

ANTECEDENTS OF SECOND-HAND CLOTHES PURCHASE INTENTION AT THRIFT STORES

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ABSTRACT

Several previous research studies have explored purchase intentions for second-hand items like mobile phones, automobiles, and other products; however, the need for more literature explicitly focusing on the apparel industry and second-hand clothing is still open. Various factors motivating consumers to purchase second-hand clothes have been quantitatively studied, including economic, ecological, fashion, recreational, and ideological motivations. However, there is a need for a comprehensive quantitative study that examines the factors that influence the bargain-hunting motives and antecedents of purchase intentions to buy second-hand clothing at thrift stores. This study used a modified model to know the factors that affect the purchase decisions of second-hand clothes at thrift stores in Indonesia. The study involved 108 respondents of second-hand clothing buyers and was analyzed using Structural Equation Modeling with the software Smart PLS. The result showed that five hypotheses are supported, and seven are not supported. Frugality and Trust influenced bargain-hunting motives (Economic Motivations), while eco-consciousness, Trust, and bargain-hunting reasons also influenced the intention to purchase second-hand clothes. Regardless of the remaining seven hypotheses that were not supported, the research gives implications for managerial suggestions, limitations, and future research recommendations.

Keywords: Bargain Hunting, Economic Motivation, Hedonic/Recreational Motivation, Intention to purchase, Second-hand clothes.

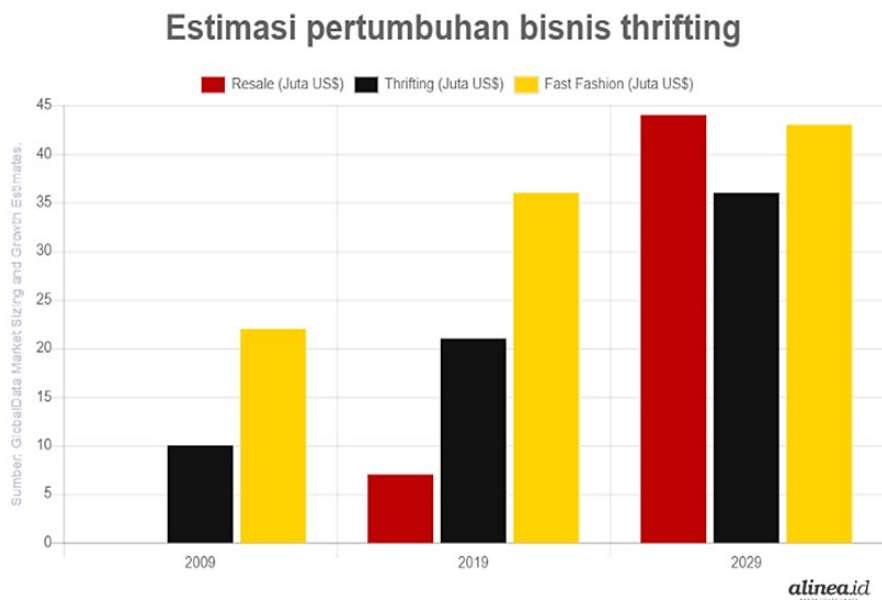
1. Introduction

Amid economic uncertainties, the trend of shopping at thrift stores or seeking more affordable alternatives beyond mainstream market preferences is rising. This "thrifting" practice involves purchasing quality used goods (*Thrifting Shop: Kala Barang Lawas Jadi Primadona*, 2022). While the concept of thrifting has been present in Indonesia for quite some time, recent factors such as the Covid pandemic's impact on household economies and the proliferation of advanced technology and social media usage have led to a significant expansion of thrifting activities, both offline and online. The phenomenon of thrifting has been further amplified by the emergence of various platforms, particularly on social media platforms like Instagram and Facebook, as well as within online marketplaces, causing a proliferation of thrift stores operating in these virtual spaces, providing consumers with more convenient and diverse options for purchasing secondhand goods. Second-hand items are more targeted during this event because of their low prices. Of course, this cannot be separated from the uncertainty of people's income during a pandemic; thus, this was causing consumers to switch from fast fashion products to used clothes and accessories.

The trend of embracing second-hand culture has steadily risen since the 2000s (Ferraro et al., 2016) and the adoption of second-hand consumption has been described as experiencing a remarkable surge in momentum, in other word “gaining incredible momentum” (Turunen et

al., 2018)(Turunen et al., 2018). The interest in second-hand clothing began to surge in 2020, where environmental concerns, one of which was using sustainable clothing, became a lifestyle. Consumers are increasingly interested in adopting more sustainable consumption practices with a growing focus on sustainability, especially in fashion (Cozer, 2018). In the study done by Sajjad et al (2021) over the past decade, the debate over sustainable fashion has strongly emphasized the importance of eco-friendly materials, transparent supply chains, and handling excessive product consumption by adopting new business models such as resale or leasing (Deutschen & Moll, 2021).

Referring to figures provided by the GlobalData Market Sizing and Growth Estimates for 2020, the market value of the used clothing-selling industry stands at approximately US\$ 21 million, with projections indicating a surge to US\$ 36 million by 2029. This growth trajectory corresponds to the fast fashion sector's expansion, valued at approximately US\$ 36 million two years ago, and is anticipated to elevate to US\$ 43 million by 2029. Figure 1 below shows the estimation of the thrifting business toward the year 2029.



Graphic 1 The growth of Thrifting Business versus Resale and Fast Fashion
Source : *Thrifting Shop: Kala Barang Lawas Jadi Primadona* (2022)

The graphic above illustrates the upward trajectory of the resale business, thrifting, and fast fashion industries. At the beginning of 2009, the fast fashion sector displayed consistent and substantial growth, outpacing both resale business and thrifting. Nevertheless, by 2019, the resale business surged to the third position, trailing behind thrifting in second place, while fast fashion retained its dominant position in the first rank. It is foreseen by 2029; there are predictions of a remarkable shift in the clothing industry. The resale business is anticipated to surpass both thrifting and fast fashion, emerging as the leading contender in tremendous growth and influence.

While consumers might express interest in sustainability issues, they often need to be made aware of the significant environmental impact of their clothing purchases (Joy et al., 2012). While they may intellectually grasp the concept of sustainability, a complex internal conflict can arise when they desire new clothes while striving to be conscious and ethical consumers (Mcneill & Moore, 2015). Despite concerns about sustainability, the ultimate

driving factors behind purchasing decisions tend to revolve more around fulfilling personal fashion needs and desires. This is particularly evident in consumers' prioritization of style, purchasing power, and ability to acquire clothing, overshadowing the underlying commitment to environmental sustainability in their purchasing choices (Mcneill & Moore, 2015).

The shift in used clothing is predicted to change the way buyers shop for clothes that have never been worn before in 2022 and beyond, placing a new emphasis on sustainability and keeping shoppers away from the identical fast fashion so far (*Tren 2022: Pakaian Secondhand Akan Jadi Pilihan Pembeli*, 2022). Individual preferences such as feelings of excitement and economic perspectives (bargain hunting) when hunting used clothes are considered an exciting feeling when a person is getting lucky to find imported branded clothes at a low price. Whereas if they are bought at a new clothing store, they can reach hundreds of thousands to millions (*Thrifting Shop: Kala Barang Lawas Jadi Primadona*, 2022). In addition, thrifting will provide a feeling of joy (joy) and challenge consumers to be more creative in designing their dressing styles. There is also an element of surprise in thrift shopping when consumers can get clothes that are unique and branded and still suitable for use and trendy (*Fenomena Thrifting Sedang Digandrungi, Apa Pemicunya? Halaman All - Kompas.Com*, 2022). Based on the explanation mentioned earlier, it is proposed that three primary factors contribute to the influence of thrifting activities: first, Creative Styling and Element of Surprise, meaning that thrifting fosters creativity in styling, often offering a sense of surprise and uniqueness in the shopping experience. Second, affordability, which means used goods are typically priced at a lower range, making them an attractive option for budget-conscious consumers, and lastly, Sustainability Awareness, where there is an increasing awareness of the environmental impact, leading people to recognize that purchasing second-hand clothing reduces global waste.

These three reasons support a previous study by Isla (2013) examining second-hand clothing consumer behavior in the Philippines. The study revealed that informants predominantly purchased from used clothing stores for several reasons: Budget Maximization and Fashion Affordability, which can be categorized as economically motivated, Luxury Perception, which referred as Hedonic Motivation and Uniqueness of the product which is considered as individual preference. In summary, these findings collectively highlight the multifaceted reasons individuals engage in thrifting activities, ranging from economic considerations to personal satisfaction and a growing awareness of sustainability issues.

There has been some previous research conducted on the purchase intention of consumers while buying second-hand products such as mobile phones, automobiles, etc (Sajjad et al., 2021) However, the research on the apparel industry and on second-hand clothes is still open to explore further. Most of the research conducted in the past have quantitatively explored various factors motivating consumers to purchase second-hand clothes including economic motivations (Y. Xu et al., 2014), ecological motivations (Borusiak et al., 2020), fashion motivations (Ferraro et al., 2016), recreational motivations (Guiot & Roux, 2010) and ideological motivations (Padmavathy et al., 2019). Therefore, this study proposes the antecedents of intention to purchase second-hand clothes at thrift stores in Indonesia to provide a comprehensive quantitative analysis that benefits from the phenomenon of thrifting behavior among young people nowadays. This study will examine the variables as antecedents to bargain hunting behavior which finally leads to the intention to purchase second-hand clothes among young generations in Indonesia. The implications of this research might be beneficial for those actors running the business for thrift stores in analyzing the specific motivations which drive their market to behave in certain circumstances, which will influence their intention to

purchase. In addition, the study's result contributes to academic research in determining the level of impact from each of the motivations toward their intention to purchase. It might provide challenges for further research on the same topic while obtaining the advantage of the maturity of thrifting behavior among youngsters.

2. Literature Review

2.1 Perceived Hygiene

Hygiene was one of the significant factors influencing customers' purchase decisions regarding secondhand clothes. Hygiene is not confined to the cleanliness of clothes, but the shopping atmosphere of places is included in it as well (Sajjad et al., 2021). During the pandemic, people shopping behavior is driven by demand on products with high level of hygiene for personal health protection (Kapoor, 2019). The COVID-19 pandemic has made people realized the importance of hygiene the pandemic raised people's awareness of health and hygiene protection (J. Xu et al., 2022). Prior to purchasing secondhand clothing, individuals frequently experience concerns regarding the potential presence of germs or an apprehension that the garments they acquire might carry perceived bodily marks or odors that could lead to feelings of discomfort (Y. Xu et al., 2014).

A consumer's risk perceptions towards a behavior are critical in determining whether the individual will engage in the behavior (Mitchell, 2001) in study conducted by Koay et al., (2022). Still in same research by Koay et al (2022), the types of risk associated with each consumer's behavior vary, for instance, the most significant risks associated with using online fashion rental services are financial, performance and social risks (Lee et al., 2021), whereas consumers are hesitant to purchase SHC due to concerns about hygiene and social risks (Rulikova, 2019). Hygiene risk or sanitary risk refers to consumers' perceptions of SHC as being harmful to their life or health and consumers will only form positive attitudes towards SHC when they perceive it as hygienic (I. Kim et al., 2021) as stated in Koay et al (2022). The higher the hygiene risk of a product will have a negative influence on the intention to buy SHC but as customers accumulate more purchase experiences, their perception of risk tends to decrease, leading to an increase in their intention to make purchases (Herjanto et al., 2023). From that perspective, therefore, this study proposed the below hypothesis:
Hypothesis 1: Perceived hygiene has an influence on the intention to purchase second-hand clothes.

2.2 Frugality

As a form of anti-materialism, frugality is a lifestyle trait with a potential direct link to both critical and economic motivations for buying second-hand. It is characterized “by the degree to which consumers are both restrained in acquiring and in resourcefully using economic goods and services to achieve longer-term goals” (Lastovicka et al., 1999). Further, Lastovicka et al (1999) defined that Frugality is conceptualized as a lifestyle trait reflecting disciplined acquisition and resourcefulness in product and service use. Frugality is sacrifice in denying a series of short-term purchasing whims and industriousness by resourcefully using what is already owned or available for use; all of this is in service of achieving longer-term goals. In their study Cheng et al., (2019) stated that Lastovicka et al (1999) offered a conceptual definition of frugality as “a unidimensional consumer lifestyle trait characterized by the degree to which consumers were both restrained in acquiring and in resourcefully using economic goods and services to achieve long term goals.” In other words, frugality may be viewed as a

lifestyle choice. Alternative discussions of frugality posit it as either a personality trait or a value (Todd & Lawson, 2003). The economic motivation bears on the underlying refusal to pay a “newness premium” and naturally suggests frugality as a reasoned approach (Guiot & Roux, 2010). In addition, Price sensitivity, or price consciousness, is a positive predictor of second-hand shopping behavior (Guiot & Roux, 2010).

Empirically, the frugal are less susceptible to interpersonal influence, less materialistic, less compulsive in buying, and more price and value conscious. Being frugal does not correspond with being eco-centric nor with being prone to using coupons. However, Frugality consistently explains consumer usage behaviors and empirically affects purchasing (Lastovicka et al., 1999). Critical motivations for second-hand shopping emphasize anti-waste ideals, which echo the desire to use goods repeatedly for an extended period. They also stress the potential for escape from the conventional market system. The economic motivation bears on the underlying refusal to pay a “newness premium” and naturally suggests frugality as a reasoned approach to purchasing. A study by Styvén & Mariani (2020) stated that Guiot & Roux (2010) found that economic motivations are relevant potential antecedents of second-hand buying, while Cervellon et al., (2012) found that second-hand fashion purchase is positively influenced by frugality and bargain hunting. Price consciousness might be considered as one aspect of a broader construct more related to value consciousness and relevant in the context of second-hand and vintage clothes: frugality. According to Cervellon et al (2012), frugality is a lifestyle trait that has been neglected in consumer behavior literature. Frugal consumers try to make intelligent choices, reuse resources, and spend their money carefully. From that perspective, therefore, this study proposed the below hypothesis:

Hypothesis 2a: Frugality influences bargain hunting.

Hypothesis 2b: Frugality influences the intention to purchase second-hand clothes.

2.3 Eco-consciousness

Over the last decade, an eco-fashion movement has emerged among consumers who are more and more concerned with the impact of the production of clothes on their health, the environment, and society at large (Butler & Francis, 2016; Cervellon et al., 2012). The reuse and recycling of clothes are considered by consumers effective ways to reduce waste and impact positively on the environment (Bianchi & Birtwistle, 2010). Eco refers to the process of action to intentionally lessen the impact of human behavior on the natural environment (Zelezny & Schultz, 2000). Previous research mentioned that the overconsumption habit of consumers harms the environment (Cozer, 2018). With the rising awareness of eco-consciousness, consumers are more than willing to adopt wise consumption of products, including clothing, by extending the life of the products (Silva et al., 2021). Consumers with high level of eco-consciousness are more willing to help safe protect the environment. Environmental concern, serving as a robust commitment to safeguarding the environment, stands out as a pivotal determinant that significantly impacts sustainable purchasing actions (Murgado-Armenteros et al., 2020) in Jung et al (2021).

Consumers create and express a socially conscious self through the choice of second-hand clothing. “Wearing second-hand clothes by choice can thus be regarded as a sign of opposition to consumerism, associated with voluntary simplicity and various reducing behaviors” (Cervellon et al., 2012). According to Yeboah et al., (2016), females are found to be consistently more likely to dispose of their SHC and discard fewer garments than males (Shim, 2016) in the study by Koay et al (2022). These is because females are regarded as having more environmental awareness than men and want to conserve the environment for future

generations (Yeboah et al., 2016). Eco-consciousness has a significant value to be included in bargain hunting towards the decision on buying secondhand luxury products in Bangkok (Sengmanee, 2016). In contrast, Eco-consciousness significantly affected bargain hunting negatively on secondhand shopping, but inapplicable on vintage shopping (Cervellon et al., 2012), however further in their study, they said that the awareness of the environment stimulate consumer's intention for bargain hunting towards second-hand clothes purchases (Cervellon et al., 2012). From that perspective, therefore, this study proposed the below hypothesis:

Hypothesis 3a: Eco-consciousness influences bargain hunting.

Hypothesis 3b: Eco-consciousness influences the intention to purchase second-hand clothes.

2.4 Originality

Many people are concerned about originality and authenticity to create a unique style by avoiding mainstream fashion. They find it interesting to shop for secondhand clothes as they get a chance to find vintage variety (Sajjad et al., 2021). People will get a chance to find nowhere to find a piece of clothes that fits their sense of fashion (Guiot & Roux, 2010). Guiot and Roux (2010) suggested that consumers are inclined to buy products with a distinct and uncommon value that aligns with their identity. Concerning the pursuit of secondhand clothing, individuals aspire to discover exceptional pieces that are elusive in conventional retail outlets, fostering a distinct sentiment upon owning such garments (Hansson & Morozov, 2016).

Motivation to have intention to purchase second-hand clothes are complex and are generated by different factors include ethical beliefs, originality, nostalgic pleasure, self-expression, social pressure, treasure hunting, and so on (Koay et al., 2022). In general, from various research findings show that the motivation to consume SHC can be classified into economic (internal vs external), psychology (inner vs peer pressure), and situational components (Koay et al., 2022). The behavioral intention toward second-hand clothes is also influenced by the psychological factors which refer to the strong driving force that is generated from intrinsic and extrinsic factors (Fuster et al., 2012). In relation to SHC intrinsic factors include morals, image, value, materialism, and nostalgia, whereas extrinsic factors include uniqueness, authenticity and originality, and peer pressure (Koay et al., 2022). Previous research by Guiot & Roux (2010) found that one factor that drives customers to buy secondhand clothes is originality. Hansson and Morozov (2016) explained that when buying secondhand clothing, consumers look for unique products that are nowhere to be found in new clothing stores and that originality factor is found in experiencing discovery of a rare piece of clothing during the process of bargain hunting for secondhand clothes.

Previous studies revealed an interesting result: bargain hunting significantly influences purchase intention of second-hand clothes and there was the link between bargain hunting and decision to purchase secondhand luxury goods (Cervellon et al., 2012; Sengmanee, 2016). From that perspective, therefore, this study proposed the below hypothesis:

Hypothesis 4: Originality has influence on bargain hunting.

2.5 Functionality

Functional quality was seen to be another key influence on consumer choice and the decision of purchase they imposed (Newman et al., 2014; Parasuraman & Grewal, 2017) in study of Chen et al (2019). Homburg et al (2017) created an innovative marketing model which emphasized on functional quality and concluded that through the delivery of functional quality, customers' acceptance and satisfaction degree would be improved, thus ultimately the intentions would be greatly enhanced. Consumer-perceived images of secondhand clothing

(SHC) are assessed through a means-end chain (MEC) analysis, as outlined by Gutman (1982) and Jägel et al. (2012), and discussed further by Hur (2020). This analysis involves the exploration of the relationship between product attributes (A), the outcomes of product use (C), and personal values (V) linked with that usage (Overby et al., 2005). The sequence of A–C–V is referred to as laddering or the MEC. Attributes (A) encompass the characteristics and features of the product or service. Consequences (C) encompass the advantages, disadvantages, or risks resulting from product or service utilization within specific usage contexts. Previous research has identified three categories of consequences: functional consequences (FC), which pertain to utilitarian experiences; personal or psychological consequences (PC), linked with symbolic significance and the impact on self-image; and social consequences (SC), stemming from conformity to social norms. Value (V) signifies the highest level of desired end-states, reflecting customers' cognitive conceptions of their goals and needs (Overby et al., 2005).

In the research of Cheng et al., (2019), stated that Functional quality was seen to be another key influence on consumer choice (Parasuraman & Grewal, 2017). However, according to Cozer (2018), the meaning of a product to a consumer and what it stands for, is tightly affected by their values, rather than by product functionality. Values are very important for consumer interpretation, evaluation and purchase decision (Emilien et al., 2017). Consumer may seek a utilitarian value by shopping and this value is related to functional and tangible aspects of a product rather than intangible aspects, which came of result of conscious pursuit of the actual wanting to obtain something (Cozer, 2018). Clothes have many different functions and can be perceived by consumers as a symbol of self-confidence, comfort and style and clothing is seen to express oneself. Through fashion, consumers can express their identity and personality, their feelings, or emotions as well as to be used as affirmation as a person in term of self-expression and self-image. The prior studies found that functionality is an important factor driving intention to make purchases (Mikalef et al., 2013). Therefore, it plays an important role regarding to consumers intention of buying clothes, as it is a socio-cultural phenomenon that exhibits concrete values of the society, which influence consumer behavior (Cozer, 2018). An innovative marketing model which was created by Homburg et al., (2017) emphasized on functional quality and concluded that through the delivery of functional quality, customers' acceptance and satisfaction degree would be improved, which ultimately the purchase intentions will be enhanced. From that perspective, therefore, this study proposed the below hypothesis.

Hypothesis 5: Functionality has an influence on the intention to purchase second-hand clothes.

2.6 Need for Status

Eastman et al (2015) defined the need for status as a “tendency to purchase goods and services for the status or social prestige value that they confer to the owner”. Consumers with a high need for status tend to spend money conspicuously on products that, in their view, confer status. Previous research put the need for status as one factor influencing bargain hunting in shopping for secondhand luxury products (Sengmanee, 2016). Further according to Sengmanee (2016), when consumers purchase luxury products, the economic value becomes one of the reasons to get alternative by buying secondhand through bargain hunt to fulfill their need for. Those consumers with a high need for status but a lower level of wealth would mimic the behavior of the wealthy by purchasing counterfeit products of luxury brands, for instance (Cervellon et al., 2012). People who care about their status but have a constraint in money to afford new clothes will prefer to buy secondhand clothes instead of ordinary new clothes (Cervellon et al., 2012).

People who care about their status in society but do not have much money will prefer to buy secondhand clothes rather than ordinary new ones (Cervellon et al., 2012). Still according to them, Cervellon et al (2012), in terms of economic motives, the dimensions related to extending the product life-cycle, recycling, and minimizing the use of new clothes should be drivers of the purchase of vintage fashion as much as second-hand fashion. However, bargain hunting or the shopping motivation to find the lowest prices or to come across a piece with an unbeatable price should be an antecedent to second-hand shopping but not vintage shopping. Thrift shopping presents it as a money-saving activity from which shoppers derive recreational benefits (Bardhi, 2003; Bardhi & Arnould, 2005). From that perspective, therefore, this study proposed the below hypothesis.

Hypothesis 6a: Need for Status influences bargain hunting.

Hypothesis 6b: Need for Status influences the intention to purchase second-hand clothes.

2.7 Trust

Trust is a key factor in decision-making processes that are utilized not just by individuals in everyday life, but also by applications and services (Lee et al., 2021). Consumers realize that buying used clothes is the right way to get a quality product over a long period (Machado et al., 2019). Trust is regarded as one of the most significant psychological states influencing online behavior (Mou & Benyoucef, 2021). Trust is defined as individual beliefs and consumers' willingness to trust a product (Ba & Pavlou, 2002; Jiang et al., 2019; Liu et al., 2020). Trust defined differently depending on the different area involved (Liu et al., 2020). Trust is seen to be vital because it lowers the transaction costs of engaging with people (Mutz, 2005) cited by Liu et al (2020).

The study on consumer characteristic in Cui et al., (2019) found that the experience in purchasing SHC verified that attitudes, reliability and purchase intention differed depending on the purchase experience. The experience may have been affected by the level of familiarity on SHC products, thus consumers who have used second-hand fashion products have a relatively lower negative bias or tendency toward second-hand fashion products than those who have not. According to Cozer (2018), for those who know who was the previous owner of the clothing, especially when they were friends or family, which make such clothes take on special meaning. However, this does not work when it comes to second-hand clothes purchase, since the customer does not know the previous owner and has no attachment to the previous owners of the clothes. However, buying used clothes allows the consumer to derive nostalgic value out of that clothing and to find meaning concerning when it was produced or for whom. In their study, Machado et al (2019) stated that some consumers have a history of changing clothes between family and friends. These earlier experiences can influence consumer choice for second-hand fashion products (Bardhi & Arnould, 2005) and consumer can further strengthen their intention to use if they have trust (Lee et al., 2021). From that perspective, therefore, this study proposed the below hypothesis:

Hypothesis 7a: Trust has influence on bargain hunting.

Hypothesis 7b: Trust has influence on the intention to purchase second-hand clothes.

2.8 Bargain Hunting

Bargain hunting refers to shopping for products at lower prices through the act of bargaining (Sajjad et al., 2021). Second-hand stores allow consumers to get used goods at a lower price which is essential, especially for consumers who are price sensitive. Some consumers want to look for bargains driven by the wish to pay less or get a fair price. However,

not only do poor people purchase in second-hand stores, but affluent classes also choose to buy used goods at flea markets, car boot sales, or second-hand shops because it is fun, social, and unique (Bardhi, 2003; Bardhi & Arnould, 2005; Williams & Paddock, 2003).

In the article of Isla (2013), she stated that the following motivations were found for buying used clothes, which were quality, unique design, fashionable, same as brand new, and low, affordable price. The economic incentive involves a wish to spend less money and encompasses the quest for a reasonable cost. These incentives also encompass the pursuit of good deals and the satisfying aspect of pricing or referred to as bargain hunting (Steffen, 2017). According to Lee et al (2021), there are three motivations for purchasing second hand clothes, first is fashion motivation, second is economical motivations as it is cheaper than the new one and lastly is sustainability. In relation to the economic motivations, customers who shop in second-hand stores are seeking for cheap and fair prices (Cozer, 2018). Those customers are price conscious and hunting for bargains (Guiot & Roux, 2010; Williams & Paddock, 2003). From that perspective, therefore, this study proposed the below hypothesis:
Hypothesis 8: Bargain hunting has an influence on the intention to purchase second-hand clothes.

2.9 Intention to purchase second-hand clothes.

The intention to buy is an essential marketing concept, and in the literature, the author considers and analyzes the purchase intention in various ways. Purchase intention is an essential marketing concept, and authors consider and analyze purchase intention differently in the literature. Mirabi et al (2015) considered purchase intention as a complex process associated with consumers' behavior, perceptions, and attitudes, which is an effective tool to predict buying. In addition, Armstrong & Kotler, (2018) argue that buying intention is formed before the consumer makes the final purchase decision (Cozer, 2018). Purchase Intention can be defined as consumers' intention to purchase a product or to patronize a service firm (Chen et al., 2010). Therefore, it can be said that the purchase intention is based on the consumer's willingness to purchase certain products or services under certain conditions.

3. Research Method

This research aims to assess how eight distinct factors, namely Perceived Hygiene, Frugality, Eco-consciousness, Originality, Functionality, Need for Status, Trust, and Bargain Hunting, impact the dependent variable of the intention to buy second-hand clothing from thrift stores. The research population consists of individuals who have purchased secondhand clothing on more than two occasions and have undergone the entire process from seeking out items to selecting and ultimately deciding to make a purchase. The sample group for this study comprises adults residing in the Jabodetabek area who have made such purchases more than twice. Employing a Non-Probability approach, the research results may not be applicable to a broader population (Sekaran & Bougie, 2016). The study employs the purposive sampling technique, which selectively targets specific groups that can provide the desired information. This selection is based on adherence to pre-defined criteria set by the researcher, often yielding unique individuals (Sekaran & Bougie, 2016). For applying interpretative estimation within the Structural Equation Method (SEM) framework, an optimal sample size ranging from 100 to 200 participants was deemed suitable (J. F. Hair et al., 2017). Therefore, for the research purpose, a sample selection approach was employed within the range of 100-200 respondents, and the sample collected were 108 respondents. In addition, to facilitate data collection, a 5-point Likert scale, established by prior studies, was utilized, and incorporated into the data-

gathering phase. The data analysis will use Partial Least Squares-Structural Equation Modeling through the SmartPLS software. This methodology divides data processing into the inner or structural model and the outer model, also known as the measurement model. Subsequently, the final phase of inferential statistical analysis involves hypothesis testing to determine the positive or negative impact of the hypotheses proposed in this study.

In this analysis, the assessment initially focused on the measurement model to validate the indicators and latent variables. The first essential criterion emphasized the examination of convergent validity, gauged through the loading factor values. These values were expected to exceed the established threshold of > 0.70 (J. F. Hair et al., 2017). Additionally, the average variance extracted (AVE) test was employed as another measure of convergent validity. In this context, data validity was confirmed when AVE values surpassed the threshold of > 0.50 (Dijkstra & Henseler, 2015). Furthermore, two reliability analyses, Cronbach's Alpha (CA) and Composite Reliability (CR), were utilized to assess the data's reliability. Reliability was considered satisfactory when CA and CR values surpassed the guideline of > 0.70 (Sekaran & Bougie, 2016).

4. Results and Discussion

4.1 Results for respondents' profiles and behaviors

Table 1 presents the collected respondent profiles, encompassing gender, age, occupation, domicile, education, and income. The data reveals a predominance of female respondents, constituting 65.74% (71 individuals), primarily falling within the age bracket of under 24 years old, accounting for 60.18% (65 individuals). The prevalent occupation is in the private sector, specifically as officers, making up 41.66% (45 individuals). Most respondents, 78.70% (85 individuals), are in the Jabodetabek area. Regarding education, 34.26% (37 individuals) have completed high school. Furthermore, a substantial portion of respondents, 39.81% (43 individuals), currently earn a monthly income of less than Rp. 5,000,000.

Table 1. Description of Respondent Profile

Variables	Demographics	Category	Frequency	Percentage
Respondent Profile	Gender	Female	71	65.74 percent
		Male	37	34.26 percent
	Age	<24 y.o	65	60.18 percent
		25-40 y.o	32	29.63 percent
		41-55 y.o	10	9.26 percent
		Above 56	1	0.93 percent
Occupation		Private Sector Officers	45	41.66 percent
		Students	26	24.07 percent
		Entrepreneur	20	18.51 percent
		Freelance	8	7.40 percent
		Housewife	6	5.55 percent
		Gov Staff	2	1.85 percent
		Other	1	0.96 percent
Domicile		Jabodetabek	85	78.70 percent
		Java Island	18	16.66 percent

	Sumatra Island	4	3.70 percent
	Maluku Island	1	0.94 percent
Education	High School	37	34.26 percent
	Bachelor	34	31.48 percent
	Diploma	29	26.85 percent
	Master	5	4.63 percent
	Doctoral	3	2.78 percent
Income	<Rp.5.000.000	43	39.81 percent
	Rp 5.000.001-Rp 7.500.000	34	31.48 percent
	Rp 7.500.001 – Rp 10.000.000	12	11.11 percent
	Rp 10.000.000- Rp 15.000.000	11	10.18 percent
	>Rp 15.000.000	8	7.42 percent

Source: Data processed (2023)

Table 2 outlines the purchasing preferences and behaviors of the respondents, focusing on platform selection, monthly store visits, and preferred apparel types. The data highlights that most respondents, specifically 45.37% (49 individuals), opt for thrift stores as their preferred purchasing platform—a significant proportion, 71.30% (77 individuals), lean towards purchasing foreign brands. The prevailing choice of apparel among the respondents is Travel/Casual Wear, constituting 51.85% (56 individuals). Regarding store visits, the predominant pattern is visiting thrift stores 1-7 times within a month, accounting for 65.74% (71 individuals).

Table 2. **The SHC Purchase Behavior and Pattern**

Variables	Demographics	Category	Frequency	Percentage
Behavior	Channel Platform	Thrift Stores	49	45.37 percent
		Social Media Platform	36	33.33 percent
		Online Platform	23	21.30 percent
Brands		Foreign Brands	77	71.30 percent
		Local Brands	17	15.74 percent
		Anonymous Brands	14	12.96 percent
Type of Clothes		Travel/Casual Wear	56	51.85 percent
		Daily Wear	32	29.63 percent
		Officuak/School/College	13	12.04 percent
		Party Dress	7	6.48 percent
Frequency Visit Store		1-7x/month	71	65.74 percent
		8-14x/month	12	11.11 percent
		>15x/month	4	3.70 percent
		Never	21	19.45 percent

Source: Data processed (2023)

Discriminant validity is assessed to determine whether individual indicators possess the capability to effectively differentiate between distinct constructs. Table 3 presents the indicator values that have met the guideline threshold of 0.70, signifying their capability to measure the latent variable accurately and dependably. In this instance, the AVE values indicated that all variables exceeded the essential threshold of 0.50, confirming their validity for further analysis.

Table 3. **Convergent Validity Indicators**

Variables	Item/Indicator	Outer Loading	AVE
Perceived Hygiene	PvHyg1: I buy used clothes that still look like new.	0,708	0,604
	PvHyg2: I buy used clothes when I am sure that the clothes have been washed properly.	0,653	
	PvHyg3: I buy used clothes if they don't smell.	0,806	
	PvHyg4: I buy used clothes when they are not dirty.	0,915	
Frugality	F1: I can afford more clothes because I pay less secondhand.	0,862	0,727
	F2: I can have more clothes for the same amount of money if I buy secondhand.	0,849	
	F3: I feel that I have lots of clothes for not much money by buying them secondhand.	0,873	
	F4: For me, by buying secondhand, I feel I'm paying a fair price for clothes.	0,825	
Eco-Consciousness	Ecocon1: Recycling will save the land that would be used as dump sites.	0,934	0,676
	Ecocon2: Recycling is important to save natural resources.		
	Ecocon3: Recycling will reduce pollution.		
	Ecocon4: Buying second-hand clothing will not reduce the pollution produced by textile factories. (*) reverse		
Originality	Ori1: I hope to find second-hand objects that not everyone will have.	0,457	0,689
	Ori2: I love finding original objects I don't see in the shops.	0,809	
	Ori3: I get pleasure from buying surprising or unique second-hand clothes.	0,829	
	Ori4: What interests me about buying second-hand is finding things I don't see everywhere.	0,835	
	Function1: I am interested in second-	0,848	

	hand clothes with models that are currently trending.		
Functionality	Function2: I am interested in second-hand clothes in a size that fits my body.	0,834	
	Function3: I am interested in used clothes with a variety of models.		
	Function5: I would be interested in second-hand clothes that match my skin tone.	0,580	
		0,865	0,542
Need for Status	NFS1: I buy quirky second-hand clothes to let people know I'm different.	0,622	
	NFS2: I buy quirky second-hand clothes to let my social circle know that my dress style is always fashionable.	0,840	
	NFS3: I buy second-hand clothes to create an identity for myself who enjoys classic style (vintage style).	0,921	
	NFS4: I buy quirky second-hand clothes to be perceived as a person who always follows fashion trends by my social circle.	0,869	
	NFS5: The brand image of the used clothes I use enhances my self-image.	0,906	0,779
Trust	T1: I believe in the cleanliness of the products in the second-hand clothing store I visited.	0,874	
	T2: I believe second-hand clothing stores sell second-hand clothing of decent quality.		
	T3: I believe second-hand clothing stores sell unique second-hand clothing.	0,668	
	T4: I believe second-hand clothing stores make it easier for me to get branded second-hand clothing.	0,799	
	T5: I believe second-hand clothing stores set prices that match the quality of second-hand clothing.	0,631	
	T6: I believe a second-hand clothing store will provide a positive experience for its consumers.	0,795	0,553
	T7: I believe the second-hand clothing store will compensate me if there is a problem with the product.	0,809	
		0,853	
Bargain Hunting	BH1: I can buy more things because I pay less for used clothes.	0,610	
	BH2: I can have more clothes for the same amount of money I buy used clothes.		
	BH3: I feel that I can have more clothes for less money.	0,860	
	BH4: I do not want to overpay for an outfit just because it is new.	0,825	

Intention to Purchase SHC	BH5: I am paying a fair price for my clothing needs by buying used clothes.	0,836	0,630
	ITP1: If I see a second-hand clothing store, I intend to visit the store to buy second-hand clothes.	0,583	
	ITP2: If I find unique second-hand clothes, I am likely to buy second-hand clothes.	0,832	
	ITP3: If I need to buy branded clothes, I'll look at over-the-counter second-hand clothing stores.	0,809	
	ITP4: Buying second-hand clothes is a good idea.	0,775	
	ITP5: I have a positive attitude towards buying second-hand clothes.	0,658	
	ITP6: I tend to opt for second-hand clothing next time I need branded clothes.	0,850	0,627
	ITP7: I tend to opt for second-hand clothing the next time I need unique clothes.	0,864	
		0,766	
		0,803	

Source: Data processed (2023)

The evaluation of reliability is presented in Table 4, where both Cronbach's Alpha and Composite Reliability demonstrated reliability with values more than 0.70, supporting their suitability for further analysis.

Table 4. Construct Reliability (Cronbach's Alpha and Composite Reliability)

Variable	Cronbach's Alpha	Composite Reliability	Remarks
Bargain Hunting_	0,849	0,893	reliable
Eco-consciousness_	0,821	0,887	reliable
Frugality_	0,875	0,914	reliable
Functionality_	0,726	0,821	reliable
Intention to purchase second-hand clothes_	0,900	0,921	reliable
Need for Status	0,929	0,946	reliable
Originality_	0,850	0,899	reliable
Perceived Hygiene_	0,802	0,857	reliable
Trust	0,862	0,895	reliable

Source: Data processed (2023)

Tabel 5 below is showing the discriminant validity of the research and elucidates that the HTMT values within this investigation have successfully passed the discriminant validity test, as all the values remain below the established threshold of 0.85, or HTMT < 0.85.(Henseler et al., 2015).

Tabel 5. Discriminant Validity

Variable	<i>Bargain Hunting</i>	<i>Eco-consciousness</i>	<i>Frugality</i>	<i>Functionality</i>	<i>Intention to purchase second-hand clothes</i>	<i>Need for Status</i>	<i>Originality</i>	<i>Perceived Hygiene</i>	<i>Trust</i>
<i>Bargain Hunting</i>									
<i>Eco-consciousness</i>	0,579								
<i>Frugality</i>	0,839	0,485							
<i>Functionality</i>	0,635	0,586	0,431						
<i>Intention to purchase second-hand clothes</i>	0,779	0,624	0,492	0,607					
<i>Need for Status</i>	0,308	0,175	0,150	0,396	0,350				
<i>Originality</i>	0,545	0,697	0,475	0,541	0,533	0,268			
<i>Perceived Hygiene</i>	0,341	0,292	0,373	0,477	0,206	0,108	0,353		
<i>Trust</i>	0,698	0,427	0,583	0,559	0,735	0,500	0,387	0,355	

Source: Data processed (2023)

4.2 Inner Model (Model Evaluation)

As outlined by Hair et al., (2019), a robust regression model should be free from multicollinearity. Tabel 6 shows the result of VIF in the research, which all VIF values are below 3, meaning that there is no issue of multicollinearity in the research and can be considered acceptable.

Tabel 6. Inner Model-Variance Inflation Factor (VIF)

Variable	Bargain Hunting	Eco-consciousness	Frugality	Functionality	Intention to purchase second-hand clothes	Need for Status	Originality	Perceived Hygiene	Trust
Bargain Hunting					1,000				
Eco-consciousness	1,000				1,000				
Frugality	1,000				1,000				
Functionality					1,000				
Intention to purchase second-hand clothes									
Need for Status	1,000				1,000				
Originality	1,000								
Perceived Hygiene					1,000				
Trust	1,000				1,000				

Source: Data processed (2023)

The Coefficient of Determination (R^2) is employed to assess the predictive capability of the research model. It reveals the collective impact of both exogenous and endogenous variables within the model.

Table 7. Coefficient of Determination (R^2)

Variable	N	Remark
Bargain Hunting	0,650	moderate
Intention to purchase second-hand clothes	0,639	moderate

Source: Data processed (2023)

Table 7 demonstrates that the R^2 for bargain hunting is 0.650, indicating that the variables in the model can account for 65% of the variance in the independent variable. The remaining 35.1% of the variance is attributed to external factors not considered in this study. Similarly, the table reveals that 63.9% of the variation in the variable "Intention to Purchase Secondhand Clothes" is elucidated by the independent variables examined in this study, with the remaining 36.1% influenced by factors beyond the scope of this research. Notably, all R^2 values within this study fall within the range of 0.5 to 0.75, which signifies that the research model possesses a moderate capacity to explain the variables of bargain hunting and intention to purchase secondhand clothes, in line with the framework by Hair et al (2019)

Hair et al (2019) delineates that f-square values falling within the range of 0.02 to 0.15 are classified as small effect sizes. Those ranging from 0.15 to 0.35 are deemed medium effect size, and values exceeding 0.35 are categorized as large effect size. Cohen (1988) asserts that an effect size is substantial when the f-square reaches 0.35 or higher. Table 8 below illustrates that the predictor with the most pronounced effect size on bargain hunting is 'frugality.' This outcome underscores that frugality exhibits the most significant effect size concerning bargain hunting.

Table 8. Effect Size (f Square)

Variable	Original Sample (O)	Remarks
Perceived Hygiene_ -> Intention to purchase second-hand clothes_	0,018	small
Frugality_ -> Bargain Hunting_	0,474	large
Frugality_ -> Intention to purchase second-hand clothes_	0,033	small
Eco-consciousness_ -> Bargain Hunting_	0,042	small
Eco-consciousness_ -> Intention to purchase second-hand clothes_	0,099	small
Originality_ -> Bargain Hunting_	0,016	small
Functionality_ -> Intention to purchase second-hand clothes_	0,033	small
Need for Status -> Bargain Hunting_	0,013	small
Need for Status -> Intention to purchase second-hand clothes_	0,001	small
Trust -> Bargain Hunting_	0,073	small
Trust -> Intention to purchase second-hand clothes_	0,202	medium
Bargain Hunting_ -> Intention to purchase second-hand clothes_	0,161	medium

Source: Data processed (2023)

During the hypothetical analysis phase, the significance level and the relationships within the model were evaluated. This was achieved by examining the T-Statistics and P-Value, with the thresholds set at > 1.96 and < 0.05 , respectively. Table 9 presents the hypothetical outcomes generated in the context of this study.

Table 9. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
H1 Perceived Hygiene_ -> Intention to purchase second-hand clothes_	-0,091	1,158	0,247	Not supported
H2a Frugality_ -> Bargain Hunting_	0,513	6,450	0,000	Supported
H2b Frugality_ -> Intention to purchase second-hand clothes_	-0,171	1,478	0,139	Not supported
H3a Eco-consciousness_ -> Bargain Hunting_	0,153	1,824	0,068	Not supported
H3b Eco-consciousness_ -> Intention to purchase second-hand clothes_	0,231	2,358	0,018	Supported
H4 Originality_ -> Bargain Hunting_	0,095	1,141	0,254	Not supported

H5	Functionality_ -> Intention to purchase second-hand clothes_	0,141	1,593	0,111	Not supported
H6a	Need for Status -> Bargain Hunting_	0,076	0,902	0,367	Not supported
H6b	Need for Status -> Intention to purchase second-hand clothes_	-0,022	0,282	0,778	Not supported
H7a	Trust -> Bargain Hunting_	0,212	2,665	0,008	Supported
H7b	Trust -> Intention to purchase second- hand clothes_	0,379	4,115	0,000	Supported
H8	Bargain Hunting_ -> Intention to purchase second-hand clothes_	0,422	2,973	0,003	Supported

Source: Data processed (2023)

4.3 Discussion

The results of the hypothesis test reveal five supported hypotheses. The first supported hypothesis is H2a which is statistically proven that frugality has positive and significant influences on bargain hunting. This result is supported by the previous study conducted by Cervellon et al (2012) in the article of Herjanto et al., (2016), which found that frugal consumers who are usually price sensitive have the big tendency to adopt bargain hunting behavior. In addition, research from Setiawan & Kusumawardani, (2021) was also showing the same result that frugality influences bargain hunting significantly. Another supporting research came from Sengmanee (2016) which stated that the consumers' excessive preoccupation with economic value leads them to buy second-hand clothing, meaning that customers were concerned about economic matters, which led them to have a higher financial motivation to pursue bargain hunting in their intention to purchase second-hand clothing. More similar research by Almeida (2019) has found the primary reason for consumers' intention to buy secondhand clothes is their frugality, driven by the desire to attain luxury items while also saving money. According to Landis (2018) in the study by Herjanto et al (2023), wearing SHC (second-hand clothing) is cost-effective, meaning in this study the respondents considered buying SHC due to economic motivation specifically related to Frugality.

The second supported hypothesis is H3b which is eco-consciousness has positive influence on intention to purchase secondhand clothing. The same result is found by Cervellon et al., (2012), explaining that consumer with eco-friendly behavior will find buying secondhand clothes as an act respecting the environment, thus will have greater intention to purchase eco-friendly products like secondhand clothes. In addition to that, other studies found the same results that eco-conscious consumers are more willing to purchase of secondhand clothing (Sengmanee, 2016; Setiawan & Kusumawardani, 2021; Y. Xu et al., 2014). Contemporary consumers are increasingly discerning about their purchases and consumption habits. They exhibit a higher level of environmental consciousness, translating into their preference for environmentally friendly choices. As a result, modern customers are actively contributing to the well-being of the planet by opting to purchase recycled goods, such as secondhand clothing (SHC) (Grasso et al., 2009) in a study by Herjanto et al (2016). For these individuals, buying

SHC provides them with dual advantages. Firstly, it is cost-effective, saving them money while still meeting their clothing needs. Secondly, by choosing SHC, they actively participate in sustainable practices, as it reduces the demand for new clothing production and helps decrease environmental impact. Thus, the decision to purchase SHC benefits them economically and aligns with their environmental values and goals. However, the result of this study is contradicting to study by Dharma (2023), which stated no direct influence between eco-consciousness toward intention to purchase SHC.

The third and fourth supported hypothesis are H7a which is Trust has positive influence and statistically significant on bargain hunting and H7b which is Trust has positive influence and statistically significant on intention to purchase second-hand clothing. According to Carfora et al (2019), trust is a significant motivational driver in the decision-making process. When purchasing second-hand items in general, there is a need for an elevated level of trust, mainly due to perceived risks associated with hygiene and the overall quality of the item. However, when consumers purchase second-hand clothes online, the trust required is even higher. This is because online transactions introduce additional uncertainties and concerns, making trust a crucial factor in such purchases (Rendel E.V, 2021). Kim & Park (2013) explained that when there is a sense of trust, consumers are willing to buy clothes offered in bargain prices, because the consumers' trust reduces the risks to buy bargain priced items with low quality. Flavián et al., (2005) also found that with trust of quality offered, consumers are more willing to go bargain hunting with the expectation to get quality items with bargain prices. This study also found that trust has a positive impact on purchase intention of secondhand clothes. Hsu et al., (2017) and Zhao et al., (2019) revealed in their studies that trust can drive the intention of consumers to shop more. Several other previous studies have corroborated the findings of this research, establishing a strong connection between trust and the purchase intention of secondhand clothes. These studies have consistently demonstrated that trust is pivotal in driving consumers to exhibit a high intent to purchase secondhand clothing. In essence, the level of trust consumers have in the secondhand clothing market, and its stakeholders significantly influences their willingness to make purchase decisions in this domain (Cheng et al., 2019; Hajli et al., 2017; Yeon et al., 2019). Most of the respondents in this study, frequently visit thrift stores both online and offline, which shows that respondents rely on the level of trust in both platforms online and offline stores in influencing their motivation to pursue bargain hunting, which eventually leads to the intention to purchase. The same result shown from the study conducted by Rendel E.V (2021), Consumers' behavioral intention is significantly influenced by trust in the platform and belief in strangers. In other words, the level of confidence that consumers place in the online platform and their trust in the sellers or strangers they interact with on the platform substantially impact their likelihood to engage in specific behaviors or purchase decisions.

The fifth and last supported hypothesis is H8 which is bargain hunting influences intention to purchase second-hand clothes. Consumers with bargain hunting motivation are found to have higher Intention to purchase secondhand clothes (Hansson & Morozov, 2016). Bargain hunting provides individuals with a wonderful opportunity to optimize their resources, enabling them to fulfill numerous desires and meet a diverse range of needs without overspending (Herjanto et al., 2016), which is supporting the result of the study as well. However, the result contradicts the study Setiawan & Kusumawardani (2021), as in their research, bargain-hunting is found insignificant in shaping the intention to purchase second-hand clothes. The finding is supported by the studies from Cervellon et al (2012) and Sengmanee (2016), which stated that bargain hunting influences the purchase and repurchase

intention toward second-hand clothing. Indonesian consumers tend to seek products at more affordable prices, leading them to consider alternative options such as secondhand items. This preference for secondhand items is driven by the fact that they are widely recognized for their lower prices than brand-new items (Setiawan & Kusumawardani, 2021) and leads to bargain hunting motivation to influence the purchase intention. Most of the respondents have income <Rp 5millions per month and looking for foreign brands in offline stores, meaning for them, bargain hunting for second-hand foreign brands is considered important in affecting their purchase intention due to their affordability in buying the brands.

5. Conclusion

From the statistical testing and discussion above, therefore, the conclusion can be withdrew related to each variable tested in the study. First, the influence of perceived hygiene on the intention to purchase second-hand clothes is rejected, indicating an insignificant impact of perceived hygiene on purchase intention. Second, Frugality's influence on bargain hunting is supported, implying a significant positive effect of frugality on customers' propensity to engage in bargain hunting. However, frugality's direct influence on the intention to purchase second-hand clothes is rejected, suggesting no significant impact. Third, the influence of eco-consciousness on bargain hunting is rejected, signifying an insignificant effect on customers' involvement in bargain hunting. Nonetheless, eco-consciousness's influence on the intention to purchase second-hand clothes is supported, indicating a significant positive impact. Fourth, the influence of originality on bargain hunting is rejected, indicating an insignificant effect of originality on customers' participation in bargain hunting. Fifth, the influence of functionality on the intention to purchase second-hand clothes is rejected, implying an insignificant effect on customers' intention to buy secondhand items. Sixth, the influence of the need for status on bargain hunting and the intention to purchase second-hand clothes is rejected, indicating an insignificant impact. Seventh, trust's influence on bargain hunting and the intention to purchase second-hand clothes is supported, revealing a significant positive impact of trust on both variables. Last, Bargain hunting's influence on the intention to purchase second-hand clothes is supported, signifying a significant positive effect.

Drawing from the findings, several potential managerial implications can be derived, including:

1. Targeting Bargain Hunters: Given the positive link between frugality and bargain hunting, thrift store owners can tailor their marketing efforts towards consumers who value economical choices. Highlighting the affordability and value for money of secondhand items can attract those who enjoy finding quality products at lower prices. Offering incentives for potential "reseller" customers and creating a sense of community can turn shoppers into advocates for the thrift store.
2. Emphasizing Eco-Friendly Choices: The correlation between eco-consciousness and the intention to purchase secondhand clothes suggests that environmentally conscious consumers are more likely to buy secondhand items. Thrift store owners can tap into this trend by promoting the environmental benefits of secondhand shopping through social media platforms. Demonstrating how buying secondhand contributes to

sustainable consumption and reduces waste can attract eco-conscious shoppers and position the store as a sustainable shopping destination.

3. **Building Trust:** The study emphasizes the significance of trust in driving the intention to purchase secondhand clothes. Thrift store owners can establish trust by building personal credibility, transparent communication about product quality, and offering reliable customer experiences. Displaying customer testimonials, positive reviews, and implementing customer-friendly policies can further foster consumer confidence and encourage more purchases.
4. **Catering to Bargain Hunters:** The positive impact of bargain hunting on purchase intention underscores the importance of catering to bargain-seeking customers. Thrift store owners can offer a variety of high-quality secondhand items at competitive prices to attract value-conscious shoppers. Emphasizing affordability, quality, and creating an enjoyable shopping experience can enhance the appeal to bargain hunters and drive higher purchase intention.

Overall, the study's findings provide actionable insights for thrift store owners to enhance their marketing strategies and customer engagement. Emphasizing these aspects, including targeting frugality, eco-consciousness, trust-building, and catering to bargain hunters, can contribute to increased sales, customer loyalty, and a positive brand image. Additionally, the study highlights the critical role of trust, suggesting that it should be a central focus for thrift store owners in cultivating customer loyalty and fostering business growth. Utilizing influential figures on popular social media platforms can further amplify trust-building efforts.

This study acknowledges certain limitations for which future improvement is required. First, the R^2 values for bargain hunting and intention to purchase secondhand clothes indicate that other influential factors may not be accounted for in this research. Thus, future researchers must explore additional variables potentially impacting these behaviors. Factors like experience with secondhand shopping, perceived risks related to purchasing used items, and individual personality traits could significantly shape consumers' behaviors in this context. The second limitation is that the study needed to differentiate the intention to purchase based on specific distribution channels, such as online platforms or brick-and-mortar stores. Different channels elicit distinct consumer behaviors and motivations. Therefore, future studies could investigate and compare these behaviors to identify similarities or differences between various selling channels. Lastly, by delving into these unexplored variables and refining the research design, future researchers can gain a more comprehensive understanding of the underlying factors that drive bargain hunting and the intention to purchase secondhand clothes. This improved knowledge can contribute to a more nuanced understanding of consumer behavior in the thrift store industry, allowing thrift store owners to tailor their strategies and offerings better to meet the needs and preferences of their target customers.

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