-environmental behavior. Notably, perceived behavioral control—driven by sustainability knowledge and resource management ability—emerged as a critical determinant, suggesting that both individual competence and social interaction are fundamental to sustainable fashion consumption.

Overall, the literature indicates that across entrepreneurship, digital consumer behavior, and sustainable consumption contexts, cognitive factors (e.g., self-efficacy, entrepreneurial mindset, perceived behavioral control) and social factors (e.g., subjective norms, online reviews, service interaction) significantly influence decision-making and performance outcomes. However, there remains a need to integrate entrepreneurial psychological perspectives with digital consumer behavior dynamics, particularly within the fashion industry and sustainability context in emerging economies. Accordingly, this study seeks to address this gap by examining the interrelationships among psychological, social, and performance-related variables within a more integrated conceptual framework.

2. Literature Review

The Theory of Planned Behavior (TPB) developed by Icek Ajzen (1991) posits that individual behavior is primarily predicted by behavioral intention, which in turn is shaped by three determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude reflects an individual's evaluation of performing a behavior; subjective norms refer to perceived social pressure; and perceived behavioral control represents the perceived ease or difficulty of performing the behavior. In digital consumption contexts, TPB has been widely applied to explain online purchasing behavior and sustainable consumption decisions (Stern, 2000).

Within the TPB framework, external marketing stimuli and individual cognitive characteristics influence purchase decisions indirectly through their effects on attitudes, norms, and perceived control. In sustainable fashion consumption, consumers evaluate not only

functional attributes but also ethical and environmental implications, which shape their attitudes and perceived responsibility. Therefore, TPB provides a robust theoretical foundation for explaining how product-related information, social influence, and promotional incentives translate into purchase decisions in online marketplaces such as Shopee.

Product Specifications and Purchase Decision

According to TPB, product specifications influence purchase decisions by shaping consumers' attitudes toward the product. When consumers perceive product design, quality, and functionality as aligned with their preferences and sustainability values, they develop favorable attitudes that increase purchase intention. Empirical research confirms that product attributes significantly affect perceived value and buying behavior in online settings (Shi et al., 2021; Kim & Lennon, 2013). In sustainable fashion contexts, detailed specifications enhance transparency and reduce perceived risk, strengthening positive evaluations and behavioral intention (Park & Kim, 2020). Thus, consistent with TPB's attitudinal component, clearer and more attractive product specifications are expected to positively influence purchase decisions.

H1: Product specifications positively influence purchase decisions of sustainable fashion on Shopee.

Online Customer Review and Rating and Purchase Decision

Within TPB, online reviews and ratings function as a form of social influence that shapes subjective norms and indirectly affects purchase intention. Consumers often rely on electronic word-of-mouth (eWOM) to reduce uncertainty and conform to perceived majority opinions. Research demonstrates that online reviews significantly affect trust, perceived credibility, and purchase decisions (Chevalier & Mayzlin, 2006; Filieri & McLeay, 2014). In sustainable consumption contexts, peer-generated information is particularly influential because ethical consumption is socially embedded and value-driven.

Therefore, consistent with TPB's subjective norm component, stronger and more positive online customer reviews and ratings are expected to enhance purchase decisions.

H2: Online customer review and rating positively influence purchase decisions of sustainable fashion on Shopee.

Sales Promotion and Purchase Decision

Sales promotion influences consumer decision-making by altering both attitudes and perceived behavioral control. Promotional incentives such as discounts, cashback, and free shipping increase perceived value and reduce financial barriers, thereby strengthening consumers' perceived control over purchasing decisions. Research indicates that sales promotions significantly enhance purchase intention and buying behavior in online environments (Santini et al., 2015). In e-commerce settings, time-limited promotions further create urgency that positively affects behavioral intention (Xu & Huang, 2014).

In line with TPB, promotional activities can therefore enhance favorable attitudes and perceived ease of purchase, leading to stronger purchase decisions.

H3: Sales promotion positively influences purchase decisions of sustainable fashion on Shopee.

The Moderating Role of Entrepreneurial Mindset

An entrepreneurial mindset reflects opportunity recognition, proactiveness, adaptability, and long-term value orientation (Michael Frese & Doris Fay, 2001). From a TPB perspective, entrepreneurial mindset can strengthen the cognitive processing underlying attitudes and

perceived behavioral control. Individuals with such a mindset tend to process information analytically, evaluate long-term benefits, and rely less on impulsive or purely normative cues.

Product Specifications, Entrepreneurial Mindset, and Purchase Decision

Entrepreneurial-minded consumers are more likely to assess product specifications critically and independently. Their proactive orientation enhances the effect of detailed product attributes on attitudes and intention formation. Hence, entrepreneurial mindset is expected to strengthen the relationship between product specifications and purchase decisions.

H4: Entrepreneurial mindset moderates the effect of product specifications on purchase decisions of sustainable fashion on Shopee.

Online Customer Review, Entrepreneurial Mindset, and Purchase Decision

While online reviews shape subjective norms, entrepreneurial-minded consumers may process such information more strategically, distinguishing credible reviews from herd behavior. Their confidence in information evaluation enhances perceived behavioral control. Therefore, entrepreneurial mindset may strengthen the positive influence of online reviews and ratings on purchase decisions.

H5: Entrepreneurial mindset moderates the effect of online customer review and rating on purchase decisions of sustainable fashion on Shopee.

Sales Promotion, Entrepreneurial Mindset, and Purchase Decision

Entrepreneurial-minded consumers are typically opportunity-oriented and efficiency-driven. They evaluate promotional incentives not merely as short-term gains but as strategic value opportunities. This analytical orientation may amplify the impact of sales promotion on purchase decisions, particularly when promotions align with long-term value considerations.

H6: Entrepreneurial mindset moderates the effect of sales promotion on purchase decisions of sustainable fashion on Shopee.

3. Research Method

This study employs a quantitative research approach, chosen for its ability to analyze and measure phenomena in an objective and systematic manner. The quantitative approach assumes that human behavior and social reality are predictable, objective, and measurable (Yusuf, 2019). In this study, the population is considered infinite, meaning that the total number of individuals in the population cannot be precisely determined by the researcher (Suryani & Hendriyadi, 2016). Therefore, the focus of the study is limited to consumers of sustainable fashion products in Indonesia who have purchased local sustainable fashion items through the Shopee marketplace at least twice in the past six months. The research sample was selected using purposive sampling, a non-random sampling technique, as the study requires participants with specific characteristics relevant to the research objectives. Data collection techniques include preliminary observation, structured questionnaires, and analytical procedures to ensure the accuracy and reliability of the findings. The collected data were subsequently analyzed using statistical methods to test the proposed hypotheses and determine the relationships between variables.

4. Results and Discussion

4.1 Results

The outer model analysis illustrates the relationships between latent variables and their indicators. The primary objective of this analysis is to assess the validity of the measurement model, both convergent validity through factor loadings and discriminant validity through cross-loadings. Additionally, this analysis evaluates composite reliability and Cronbach's alpha as indicators of the model's internal consistency and reliability.

Convergent validity analysis was conducted to determine whether each indicator adequately measures its corresponding latent variable. Following the guidelines proposed by Chin (1998, as cited in Ghozali, 2018), an indicator is considered valid if its loading value exceeds 0.60. Indicators meeting this criterion demonstrate sufficient convergence, confirming that they reliably represent the underlying construct and contribute meaningfully to the measurement model.

Table 1. Outer Loading Value

Variable	Indicator	Outer Loading	Description
Product Specifications	X1.1	0.779	Valid
	X1.2	0.835	Valid
	X1.3	0.791	Valid
	X1.4	0.835	Valid
	X1.5	0.748	Valid
Online Customer Review and Rating	X2.1	0.786	Valid
	X2.2	0.712	Valid
	X2.3	0.739	Valid
	X2.4	0.783	Valid
	X2.5	0.746	Valid
	X2.6	0.059	Not Valid
	X2.7	0.075	Not Valid
	X2.8	-0.006	Not Valid
Sales Promotion	X3.1	0.807	Valid
	X3.2	0.812	Valid
	X3.3	0.807	Valid
	X3.4	0.754	Valid
	X3.5	0.850	Valid
	X3.6	0.745	Valid
	X3.7	0.676	Valid
	X3.8	0.733	Valid
	X3.9	0.782	Valid
	X3.10	0.065	Not Valid
	X3.11	0.807	Valid
Purchase Decision	Y1	0.625	Valid
	Y2	0.834	Valid
	Y3	0.786	Valid
	Y4	0.772	Valid
	Y5	0.835	Valid
Entrepreneurial Mindset	M1	0.834	Valid
	M2	0.635	Valid

Variable	Indicator	Outer Loading	Description
	M3	0.781	Valid
	M4	0.636	Valid
	M5	0.765	Valid
	M6	0.663	Valid
	M7	0.617	Valid
	M8	0.692	Valid
	M9	0.804	Valid
	M10	0.788	Valid
	M11	0.674	Valid
	M12	0.741	Valid
<i>Entrepreneur Mindset</i> * X1		2.460	Valid
<i>Entrepreneur Mindset</i> * X2		2.889	Valid
<i>Entrepreneur Mindset</i> * X3		2.105	Valid

In the Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, convergent validity was assessed to evaluate the extent to which the indicators of a latent variable correlate highly with one another. One common approach to measure convergent validity is through factor loadings, where indicators with values below the minimum threshold of 0.60 are considered insufficiently valid and may be removed from the model (Hair et al., 2017).

Based on the bootstrapping analysis, several indicators in this study were found to have factor loadings below 0.60, indicating that these indicators did not adequately represent their respective latent constructs. Specifically, indicators 6, 7, and 8 of the Online Review and Rating variable and indicator 10 of the Sales Promotion variable fell below the minimum threshold. Consequently, these indicators were removed to improve the accuracy of the model and ensure that only valid indicators were included in subsequent analyses.

After eliminating indicators with loadings below 0.60, the convergent validity analysis demonstrated improved results. All remaining indicators now exceeded the 0.60 threshold, confirming adequate convergent validity within the SEM-PLS model. The table below presents the convergent validity results following the removal of invalid indicators.

Table 2. Outer Loading Value After Indicator Removal Is Invalid

Variable	Indicator	Outer Loading	Description
Product Specifications	X1.1	0.779	Valid
	X1.2	0.835	Valid
	X1.3	0.791	Valid
	X1.4	0.835	Valid
	X1.5	0.748	Valid
Online Customer Review and Rating	X2.1	0.786	Valid
	X2.2	0.712	Valid
	X2.3	0.739	Valid
	X2.4	0.783	Valid
	X2.5	0.747	Valid
Sales Promotion	X3.1	0.809	Valid
	X3.2	0.813	Valid

Variable	Indicator	Outer Loading	Description
	X3.3	0.807	Valid
	X3.4	0.753	Valid
	X3.5	0.850	Valid
	X3.6	0.745	Valid
	X3.7	0.675	Valid
	X3.8	0.732	Valid
	X3.9	0.783	Valid
	X3.11	0.806	Valid
Purchase Decision	Y1	0.625	Valid
	Y2	0.834	Valid
	Y3	0.786	Valid
	Y4	0.772	Valid
	Y5	0.835	Valid
Entrepreneurial Mindset	M1	0.834	Valid
	M2	0.635	Valid
	M3	0.781	Valid
	M4	0.636	Valid
	M5	0.765	Valid
	M6	0.663	Valid
	M7	0.617	Valid
	M8	0.692	Valid
	M9	0.804	Valid
	M10	0.788	Valid
	M11	0.674	Valid
	M12	0.741	Valid
<i>Entrepreneur Mindset * X1</i>		2.460	Valid
<i>Entrepreneur Mindset * X2</i>		2.889	Valid
<i>Entrepreneur Mindset * X3</i>		2.105	Valid

Based on the table above, it can be concluded that all outer loadings exceed the 0.60 threshold. Therefore, the remaining indicators are considered valid and can reliably represent their respective latent variables in the model.

Table 3. Cross Loading

	X1	X2	X3	Y	M
X1 * M	-0.346	-0.470	-0.294	-0.312	-0.254
X1.1	0.779	0.574	0.485	0.505	0.501
X1.2	0.835	0.577	0.469	0.504	0.479
X1.3	0.791	0.567	0.458	0.462	0.468
X1.4	0.835	0.596	0.462	0.476	0.517
X1.5	0.748	0.587	0.418	0.455	0.454
X2 * M	-0.400	-0.475	-0.322	-0.325	-0.299
X2.1	0.638	0.786	0.498	0.617	0.501
X2.2	0.495	0.712	0.397	0.436	0.461
X2.3	0.494	0.739	0.329	0.483	0.432
X2.4	0.601	0.783	0.391	0.493	0.524
X2.5	0.490	0.747	0.382	0.480	0.484

	X1	X2	X3	Y	M
X3 * M	-0.343	-0.442	-0.185	-0.290	-0.215
X3.1	0.489	0.485	0.809	0.496	0.537
X3.2	0.501	0.498	0.813	0.479	0.527
X3.3	0.454	0.396	0.807	0.412	0.475
X3.4	0.439	0.353	0.753	0.307	0.432
X3.5	0.419	0.393	0.850	0.378	0.450
X3.6	0.434	0.423	0.745	0.379	0.420
X3.7	0.453	0.372	0.675	0.342	0.413
X3.8	0.377	0.313	0.732	0.306	0.383
X3.9	0.474	0.471	0.783	0.471	0.458
X3.11	0.409	0.391	0.807	0.379	0.395
Y1	0.456	0.573	0.415	0.625	0.396
Y2	0.522	0.572	0.462	0.834	0.510
Y3	0.442	0.477	0.350	0.786	0.461
Y4	0.410	0.459	0.349	0.772	0.459
Y5	0.482	0.501	0.411	0.835	0.497
M1.1	0.496	0.507	0.508	0.524	0.834
M1.2	0.342	0.422	0.405	0.375	0.635
M1.3	0.468	0.504	0.442	0.470	0.781
M1.4	0.508	0.462	0.476	0.482	0.636
M1.5	0.473	0.496	0.487	0.493	0.765
M1.6	0.311	0.342	0.282	0.357	0.663
M1.7	0.456	0.455	0.450	0.432	0.617
M1.8	0.329	0.403	0.360	0.387	0.692
M1.9	0.436	0.490	0.397	0.464	0.804
M1.10	0.475	0.526	0.457	0.465	0.788
M1.11	0.469	0.434	0.383	0.316	0.674
M1.12	0.448	0.438	0.336	0.386	0.741

Based on Table 3.3, the cross-loading values indicate satisfactory discriminant validity for all indicator blocks. All measurement items used in this study meet the criteria for discriminant validity and are therefore considered valid. Each indicator block shows higher loadings on its corresponding latent variable compared to other latent variables, confirming that the constructs are well distinguished from one another.

The Average Variance Extracted (AVE) was calculated to assess the extent to which a construct explains the variance of its indicators compared to the variance shared with other constructs. According to Ghazali (2012), an AVE value greater than 0.50 is considered acceptable. The AVE results for all constructs in this study are presented in Table 4.13, indicating that each construct meets the recommended threshold, thereby confirming adequate convergent validity within the model.

Table 4. Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)
Product Specifications	0.637
Online Customer Review and Rating	0.569
Sales Promotion	0.607
Purchase Decision	0.600
Moderating * X1	1.000
Moderating * X2	1.000
Moderating * X2	1.000

Based on Table 3.4, it can be concluded that the AVE values for all constructs exceed 0.50. This result indicates that the measurement model demonstrates good convergent validity.

To assess reliability, both composite reliability and Cronbach's alpha were used, as recommended in SEM-PLS literature. Construct reliability is considered satisfactory when composite reliability exceeds 0.70 and Cronbach's alpha is greater than 0.60, indicating strong internal consistency of the measurement model (Hair et al., 2014; Suryani & Syafarudin, 2021). In this study, all constructs meet these criteria, demonstrating that the measurement model exhibits good reliability.

Table 5. Composite Reliability and Cronbach's Alpha Values

	Cronbach's Alpha	Composite Reliability
Product Specifications	0.857	0.898
Online Customer Review and Rating	0.811	0.868
Sales Promotion	0.928	0.939
Purchase Decision	0.829	0.881
Entrepreneur Mindset * X1	1.000	1.000
Entrepreneur Mindset * X2	1.000	1.000
Entrepreneur Mindset * X3	1.000	1.000

To evaluate the relationships between latent constructs, an internal model analysis was conducted. This assessment can be carried out using three approaches: examining the coefficient of determination (R^2), predictive relevance (Q^2), and the goodness-of-fit (GoF) index.

The structural model was assessed using the R-squared (R^2) values, which serve to evaluate the model's explanatory power. This model is used to test hypotheses, examine the influence of independent variables on dependent variables, and determine the overall predictive strength of the model. According to established guidelines, R^2 values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak model strength, respectively.

Table 6. R-square (R^2)

Variable	R-square (R^2)
Purchase Decision	0.518

Based on Table 3.6, the R-squared value for the purchase decision variable is 0.518. This indicates that 51.8% of the variance in purchase decision is explained by the independent variables, namely Product Specifications, Online Customer Review and Rating, and Sales Promotion, while the remaining 48.2% is influenced by other factors not included in this study.

Predictive relevance (Q^2) was assessed using the blindfolding procedure to examine the construct cross-validated redundancy, which evaluates the model's ability to predict the observed values of endogenous constructs.

Table 7. Construct Cross Validated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Product Specifications	2.050.000	2.050.000	
Online Customer Review and Rating	2.050.000	2.050.000	
Sales Promotion	4.100.000	4.100.000	
Purchase Decision	2.050.000	1.433.835	0.301
Entrepreneur Mindset * X1	410.000	410.000	
Entrepreneur Mindset * X2	410.000	410.000	
Entrepreneur Mindset * X3	410.000	410.000	

Based on the results presented, the Q² value is 0.301. Since the Q² value is greater than zero, the model meets the criteria for predictive relevance, indicating that the structural model has good predictive capability and has been properly reconstructed.

The f² value is used to assess the strength of the influence of exogenous latent variables on endogenous latent variables. According to the criteria, an f² value below 0.02 indicates a weak effect, a value below 0.15 indicates a moderate effect, and a value of 0.35 or higher indicates a strong effect. The results of the analysis are presented in the following output, showing the magnitude of the influence of each exogenous variable on the endogenous construct.

Table 8. F Square

	Y	Description
Entrepreneur Mindset * X1	0.000	Week
Entrepreneur Mindset * X2	0.003	Week
Entrepreneur Mindset * X3	0.003	Week
M	0.050	Week
X1	0.015	Week
X2	0.103	Week
X3	0.019	Week

The results of the f² analysis indicate the effect size of exogenous variables and their interaction with the moderating variable, Entrepreneurial Mindset, on the endogenous variable (Y). The interactions Entrepreneurial Mindset X1, Entrepreneurial Mindset X2, and Entrepreneurial Mindset X3, as well as the direct effects of M, X1, X2, and X3, all yielded f² values ranging from 0.000 to 0.103, which are categorized as weak. This suggests that the predictive strength of the model is low, and the exogenous variables contribute minimally to explaining variations in the dependent variable. Consequently, changes in these independent variables have little practical impact on the dependent variable, indicating that additional factors not included in the model may play a more significant role. These findings underscore the need for cautious interpretation of the relationships in this model and highlight the importance of exploring other relevant variables, re-evaluating the measurement techniques, or refining the analytical approach to improve the explanatory power and practical applicability of the research.

Table 9. R-Square dan Community

Variable	R-square (R ²)	Community
Product Specifications		0.637
Online Customer Review and Rating		0.569
Sales Promotion		0.607

Purchase Decision	0.518	0.600
Entrepreneur Mindset * X1		1.000
Entrepreneur Mindset * X2		1.000
Entrepreneur Mindset * X3		1.000
	0.518	0.773

Based on the analysis, the average R-squared value was 0.518, and the average communality was 0.773. Accordingly, the Goodness of Fit (GoF) was calculated as $\sqrt{(0.518 \times 0.773)} = 0.55$. This GoF value, which exceeds the threshold of 0.36, indicates a strong overall fit, demonstrating that both the measurement model and the structural model exhibit a large and satisfactory level of predictive and explanatory performance.

Based on the hypotheses proposed in this study, the results of the hypothesis testing examine the direct effects among the variables. The direction of influence between variables is indicated by arrows (\gg). Table X presents the results of the hypothesis tests, showing the estimated path coefficients, t-values, and significance levels, which collectively indicate whether each proposed hypothesis is supported or rejected.

Table 10. Hypothesis Test

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Specifications \gg Purchase Decision	0.133	0.065	2.033	0.043
Online Review & Rating \gg Purchase Decision	0.370	0.074	4.995	0.000
Sales Promotion \gg Purchase Decision	0.127	0.058	2.193	0.029
Entrepreneur Mindset * X1	-0.017	0.060	0.286	0.775
Entrepreneur Mindset * X2	0.042	0.067	0.630	0.529
Entrepreneur Mindset * X3	-0.039	0.046	0.830	0.407

4.2 Discussion

Product Specifications and Purchase Decision

The findings indicate that product specifications significantly and positively influence purchase decisions in the sustainable fashion segment on Shopee, with a p-value of 0.043. Consumers evaluate products not only based on aesthetics but also on sustainability attributes, such as eco-friendly materials, ethical production processes, and environmental impact. Key factors include visual appeal, functionality, and communicated sustainability values, which enhance consumer perception and satisfaction (Homburg et al., 2015; Yoo & Park, 2016). This suggests that businesses focusing on innovative, sustainable product specifications can improve competitiveness and brand image, aligning with the growing trend of responsible consumption (Kotler & Keller, 2016; Solomon, 2018).

While present results are consistent with the general finding that product attributes positively relate to purchase intention, recent work by Nguyen et al. (2023) found *non-significant effects* of product sustainability attributes on purchase intention when consumers perceived price premiums to outweigh value. Similarly, Tang et al. (2022) reported that in fast-fashion segments, detailed specifications did not consistently drive purchase decisions, suggesting that market context and price sensitivity can weaken this relationship.

Online Customer Reviews and Ratings

Online customer reviews (OCR) and ratings significantly affect purchase decisions (p -value = 0.000), acting as credible sources of information that reduce purchase uncertainty. Positive reviews and high ratings enhance perceived product quality and create social proof, encouraging purchases (Chevalier & Mayzlin, 2006; Mudambi & Schuff, 2010). Businesses should manage and respond to customer feedback to improve trust and credibility, while consumers benefit by making more informed purchasing decisions based on authentic experiences.

Sales Promotion and Purchase Decision

Sales promotions also significantly impact purchase decisions (p -value = 0.029). Promotional tactics such as discounts, cashback, free shipping, and loyalty programs enhance product attractiveness and perceived value, particularly in higher-priced sustainable fashion. Effective promotion strategies can overcome price barriers and stimulate urgency, driving consumer purchases while supporting long-term consumer engagement (Hamali, 2020; Haryani, 2019; Gultom et al., 2022).

Entrepreneurial Mindset as a Moderator for Product Specifications

Contrary to expectations, the entrepreneurial mindset did not significantly moderate the relationship between product specifications and purchase decisions (p -value = 0.775). In the context of sustainable fashion consumption, prior studies suggest that consumers tend to prioritize intrinsic product attributes such as quality, design, functionality, and sustainability value over seller-related characteristics. Recent research indicates that perceived functional, emotional, and social values significantly influence purchase intention in sustainable fashion markets (Wu & Lee, 2025). Similarly, Li (2024) found that consumers' clothing preferences are more strongly shaped by perceived product quality and sustainability performance rather than external business orientation factors. Furthermore, studies on sustainable fashion purchasing patterns highlight that ethical considerations, aesthetic appeal, and product relevance are primary determinants of consumer decisions (Khan et al., 2025).

This suggests that while an entrepreneurial mindset may drive innovation and strategic business development, consumer perception and purchasing behavior in sustainable fashion are predominantly influenced by product-related attributes and value alignment rather than the entrepreneurial orientation of sellers.

Entrepreneurial Mindset as a Moderator for Online Reviews and Ratings

Similarly, the entrepreneurial mindset did not significantly moderate the effect of online customer reviews (OCR) and ratings on purchase decisions (p -value = 0.529). In contemporary e-commerce settings, consumer trust is primarily shaped by the credibility, quality, and valence of peer-generated reviews rather than by the entrepreneurial orientation of sellers. Recent studies indicate that online reviews significantly influence perceived trust and purchase intention, as consumers rely heavily on user-generated content when evaluating products (Ismagilova et al., 2020). Furthermore, research shows that review helpfulness, authenticity, and rating valence independently guide purchasing decisions, reinforcing the central role of electronic word-of-mouth (eWOM) in digital marketplaces (Filiberti et al., 2021).

These findings suggest that while an entrepreneurial mindset may enhance business innovation and strategic positioning, consumer decision-making in online environments is more directly influenced by credible peer evaluations than by seller-driven strategic orientation.

Entrepreneurial Mindset as a Moderator for Sales Promotion

The entrepreneurial mindset also did not significantly moderate the relationship between sales promotions and purchase decisions (p -value = 0.407). Consumers respond primarily to direct promotional benefits, such as discounts or free shipping, rather than the seller's entrepreneurial orientation (Grewal et al., 2011; Solomon, 2018). Effective marketing strategies should therefore focus on tangible consumer incentives.

Entrepreneurial Mindset in Consumers

Entrepreneurial mindset (EM) reflects an individual's openness to opportunities, willingness to take risks, proactiveness, and orientation toward innovation (Daspit et al., 2021; Kuratko et al., 2021). An entrepreneurial mindset shapes cognitive processes that emphasize opportunity recognition and value creation, which can influence consumer preferences toward innovative and value-added products. Recent studies suggest that individuals with entrepreneurial characteristics tend to evaluate products based on long-term benefits, innovation, and strategic value rather than price considerations alone (Cui & Bell, 2022; Hockerts & Wüstenhagen, 2020).

In the context of sustainable fashion, consumers with a strong entrepreneurial mindset may be more attentive to innovative product features, ethical production processes, and environmental impact. Although the present study found that EM did not moderate the relationship between marketing variables such as product specifications, online customer reviews, and sales promotions and purchase decisions, EM remains a relevant construct for understanding consumer predispositions toward innovation, sustainability orientation, and value-based decision-making.

5. Conclusion

This study concludes that product specifications, online customer reviews and ratings, and sales promotions significantly influence purchase decisions in the sustainable fashion segment on Shopee. Key elements of product specifications, including visual appeal, functionality, eco-friendly materials, and sustainability messaging, shape consumer perceptions and choices. High-quality online reviews and ratings increase consumer trust and likelihood of purchase, while effective sales promotions help reduce price barriers and stimulate buying behavior.

Conversely, entrepreneurial mindset was not found to moderate the relationships between product specifications, online reviews, sales promotions, and purchase decisions. Although entrepreneurial mindset supports innovation, consumer purchase decisions are primarily guided by personal preferences, price considerations, and peer reviews rather than the seller's entrepreneurial orientation.

Future research could expand the sample to include diverse social, cultural, and geographical backgrounds to gain broader insights into e-commerce purchasing behavior. Additionally, incorporating variables such as platform user interface quality, user convenience, or psychological factors could provide a more comprehensive understanding of factors influencing online purchase decisions.

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