

Thrifting: Consumer Perceptions and Decisions

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ARTICLE INFO	ABSTRACT
Keywords: : Thrifting, Purchasing Decisions, Perceptions, Factors, and Consumers	Clothing is an essential human necessity, as it shields the body from various environmental factors such as harsh weather, preserves modesty, and reflects cultural identity. The fashion industry continues to evolve in response to growing awareness of sustainability and changing economic conditions, which has led to the emergence of the thrifting business phenomenon. This study aims to analyze consumers' perceptions and purchasing decisions regarding thrift products, as well as identify the factors influencing these purchasing decisions, including price, quality, sustainability, and social and cultural aspects. The objective is to provide insights into the dynamics of the thrifting market as part of a sustainable lifestyle in the modern era. The study employs a qualitative approach using descriptive analysis and thematic data analysis of informants, comprising consumers and business operators. The theory applied in this research is consumer decision-making, according to <i>Philip Kotler & Kevin Lane Keller</i> (2009). The results indicate that consumer perceptions directly influence interest in purchasing thrift products, with economic factors, awareness of sustainability, and individual style preferences playing a significant role.

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Introduction

Clothing is a basic human need because it protects the body from various environmental conditions such as extreme weather, maintains modesty, and expresses cultural identity. According to (Kania, 2014) in her book “Culture and Identity in Fashion,” clothing not only serves as protection, but also reveals a person's personality and cultural values.

As time goes by, trends and consumption patterns in the fashion industry continue to evolve in society. One of the factors driving change in the fashion industry is the economic condition of society post-COVID-19, where many individuals have experienced a decline in purchasing power, changes in consumption patterns, and

adjustments to new lifestyles that have impacted how they choose and purchase fashion products, in terms of quality, price, and sustainability.

One phenomenon that has emerged in response to this issue is thrifting, which is the practice of buying used or second-hand items as an alternative to meeting needs without having to buy new items. As stated by (Erawati, 2023), “the phenomenon occurring in society is the result of factors that influence it” (p. 180). This trend is driven by increasing awareness of environmental issues, economic needs, and lifestyle changes that prioritize sustainability. These factors collectively create a new consumption trend encouraging individuals to choose used clothing as a more responsible and affordable option.

The Central Statistics Agency (BPS) noted that the trend of used clothing imports has been unstable over the past decade, with the largest imports occurring in 2019, amounting to 417.73 tons. According to data from the Central Statistics Agency (BPS), in 2022, the volume of used clothing imports in Indonesia reached 26.22 tons, representing a 518.5% increase from 2021.

The term “thrifting” comes from English and means saving or economizing. In Indonesia, thrifting began to develop in coastal areas around 1990, covering regions such as Sumatra, Batam, Kalimantan, and Sulawesi. However, the use of the term “thrifting” in Indonesia began in the 2000s and has since become an increasingly popular trend, particularly among teenagers. This is due to the lower prices, good quality of the items, and the uniqueness of the products, which are difficult to find in conventional markets. As a result, many people are interested in buying second-hand items. Thrifting can serve as a sustainable solution to reduce clothing waste and support the circular economy.

The term “thrifting” has been well accepted by Indonesian society and is used more frequently in conversation than the term “shopping for secondhand goods.” This is evident from the popularity of thrifting among Indonesians, especially students, who have made it a fashion and lifestyle trend, as described in a journal titled “The Popular Phenomenon of Thrifting Among Students.” (Fadila, Alifah, Faristiana, Puspita Jaya, & Timur, 2023).

According to kataloka.id, the term “thrifting” has become increasingly popular in Indonesia between 2020 and 2021, particularly among younger generations. This trend has been driven by the growing presence of content on social media platforms such as TikTok and Instagram, where creators share their experiences hunting for high-quality secondhand clothing at affordable prices. Content such as “thrift haul” and “thrift flip” became popular and transformed the image of thrifting into a stylish and sustainable lifestyle.

In addition, based on data collected through searches on Waste4Change.com, the term “thrift shop” is also increasingly recognized as a store that sells used or preloved items that are still usable, indicating the acceptance of this term in the public perception. Thus, the use of the term ‘thrifting’ is now more common and accepted than “shopping for used goods” and so on among Indonesians, which has a more negative connotation.

Ideally, items sold in thrift shops should undergo a rigorous selection and cleaning process to ensure quality and cleanliness. However, thrifting practices in the field often face several challenges, such as a lack of quality standards for goods, unguaranteed cleanliness, and a lack of regulations governing the sale of used goods. In addition, there is also a negative perception among some people who consider used goods to be inferior products.

In addition, introducing thrift products and educating the public about the benefits of thrifting can help change negative perceptions, increase public interest in secondhand goods, and raise awareness of these products. This aligns with the quote, “Business owners must introduce a product to consumers because it can retain consumers and make them aware of the brand of the product.” (Khumayah, Lestari, & Lestari, 2024). Thus, thrifting is not just a fleeting trend but also part of a sustainable and environmentally friendly lifestyle.

Marketing is the process that enables individuals and groups to obtain what they need and want through the creation, offering, and exchange of valuable products with other parties (Kotler & Keller 2007). This describes marketing as a series of activities involving planning, pricing, promotion, and distribution of goods and services aimed at meeting consumer needs and desires by providing quality services.

Septiani, Cholidi, Anwar (2024) identify consumers as individuals or groups who engage in the purchase and use of goods/services to fulfill their needs and desires. In the context of this study, consumers tend to be young people who are highly price sensitive and concerned about the environment.

According to Schermerhorn, Hunt, and Osborn (2005:10), perception is a process in which individuals select, organize, interpret, retrieve, and respond to information from their surroundings.

A purchasing decision is a problem-solving approach in human activities to buy goods or services to fulfill their desires and needs. This description is elaborated in six stages, namely: analyzing needs, assessing information, setting goals, identifying alternatives, making purchasing decisions, and post-purchase behavior. (Nugroho & Soliha, 2024)

Quoted by Muhammad (2009), communication is a process in which a person conveys stimuli, which are generally verbal, with the aim of influencing or changing the behavior of other individuals. This definition can be used in marketing communication related to the business of selling used goods.

Marketing communication in the thrifting business involves the use of social media, advertising, or direct marketing to promote secondhand goods and increase customer awareness and interest. The main goal is to change customer behavior, increase public interest in buying thrifted goods, and encourage people to buy secondhand goods. Of course, thrifting is done with consideration for things such as fashion trends, sustainability, and economic value.

Thrifting refers to the practice of circulating or purchasing second-hand or imported used goods. The term 'thrifting' is derived from the word 'thrive,' which means to grow or prosper (Dinah, 2020). Meanwhile, according to the Urban Dictionary, 'thrift' refers specifically to used clothing, indicating that thrifting can be understood as the activity of buying second-hand items.

As reference material, the researcher presents several similar research results that will be used as references for the study, including first, the journal by Ibrahim, Bumulo, & Apajulu, 2024. The phenomenon of thrifting fashion in the millennial era (A study of thrifting fashion users among students at the Faculty of Social Sciences, Gorontalo State University), which employs Weker's theory of rational action in its research, using a descriptive qualitative approach. This study examines the reasons why students choose thrifting as an alternative to mainstream fashion, as well as its impact on their perceptions of fashion consumption and sustainability. The study results indicate that thrifting is not only related to economic aspects but also to social and environmental awareness among

millennial students.

Another reference for this study is the journal by Setyo Nugroho & Negeri Surabaya, 2023. Thrifting: The culture of consuming secondhand clothing among college students. *Journal of Social and Cultural Dynamics*. This study used a qualitative research method with a descriptive approach. This study describes and outlines the key issues. The article examines why students choose thrifting as an alternative to mainstream fashion, as well as its impact on their views regarding fashion consumption and sustainability. The study's findings indicate that thrifting among millennial students is not merely a form of cost-saving but also part of an environmental awareness movement and an expression of an alternative lifestyle. Thrifting has become a symbol of more mindful and sustainable consumption.

The third reference is a journal by Zulfa, Terrisa, Anwar, & Rianda, 2024. The Influence of Brand Image, Price Perception, and Lifestyle on the Decision to Purchase Thrifted Clothing in Online Shops (2024), in the journal *Inovasi Makro Ekonomi*. The research method used in this journal is qualitative, with sampling techniques employing observation and interviews. This journal discusses how brand image, price, and fashion lifestyle significantly impact purchasing decisions for thrifted clothing in online shops. The research findings indicate that the variables of brand image, price, and fashion lifestyle simultaneously and partially have a positive and significant influence on purchasing decisions for online thrift shops in Pontianak City.

In addition, there is also a fourth reference, namely a journal by Kevin Tiajaya & Hakim, 2024. The Influence of Brand Image, Price, and Lifestyle on the Interest in Purchasing Thrifted Clothing. (2024). *Journal of Management*. The research method used was quantitative purposive sampling, with the theoretical framework based on purchase interest (Sciffman & Kanuk in (Gracia & Dipayanti, 2020)), Brand Image (Oramesti & Wardhana, 2022), Price (Philip Kotler, 2012), and Lifestyle (Pasetijo & Lhalauw, 2005) (Dyah Ayu & Kuswati, 2020). The results of this study indicate that the variables of Brand Image, Price, and Fashion Lifestyle collectively influence the purchase intention of thrift clothing

The fifth reference is a journal by Apriliana & Fitriawati, 2023. Increasing Fashion Thrifting Sales on Facebook Live Streaming Social Media during the Covid-19 Pandemic. 2023. *Journal of Digital Communication and Design (JDCODE)*. The approach used for this research is qualitative with a phenomenological method, employing the theory of persuasive communication. The results of this study indicate that to increase sales of thrift fashion, many sellers employ communication strategies by honestly describing the condition of the fashion products during sales and positioning themselves as friends with consumers to make them feel comfortable during interactions, thereby encouraging consumers to make repeat purchases.

The difference between this study and other similar studies lies in the focus of the discussion, where this study highlights the perceptions that develop in society about consumer interest, and provides an overview of whether perceptions have a direct influence on interest and how this relationship is formed.

This study refers to various relevant theories to analyze the development of thrifting businesses, including Maslow's hierarchy of needs theory, innovation diffusion theory, and consumer decision-making theory. To discuss a more concrete issue regarding thrifting businesses in this study, applied decision-making theory is used. According to Philip Kotler and Kevin Lane Keller in their book entitled "Marketing Management (2009: 184)," consumer decision-making is the process that consumers go through to

select, purchase, and use products or services that they consider can meet their needs or desires through five stages of the decision-making process, namely: 1. Problem Recognition, where consumers become aware of a deficiency or need that must be fulfilled; 2. Information Search, where after recognizing the problem or need, consumers seek information that can help them make a decision; 3. Evaluation of Alternatives, where consumers evaluate various available alternatives to meet their needs, such as comparing prices, quality, features, and other added values; 4. Purchase Decision, after evaluating various alternatives, consumers make a decision to purchase the product they consider most suitable for their needs and preferences; 5. Post-Purchase Behavior, where consumers evaluate the purchased product to determine if it meets their expectations. If consumers are satisfied with the purchased product, they may become loyal customers and make repeat purchases. Conversely, if they are dissatisfied, they may regret their purchase and voice their complaints.

There are many studies that discuss the phenomenon of thrifting in society as part of a sustainable lifestyle. However, most of these studies have limitations, especially in further exploring the factors that influence purchasing decisions comprehensively, which usually only highlight certain aspects. In addition, research on the influence of changing market trends and technological advances on the thrifting business is also still limited. Therefore, further research is needed to understand the factors influencing purchasing decisions, particularly in relation to consumer perceptions and purchasing decisions.

Based on the background described above, this study aims to formulate several issues related to perceptions of increased purchasing decisions for thrifting products among the public. Specifically, this study has the following objectives: (1) Understanding how business operators (sellers) and consumers perceive the thrifting trend in society; (2) Analyzing the factors influencing consumers' purchasing decisions regarding thrifting products. The main issues to be discussed in this study are how business operators and consumers perceive thrifting, as well as the factors influencing consumers' purchasing decisions regarding thrifting products. This study is expected to provide new contributions and expand understanding of the dynamics of the thrifting business in a more comprehensive manner.

Research Method

This study uses a descriptive qualitative approach. According to Creswell (2008), qualitative methods are approaches used to investigate and understand a particular phenomenon. To understand this phenomenon, it is necessary to interview informants by asking general and relatively broad questions.

The measurement tools used in qualitative research according to Creswell (2014) are: (1) Interviews with owners of thrift fashion stores and thrift consumers; (2) Observation; and (3) Documentation. After conducting observations and interviews, the next step is to analyze and discuss the results of the interviews that have been conducted.

The analysis method used is thematic analysis, which is a method of identifying, analyzing, and reporting patterns (themes) in qualitative data. According to Braun and Clarke (2006), thematic analysis allows researchers to find the meaning contained in the data in a systematic way. After the data is obtained through interviews, observations, and documentation, the next step is to analyze the data using a thematic approach.

Results and Discussion

Based on observations and research through in-depth interviews with several informants, including the owner of OB.Second Thrift Store, the owner of Joewosecond Thrift Store, the assistant owner of BABE store, and four thrifting users or consumers consisting of two female consumers and two male consumers. To analyze the results of the observations and interviews conducted, the researcher used the consumer decision theory according to Philip Kotler & Kevin Lane Keller (2009: 184) as the analytical framework for this study. According to Kotler & Keller, the consumer decision-making process consists of five stages: (1) recognition of needs/problems, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. The results and discussion can be summarized as follows:

Based on the results of the study, it is explained that the identification of needs/problems from the perspective of business people regarding the reasons for starting a thrift business, such as our informant, BABE store, is due to identifying the potential in processing used goods into reusable products, which in this case can produce goods that have the same value as new goods.

Koh (1996) states that hobbies can be a source of innovative and sustainable business ideas. Hobbies, or interests in business, especially thrift, can be a source of income. This is reinforced by the statements of the owners of OB.Second and Joewosecond, who opened thrift businesses based on their personal interests and hobbies.

Through in-depth interviews with informants, business owners identified consumer needs by following market trends, conducting research, and tailoring products to customer preferences. It is also known that the main factor driving the growth of the thrift business is a change in consumption patterns, where consumers consider price and quality more than simply buying new items. The uniqueness and exclusivity of thrift products are the main attractions, especially for the younger generation who want to stand out.

To maintain the quality of the goods sold, business informants use washing, ironing, and other sterilization processes to ensure cleanliness, thereby increasing the appeal of their products to consumers.

The business informants in this study also faced several challenges, such as changing market preferences from offline to online, increased competition among secondhand goods sellers, and negative perceptions of secondhand goods. To overcome these negative perceptions, the informants in this study reported that they implemented weekly distribution strategies to increase consumer trust and comfort, displayed secondhand goods in a clean and tidy manner, and provided optimal facilities in physical stores.

Meanwhile, the results of research with consumers, one of whom was Achmal, revealed that they choose thrift products because they can find quality items at affordable prices, and often discover unique items that cannot be found in regular stores. Additionally, economic factors also influence consumers to choose thrift products. Through these interviews, it can be shown that thrift items often have their own unique characteristics and charm, making them the top choice for young people when shopping

for clothing. They can also express their personal style through the clothes they find in thrift stores. This statement aligns with Abraham Maslow's (1943) theory of the hierarchy of needs, as outlined in his article titled "A Theory of Human Motivation." Purchasing thrift items not only fulfills basic needs but also social needs. Young people seek self-identity through unique clothing, which also reflects values of sustainability and creativity that contribute to their self-actualization.

The second indicator is information search, which, according to Philip Kotler & Kevin Lane Keller (2009: 184), is one way to find the right information and solutions that can be obtained through various sources, such as personal experience, social media, or recommendations from close friends.

In business, in addition to understanding consumer needs, knowing how to design the right product strategy is essential. Through in-depth interviews with business informants, it was revealed that the main strategy for attracting consumers in the secondhand clothing store industry focuses on a pleasant shopping experience, competitive prices, and effective digital marketing strategies. According to Roby, the owner of OB. Second, maintaining product quality and providing adequate facilities, including store cleanliness and tidiness, play a crucial role in creating a positive impression for customers. Additionally, promotions such as discounts and limited-time special offers are also effective strategies in increasing consumer purchasing decisions, as mentioned by informants from Toko BABE. They also utilize various digital platforms such as Instagram, TikTok, Facebook, and marketplaces like Shopee and Tokopedia for promotions, either by sharing creative content or hosting live shopping sessions. Such marketing strategies also play a role in building consumer awareness and trust in the brand. This is supported by the middle theory, specifically the diffusion of innovation theory by Everett M. Rogers in his book titled *Diffusion of Innovations* (first edition published in 1962, with the latest edition in 2003), which explains how innovations spread and are adopted by society through communication. Rogers identified four main factors: innovation, communication channels, time, and social systems. In digital marketing, platforms like Instagram, TikTok, Shopee, and Tokopedia are used as communication channels to reach a wider audience. Creative campaigns and discounts attract consumer attention within a specific timeframe, thereby accelerating innovation adoption. Additionally, building business partnerships with customer communities strengthens social systems, encourages interaction, and enhances innovation acceptance.

This search for information can also help consumers evaluate the various options available and choose the product or store that best suits their needs and preferences. As expressed by the informant:

"I first found out about thrift stores from social media and also asked my friends."
(Achmal & Olivia, University Student)

Based on the interviews, it was found that they obtained information about thrift products through social media and their close friends and family. Social media plays a huge role in introducing the trend of thrifting to young people, with a variety of content being shared. Additionally, recommendations from friends are also an important factor in

building trust and interest in shopping at thrift stores. The information received through both of these channels becomes a deciding factor for them to try and purchase thrift products.

The third indicator is alternative evaluation. According to Philip Kotler & Kevin Lane Keller's theory of Decision Making in their book *Marketing Management*, the alternative evaluation stage is one of the important steps in the consumer decision-making process, where after consumers recognize the problem and seek information, they will compare various available products or brands and then decide on the best choice. As one of our consumer informants mentioned, they decide to purchase thrift products not only based on price but also by considering which product best aligns with their desired criteria.

In evaluating alternative business perspectives, one method is through the evaluation of physical store selection. For example, one of our informants, Mukhlis, chose his business location because of its strategic location in the heart of the city, making it easily accessible to both local residents and tourists. From his interview responses, it can be understood that the selection of a physical store location in the thrifting business considers strategic factors, such as easy accessibility for the public and affordable rental costs.

The fourth indicator is Purchase Decision. According to Philip Kotler & Kevin Lane Keller's decision-making theory, consumer purchase decisions are the result of an in-depth evaluation process of alternatives, influenced by various internal and external factors.

Widya, a student, revealed that the quality and condition of goods should be a priority in purchasing decisions. She explained that if a product only has a small stain or minor defect in an area that is not very visible, it is still worth considering. This statement indicates that in making purchasing decisions, consumers consider quality as the primary factor. Additionally, tolerance for product flaws depends on the severity of the defect and how much it affects the functionality or aesthetics of the item. This aligns with Kotler & Keller's theory, which emphasizes that in purchasing decisions, consumers conduct a thorough evaluation of the benefits gained compared to the potential risks or flaws present.

When it comes to consumer purchasing decisions, businesses need to understand consumer needs to ensure customer safety and trust in transactions. Entrepreneurs take a transparent approach to information. As with our informant Roby, owner of OB.Second, who stated that before a purchase, the condition of the item is explained in detail, including any possible defects. If the item is damaged, customers have the option to accept it at an adjusted price or choose another product. To reassure customers, they also provide transaction evidence, such as photos of the delivery receipt.

The fifth indicator is Post-Purchase Behavior. In the decision-making theory according to Philip Kotler & Kevin Lane Keller, post-purchase behavior is the response or reaction of consumers after making a purchase, which can be satisfaction or dissatisfaction with the product or service that has been purchased.

A statement from one consumer informant represents how post-purchase behavior is determined by the extent to which the product meets consumer expectations. If consumers feel that the available products greatly influence their expectations, are of good quality, and that the store frequently updates the products they offer, then they are likely to decide to shop at the same place again. Conversely, if there are limitations in product selection or external factors such as an unfavorable location, this can reduce consumers' interest in shopping there again.

This is in line with Kotler & Keller's theory, which asserts that post-purchase experiences have a significant impact on fostering customer loyalty or, conversely, causing consumers to consider other options.

Post-purchase behavior as a businessperson also needs to be carried out as has been done by business informants through post-purchase communication with customers via direct messages (DM) and reposts on Instagram, WhatsApp, and social media interactions.

"We also opened a questionnaire for further evaluation. We are also very open to suggestions and criticism" (BABE Store).

It is well known that businesses also use methods to improve customer satisfaction. Companies offer evaluation services using questionnaires to identify problems with products and services and improve them in the future.

After analyzing the results and discussion based on consumer decision theory according to Philip Kotler & Kevin Lane Keller (2009: 184), the research questions in this study can be described as follows:

Businesspeople and Consumers' Perceptions of Thrifting

Public perception plays a crucial role in the development of the thrifting business, as public opinion will determine the level of acceptance and growth in the fashion industry, especially thrifting.

Based on the results of the study, most consumer informants have a positive perception of thrifting, which shows that the trend of shopping for secondhand goods is becoming increasingly accepted by the public.

"Because the quality of the clothes is still pretty good, the prices are affordable, and I also like the vintage and cute styles, that's what makes thrift stores unique." (Widya, University Student).

This perception shows that consumers prefer the aesthetic value and quality of secondhand goods, not just the lower price. In other words, secondhand goods not only have utility value but also aesthetic value (Setyoko, 2012). Factors such as the variety of models offered, store accessibility, and price make thrifting increasingly the top choice for many consumers, especially among young people (Hasbi, 2022). Consumers prefer the aesthetic value and quality of second-hand goods, not just the lower price (Sugiarti, 2024).

Businesspeople believe that thrifting is currently appealing to young people because of its affordable prices, which can compete with new clothes, and the unique

styles of thrifted clothing. This is in line with the opinion of Niinimäki et al. (2020) in the journal *Qualitative Content Analysis of Sustainable Fashion-Related Educational Content on the TikTok Account @Dosen_Fashyun* (Ramadhani, 2024), sustainable fashion trends, including thrifting, are increasingly popular among young people due to economic factors, environmental awareness, and a preference for unique styles not found in mass-produced clothing. Additionally, (Crane, 2012) in his book “Fashion and Its Social Agendas” explains that used clothing often has stronger historical and aesthetic value compared to new products, thereby attracting consumers seeking self-expression through fashion.

Based on interviews with the three business owners, there are also challenges in running their businesses, such as negative perceptions from the public who say that thrift products are dirty and so on. This situation has prompted business owners to improve the quality of the products they offer to build consumer trust. Various strategies have been implemented to reduce these negative perceptions, such as conducting washing and sterilization processes before products are sold and implementing regular hygiene standards to ensure product quality and safety for consumers.

Consumer Purchasing Decisions

Consumer purchasing decisions regarding thrift products are influenced by many factors. Based on the interview data collected, the factors that influence consumer interest in thrift shopping include:

- 1) Individual lifestyles and personal motivations, such as the desire to be unique or economical, play an important role in the decision to buy thrift clothing (Sabrina, 2024). According to the interviewees, many consumers are drawn to secondhand clothing because they want to have a unique and distinctive style. As Oliviamarliana explained, thrifting offers the opportunity to find unique and distinctive clothing not available in regular stores, especially for those who prefer vintage styles. Widya also added that she is interested in thrifted clothing because of its vintage and cute designs.
- 2) Brand, price, and quality, where external factors such as brand, affordability, and product quality are also key considerations for consumers when choosing thrift clothing. Through in-depth interviews, Eldian stated that he is interested in thrifting because the items offered are branded, but at a lower price. Additionally, Achmal Hakim Adiansyah noted that thrift clothing is not only cheaper but also maintains good quality and can compete with new items. From these statements, it is clear that one of the main reasons consumers choose used clothing is price, while quality is also an important factor for consumers, who tend to select used clothing that is still in good condition and comfortable to wear.
- 3) Psychological aspects, including consumer perceptions and attitudes toward thrift products, can influence consumer decisions to purchase thrift products. Oliviamarliana feels that shopping at thrift stores provides a unique satisfaction because she can obtain quality items at lower prices. Meanwhile, Achmal Hakim Adiansyah emphasizes that

positive experiences and satisfaction in finding thrift items that suit his needs are factors that keep him shopping at thrift stores

- 4) Support from the social environment also influences consumers' decisions to buy thrift clothing. Oliviamarlina revealed that she found out about thrift stores from social media such as Instagram and TikTok. This was reinforced by Eldian, who more often found out about thrift stores from her friends who were already familiar with the culture of thrifting.
- 5) Business Strategies in Displaying Products, where the perspective of business owners also plays an important role in shaping the image of a store in the eyes of consumers and influencing their decision to purchase a product. Robby, owner of OB.Second, emphasizes that thrift products that are neatly arranged and look like new items can increase buyer appeal. This helps build a better brand image and increases the likelihood of repeat purchases, thereby positively impacting purchasing decisions.

Conclusion

The study concludes that consumer perception directly influences interest in purchasing thrift products, driven by factors such as economic considerations, sustainability awareness, and individual style preferences. Thrift products are appealing due to their affordability, unique designs, and aesthetic value, which are not commonly found in new products. Marketing strategies, especially through social media and online marketplaces, have further enhanced the attractiveness of thrift products, despite some negative perceptions about their cleanliness. Businesses have successfully built consumer trust by improving product quality and brand image. Therefore, future research could explore the long-term impact of digital marketing strategies on consumer trust and purchasing behavior in the thrifting market.

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