

Influence of Thrifting Products Purchasing Behavior: Cases of young adults in Indonesia

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Abstract

This study investigates the purchasing behavior of young adults in Indonesia, focusing on thrift products. Key factors influencing their decisions include value for money, electronic word of mouth (e-WOM), and environmental concerns. The research aims to contribute to consumer behavior knowledge in Indonesia, offering practical recommendations for businesses targeting this demographic. The study, conducted quantitatively through online surveys with respondents aged 18-30, establishes a relationship between value for money, e-WOM, and purchase decisions for thrift products. However, it finds no significant correlation with environmental concerns, emphasizing the need for nuanced marketing strategies to address sustainability issues in this market segment.

Keywords: Value for money; e-WOM; Environmental concern; Purchase Decision; Thrift Products

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1.0 Introduction

1.1 Research Background

Thrifting, the practice of purchasing second-hand goods, traces its origins back to the 18th and 19th centuries when the Industrial Revolution spurred mass production of clothing. This era ushered in a consumer culture that favored inexpensive garments, contributing to a cycle of disposal and significant clothing waste in landfills (Fitria et al., 2022). The thrifting culture in the United States gained momentum during the 1920s financial crisis, compelling people to adopt frugal lifestyles and turn to second-hand items (Lidyana, 2020). Similarly, in Asia, particularly since the 1998 financial crisis, thrifting has become prevalent in traditional markets, providing an affordable and diverse range of clothing options while addressing environmental concerns (Utomo 2021; Prabaswari et al. 2020).

Historically, thrifting primarily served as an economic solution for those unable to afford new clothes, meeting basic clothing needs without prioritizing fashion considerations. However, in recent years, thrifting has evolved beyond mere affordability, attracting individuals who seek to express their creativity and individuality through unique outfits. The environmental and social consequences of fast fashion have fuelled the rise of thrifting as a conscious and sustainable choice. The appeal of thrifting has been further magnified by social media influencers who showcase their thrifted finds on social media like YouTube, Instagram, and TikTok. The advent of e-commerce

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giants such as Tokopedia and Shopee, coupled with social media marketplaces like TikTok shop and Facebook marketplace, has expanded the reach of thrift shopping. This shift has created a new demographic of urban middle-class shoppers who, despite having the means to buy new clothes, opt for thrifted items due to perceived environmental and social benefits (Rahmawati et al., 2020).

With Indonesia boasting a massive online user base of 215.63 million and a thriving e-commerce market valued at 62 billion USD, the influence of digital platforms on thrifting cannot be overstated (Degenhard, 2023; Nurhayati-Wolff, 2023). Tokopedia and Shopee dominate the online retail landscape, with the middle class comprising a significant portion of online shoppers, particularly in fashion, beauty, and personal care (Tanuwidjaja, 2022). Projections by Alwatan (2021) indicate a positive trend for the thrift industry, estimating revenue of around USD 80 billion by 2029, surpassing the fast fashion industry's projected revenue of USD 43 billion. Therefore, looking at the current and future of thrift industry, this research shed light on the factors that may influence young adults in Indonesia in making their decisions to buy thrifting products.

1.2 Problem Statement

Thrifting culture has become more popular. Thrifting decisions can be influenced by various factors, such as personal preference, environmental awareness, economic situation, and social media influence. Thrifting once known to meet economic needs is nowadays becoming popular among middle-class income earners. In 2022, it was reported that Indonesia imported 26.22 tonnes of used clothes and the biggest exporter is Australia, followed by Japan, with a total value of USD 272, 146 (Zahira, 2023). This shows a high demand of used clothing products, and it indicates that thrifted products may have been a value for consumers hard earned money.

Electronic word of mouth (e-WOM) can play a significant role in shaping consumers' attitudes and behaviours toward thrifting. e-WOM can affect thrifting decisions by providing information, opinions, recommendations, or experiences from other thrifters, which can increase trust, awareness, and interest in thrifting (Chih et. al, 2013). e-WOM can also challenge traditional retail stores by creating a counterculture movement that values sustainability and uniqueness over mass production and conformity and e-WOM can have an impact on the global thrift clothing business by increasing the demand and supply of second-hand items across borders.

Other factors that drive consumers to opt for second-hand goods are their environmental awareness and commitment. They are conscious of the negative impact of fast fashion and want to contribute to a circular economy that minimizes waste and maximizes resource efficiency. By buying used items, they are showing their commitment towards a greener environment and social responsibility. In Indonesia, 33 million tons of textiles are produced, and 1 million tons will become textile waste. According to Business Insider, fashion production comprises 10% of total global carbon emissions. It also consumes about 1.5 trillion liters of water every year and releases 500,000 tons of microfibers into the ocean annually (Stallard, 2022). These alarming statistics show how urgent it is to reduce the environmental footprint of the fashion industry and promote more ethical and eco-friendly consumption habits (Maiti, 2023).

Thrifting clothes has become a popular trend among young people in Indonesia, especially in urban areas, due to various reasons such as environmental awareness, personal style, budget constraints, and social media influence. However, there is a lack of research on this area in Indonesia, which limits the understanding of this market segment and its potential for growth. Therefore, this study will contribute to a better understanding of the factors that influence customers' purchasing decisions of thrifting products in Indonesia and provide valuable insights for businesses operating in this market.

1.3 Research Objectives

1. To examine the relationship between value for money and purchase decision.
2. To examine the relationship between e-WOM and purchase decision.
3. To examine the relationship between environment and purchase decision.

2.0 Literature Review

2.1 Purchase Decision

Purchase decision is a complex process that involves multiple factors and stages. Consumers typically go through five main steps before making a final choice: problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Kotler et al., 2018). Each step can be influenced by internal and external factors, such as personal preferences, social norms, marketing stimuli, and situational variables (Schiffman et al., 2014). The literature also suggests that different types of products or services may require different levels of involvement and cognitive effort from the consumers, depending on the perceived risk, complexity, and emotional value of the purchase. Purchase decisions involve a protracted process. It involves the decision to purchase or not to purchase a product or even to change to other products and this process involves a thorough thought process and actions, including need recognition, search for information, assessment of information, and developing purchasing interest (Fitryani & Nanda, 2022). The decision to buy or not buy certain products can be observed in each individual and it pertains to the actual behaviours that is inherent in individuals. Therefore, understanding the purchase decision process and its determinants is essential for marketers and managers who want to design effective strategies to influence consumer behaviour and satisfaction (Kotler & Armstrong, 2017).

2.2 Consumer Behavior Theory

Kotler et al., (2018) define consumer behavior as the activities and attitudes that individuals, groups, and organizations exhibit when they select, buy, and use products and services to fulfill their needs and wants. Consumer behavior involves the psychological, social, and cultural factors that influence the decision-making process of consumers in the marketplace. Consumer behavior is shaped by

various factors that can originate from within or outside the individual (Schiffman & Kanuk, 2018). The internal and external elements that affect consumer behavior are psychological processes, personal characteristics, social influences, and situational contexts (Schiffman & Kanuk, 2018). These elements can have different impacts on different consumers, depending on their needs, motivations, attitudes, perceptions, and personalities. Marketers and researchers need to understand how these elements influence consumer decisions since it enables businesses to build products that consumers desire (Kotler et.al.,2018).

2.3 Value for Money

Value for money measures customer satisfaction with the purchase of a product or service based on the amount of money they paid. It involves comparing the quality, features, and benefits of a product or service with its price (Mahajan, 2020). Some factors that affect value for money are the customer's needs, preferences, expectations, and budget. Different customers may have different perceptions of value for money depending on these factors. A product that offers high value for money is one that meets or exceeds the customer's expectations at a reasonable or lower price. By buying second-hand fashion items, consumers can find unique and stylish items at a fraction of the cost of new ones. Consumers can also support local businesses and charities that sell or donate thrifted goods. Consumers can also find vintage and rare items that are no longer available in mainstream stores. Thrifted fashion products offer value for money in many ways, and they can help young people express their creativity and individuality (Rahmawati et al., 2022).

H1: There is a relationship between Value for money and Purchase Decision for thrifting products in Indonesia.

2.4 e-Word of Mouth

The advent of the internet has transformed the way people share their opinions and experiences with others, creating a new phenomenon (Fitryani & Nanda, 2022). It involves online communication that involves consumers sharing their opinions, experiences, and recommendations about products or services with other consumers and can take various forms, such as reviews, ratings, comments, blogs, social media posts, and videos (Liu et al., 2022). e-WOM can influence consumer behavior and decision-making, especially in the context of thrifting products. Thrifting products have become popular in Indonesia due to social media exposure (Sari et al., 2019). However, thrifting products also pose some challenges and risks for consumers, such as quality, authenticity, and trust issues. e-WOM can play a significant role in helping consumers overcome these challenges and risks, as well as enhancing their satisfaction and loyalty with thrifting products (Sari et al., 2019). e-WOM can provide information and knowledge about thrifting products, such as where to find them, how to choose them, how to style them, and how to care for them. Consumers can learn from the experiences and tips of others. This can reduce the uncertainty and information asymmetry that consumers may face when buying thrifting products. It can also influence the attitudes and preferences towards thrifting products. Consumers can be exposed to positive or negative e-WOM about thrifting products, which can shape their perceptions, beliefs, and emotions about them. Positive e-WOM can enhance the attractiveness and credibility of thrifting products, while negative e-WOM can reduce them.

H2: There is a relationship between e-WOM and Purchase Decision for thrifting products in Indonesia.

2.5 Environment

The role of the environment in buying thrifting products in Indonesia is a topic that has been gaining attention in recent years. Thrifting is often seen to reduce environmental impact. According to a survey by Nielsen in 2019, 86% of Indonesian consumers said they would pay more for products and services that have a positive social and environmental impact (Nielsen, 2019). Thrifting can be seen to reduce waste, conserve resources, and lower carbon footprint. Some thrifters buy second-hand clothes to avoid fast fashion, which is known for its negative effects on the environment and workers' rights (Bhardwaj & Fairhurst, 2010). According to Chen (2013), environmental knowledge is the accumulation of ecological data that individuals possess regarding their surroundings. When customers are well-informed about the positive impact of these products on the environment, their health, and their social responsibility, they are more likely to choose them over conventional alternatives. This means that consumers may evaluate products or services based on their environmental impact. Thrifting practices, which were once overlooked, have become a popular trend among young people who are concerned about the environmental consequences of fast fashion. By buying second-hand clothes, they reduce waste and carbon emissions.

H3: There is a relationship between Environment and Purchase Decision for thrifting products in Indonesia.

2.6 Research Framework

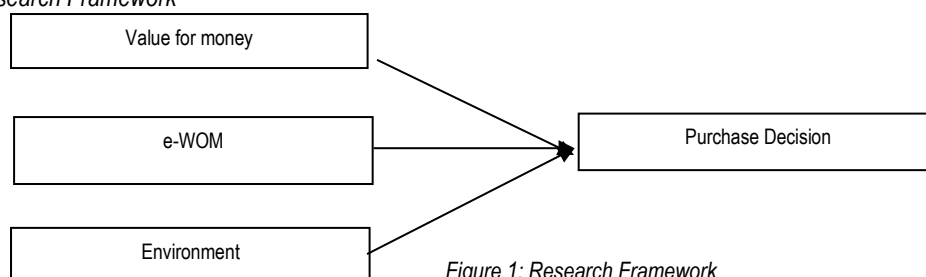


Figure 1: Research Framework

3.0 Methodology

This is a quantitative study with the aim to examine the factors influencing young adults purchasing behaviour in thrifting clothes in Indonesia. The study focuses on three independent variables: value for money, e-WOM, and environmental concerns, and their impact on the dependent variable of purchasing behavior. This study was conducted using survey questionnaire and distributed through online platforms to ensure a diverse sample. Convenience sampling method is employed and the target population for the study is young adults aged 18-30 years in Indonesia. SPSS version 26 is used for data processing and discussion is made in the next section.

4.0 Analysis of Data

4.1 Response Rate

A total of 125 questionnaires were collected, however only 122 responses were useful and further processed for this research.

Table 1: Survey Response Rate

Sample	Number	Response Rate
Number of online surveys returned	125	100%
Number of incomplete surveys	3	2%
Total usable survey	122	98%

4.2 Respondent's Demographics

Summary of respondent's demographics can be found in Table 2.

Table 2: Respondent's demographics

Demographics		Frequency	Percentage (%)
Age Groups of Respondents	18-20	16	13.1
	21-23	60	49.2
	24-26	31	25.4
	27-30	15	12.3
Gender	Male	53	43.4
	Female	69	56.6
Highest Level of Education	Postgraduate (Master's or PhD)	7	5.8
	Undergraduate	83	68
	Senior High School	32	26.2
Location of Residence	Urban Area	117	95.9
	Rural Area	5	4.1
If the respondents have purchased thrifted Products	Yes	122	100
	No	0	0

4.3 Reliability Test

Table 3: Cronbach's Alpha Value for Both Independent and Dependent Variables

Factor	Cronbach's Alpha
Independent variable - Value for money	0.924
Independent variable - e-WOM	0.903
Independent variable – Environment	0.867
Dependent variable - Purchase Decision	0.859

For Cronbach Alpha to be acceptable, it must be above the value of 0.60. Based on Table 3, it indicates that all variables are reliable.

4.4 Normality Test

Table 4: Summary of Normality Test for Dependent Variable and Independent Variables

Variables		Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Independent Variables	Value for money	-2,070	0,219	6,329	0,435
	e-WOM	-2,017	0,219	6,196	0,435
	Environment	-1,462	0,219	4,069	0,435
Dependent Variables	Purchase Decision	-2,267	0,219	8,511	0,435

The skewness and kurtosis values of Value for money are -2.070 and 6.329 and for the e-WOM, the skewness and kurtosis values are -2.017 and 6.196. Environment variable skewness and kurtosis values are -1.462 and 4.069 and Purchase Decision skewness and kurtosis values are -2.267 and 8.511.

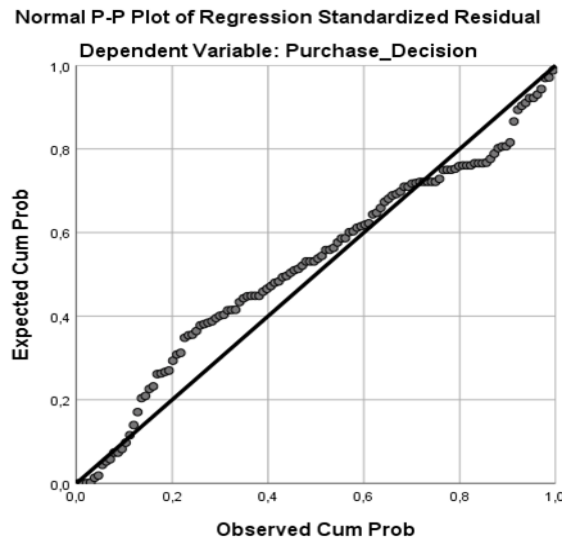


Figure 2: Normality Test Probability Plot

The p-plot image shows that the points follow the diagonal line, and it can be concluded that the regression model meets the normality assumption.

4.5 Partial Correlation Coefficient Test

4.5.1 Relationship between Value for Money and Purchase Decision

Table 5: Partial Correlation on the Relationship between Value for Money and Purchase Decision

		Purchase_Decision	Value_For_Money
Purchase_Decision	Pearson Correlation	1	,825**
	Sig. (2-tailed)		,000
	N	122	122
Value_For_Money	Pearson Correlation	,825**	1
	Sig. (2-tailed)	,000	
	N	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The partial correlation between Value for Money and Purchase Decision has a significance value of 0.000 with a correlation value of 0.825, which means there is a positive and strong relationship between Value for Money and Purchase Decision.

4.5.2. Relationship between value for money and purchase decision

Table 6: Partial Correlation on the Relationship between Value for Money and Purchase Decision

		Purchase_Decision	Value_For_Money
Purchase_Decision	Pearson Correlation	1	,825**
	Sig. (2-tailed)		,000
	N	122	122
Value_For_Money	Pearson Correlation	,825**	1
	Sig. (2-tailed)	,000	
	N	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The partial correlation between Value for Money and Purchase Decision has a significance value of 0.000 with a correlation value of 0.825, which means there is a positive and strong relationship between Value for Money and Purchase Decision.

4.5.3. Relationship between e-WOM and Purchase Decision

Table 7: Partial Correlation on the Relationship between e-WOM and Purchase Decision

		Purchase_Decision	e_WOM
Purchase_Decision	Pearson Correlation	1	,793**
	Sig. (2-tailed)		,000
	N	122	122
e_WOM	Pearson Correlation	,793**	1
	Sig. (2-tailed)	,000	
	N	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The partial correlation between e-WOM and Purchase Decision has a significance value of 0.000 with a correlation value of 0.793, which means there is a positive and strong relationship between e-WOM and Purchase Decision.

4.5.4. Relationship between Environment and Purchase Decision

Table 8: Partial Correlation on the Relationship between Environment and Purchase Decision

		Purchase_Decision	Environment
Purchase_Decision	Pearson Correlation	1	,630**
	Sig. (2-tailed)		,000
	N	122	122
Environment	Pearson Correlation	,630**	1
	Sig. (2-tailed)	,000	
	N	122	122

** Correlation is significant at the 0.01 level (2-tailed).

The partial correlation between Environment and Purchase Decision has a significance value of 0.000 with a correlation value of 0.630, which means there is a positive and moderately strong relationship between Environment and Purchase Decision.

4.6 Multiple Linear Regression Analysis

Table 9: Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,848 ^a	,720	,713	1,77969

a. Predictors: (Constant), Environment, e_WOM, Value_For_Money

Overall, the results suggest that the model is able to explain a significant portion of the variance in the dependent variable (72%) and that the relationship between the predictors and the dependent variable is statistically significant (correlation coefficient of 0.848).

4.6.1 Coefficients in Regression Analysis

Table 10: Coefficients in Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,488	1,014		3,439	,001
	Value_For_Money	,368	,063	,553	5,866	,000
	e_WOM	,277	,069	,359	4,010	,000
	Environment	-,030	,066	-,034	-,454	,650

a. Dependent Variable: Purchase_Decision

The largest beta coefficient value is 0.368, meaning that this variable has the strongest unique ability to explain the dependent variable, when the variance explained by other variables in the model is controlled. The Beta value for the Environment variable is the

lowest, namely -0.030, indicating a less unique contribution. Environment has a significant p value of more than 0.05. This means that the Environment variable does not provide a significant unique contribution to the prediction of the dependent variable. For the variables Value for money and e-WOM, Environment, the significance value is less than 0.05, indicating that these variables make a significant contribution to the prediction of the dependent variable. The independent factor function has a Sig value of less than 0.05, which indicates that there is a positive and strong relationship between the dependent and independent variables. Overall, the model appears to fit the data well, with statistically significant relationships between Value for Money, e-WOM, and Purchase Decision. However, the effect of Environment is not statistically significant.

4.7 ANOVA Analysis

Table 11: Result of ANOVA Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	959,373	3	319,791	100,966	,000 ^a
	Residual	373,742	118	3,167		
	Total	1333,115	121			
a. Dependent Variable: Purchase_Decision						
b. Predictors: (Constant), Environment, e_WOM, Value_For_Money						

Table 11 provides evidence that there is a statistically significant relationship between the independent variables (Environment, e-WOM, and Value for Money) and the dependent variable (Purchase Decision). The model explains 71.8% of the variance in Purchase Decision.

5.0 Conclusion and Recommendations

Purchase decision stemmed from many factors and in this research, the researchers aim to examine the relationship between value for money, e-WOM and environment with purchase decision of thrift fashion products among young adults in Indonesia. Overall, there is statistically significant relationships between value for money, e-WOM, and purchase decision. However, the effect of environment is not statistically significant. There is a believe that thrifting gives value to money. This means that when consumers decided to buy thrifted products they consider aspects like perceived value for money, which considers the harmony between product quality and price. Product reviews is equally important before Indonesian customers make their decision of buying a product. These reviews can be found via online review or social media review or even influencers reviews before the decision are made on whether to buy or not buy thrifted products. Customers are inclined to trust the reviews they read online and this is true in the context of purchasing thrifted products as well. There is no strong evidence to suggest that changes in the environment variable directly influence changes in the purchase decision, based on regression and partial correlation analysis. The current analysis does not show a strong link between environment and purchase decision, however, different analysis approaches might reveal a connection, depending on the context and specific research question. Future researchers may also consider collecting data from the specific sub-groups where the environment have a more significant impact, for example, from the environmentally conscious consumers.

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Paper Contribution to Related Field of Study

The significance of this study lies in its exploration of the factors influencing the purchasing decisions of young adults in Indonesia when it comes to thrifted products. By examining the impact of value for money, e-WOM, and environmental concerns on purchase behavior, this study provides valuable insights for businesses looking to tap into this market. Given the increasing popularity of thrifted products and the growing awareness of sustainability issues among younger generations, understanding the motivations behind their purchasing decisions is crucial for companies hoping to appeal to this demographic. This study contributes to the existing body of research on consumer behavior in Indonesia and provides practical recommendations for businesses looking to cater to the needs and preferences of this group.

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