



Does Thrifting Undermine Local Brands? A Descriptive Study on Fashion Consumption Trends and Purchase Intentions

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ABSTRACT

Keywords:

Thrifting; Purchase Intention; Consumer Ethnocentrism; Local Fashion Brands

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This study aimed to analyze the thrifting phenomenon by examining how fashion trends, price, brand image, and consumer ethnocentrism shape purchase intention toward Indonesian local fashion products. This study employed a quantitative research design with a descriptive approach. Data were collected through questionnaires distributed to consumers who had experience with thrift fashion products. Respondents were selected using purposive sampling based on predetermined criteria. The collected data were analyzed descriptively by calculating the mean score of each indicator and interpreting the results based on predefined scale intervals. The findings reveal that purchase intention toward local Indonesian fashion products is formed through a multidimensional evaluation process involving economic, symbolic, and emotional considerations. Price was identified as an important factor influencing thrift product attractiveness, while brand image showed a relatively moderate role in consumer decision-making. Meanwhile, consumer ethnocentrism demonstrated positive support for local fashion products without eliminating interest in thrift alternatives. This study implies that local fashion businesses should strengthen product quality, brand value, and consumer attachment to compete within the growing thrift fashion market. The findings contribute to a broader understanding of consumer behavior by highlighting the coexistence between thrift culture and local fashion preference.

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INTRODUCTION

The growth of thrift fashion consumption has become an important social phenomenon in Indonesia because it reflects changes in consumer lifestyles, fashion preferences, and purchasing behavior among young consumers. The increasing popularity of thrifting indicates that consumers no longer view

clothing merely as a functional necessity but also as a medium for self-expression, identity construction, and social participation. The expansion of thrift businesses and communities across Indonesian cities demonstrates that secondhand fashion has developed into a significant consumer culture. Recent studies reveal that thrifting activities among Indonesian youth are influenced by lifestyle changes, affordability considerations, and the desire to obtain unique fashion items that represent personal identity (Nugroho, 2023; Kurnia & Khairulyadi, 2023). Furthermore, the development of digital platforms and social media has accelerated thrift fashion dissemination by providing information, recommendations, and consumer experiences related to secondhand clothing (Julia et al., 2024; Putra & Nadlifatin, 2024). Therefore, understanding the factors shaping thrift consumption behavior is important because it provides insights into contemporary fashion consumption patterns and their implications for the Indonesian fashion industry.

The increasing demand for thrift fashion also creates broader social and economic discussions regarding consumer preferences, sustainability, and competition within the domestic fashion market. On the one hand, thrift products provide consumers with affordable alternatives, access to branded fashion items, and opportunities to participate in sustainable consumption practices. On the other hand, the rapid growth of imported secondhand clothing raises concerns regarding environmental impacts, health risks, and potential competition with Indonesian local fashion brands. Research indicates that thrift consumption is influenced by perceived economic benefits, sustainability awareness, and consumer evaluations of secondhand fashion value (Mobarak et al., 2025; Sinaga & Hendrian, 2025). Meanwhile, the increasing circulation of imported used clothing in Indonesia has encouraged debates regarding government regulation and protection of local industries (Databoks Katadata, 2025; Kemendag, 2023). These conditions demonstrate that thrift consumption is not merely an individual purchasing decision but also a phenomenon connected to economic sustainability, cultural change, and the future development of local fashion brands.

Consumer decisions in the thrifting context can be explained through several behavioral theories that emphasize how internal perceptions and external stimuli influence purchase intention. Fashion trends represent a social influence factor because consumers often adopt certain styles based on popularity, peer influence, and digital exposure. The concept of fashion trend adoption is closely related to consumer identity formation, where clothing choices represent lifestyle preferences and social meanings (McNeill & Venter, 2019; Syafa'ati & Khusyairi, 2024). Price is another important factor because consumers evaluate thrift products based on affordability and perceived economic value compared with

new fashion products. Previous research confirms that price perception significantly influences consumer decisions, particularly among young consumers seeking economical fashion alternatives (Ketut & Dharma, 2023). Brand image is explained through consumer perception theory, where brands create symbolic value, trust, and psychological attachment that influence consumer preferences (Ferrinadewi & Nathanael, 2025; Sitorus et al., 2025). Meanwhile, ethnocentrism is explained through Consumer Ethnocentrism Theory, which describes consumers' tendency to evaluate domestic products more positively than foreign products (Salsabila et al., 2025).

Despite the increasing popularity of thrift fashion, several problems have emerged in Indonesian society regarding the position of thrift products compared with local fashion products. The availability of imported secondhand clothing with attractive brands and lower prices creates challenges for domestic fashion producers in building consumer loyalty and purchase intention toward local brands. Previous studies show that consumers often choose thrift products because of economic advantages, brand preferences, and unique product characteristics rather than solely sustainability considerations (Mizrachi & Sharon, 2025; De Sinta Adji & Susilowati, 2025). Furthermore, although local fashion brands have experienced significant growth, consumer attachment and preference toward domestic products remain influenced by factors such as brand perception, cultural identity, and ethnocentric attitudes (Absah & Trisatya, 2023; Zuliarni et al., 2023). This situation becomes more complex in urban areas where thrift communities and fashion events continue to grow despite restrictions on imported used clothing. Therefore, identifying the factors influencing consumer purchase intention is necessary to understand whether consumers prioritize thrift attractiveness or support local fashion development.

Previous studies have investigated various determinants of thrift fashion consumption, including price, sustainability value, fashion trends, brand perception, and consumer attitudes. Research on Indonesian thrift consumers has demonstrated that affordability and lifestyle factors significantly influence purchase intention toward secondhand clothing (Aras et al., 2022; Ketut & Dharma, 2023). Other studies have emphasized that sustainability awareness and perceived value contribute to consumers' positive attitudes toward thrift products (Zahroh, 2023; Regmi et al., 2025). Furthermore, brand-related factors remain important because consumers may use thrift products as a means of obtaining prestigious brands at lower costs, influencing satisfaction and loyalty toward secondhand fashion retailers (De Sinta Adji & Susilowati, 2025; Ferrinadewi & Nathanael, 2025). However, most previous studies have examined thrift consumption from the perspective of secondhand clothing acceptance, sustainable consumption, or general purchase decisions. Limited attention has

been given to how thrift consumption interacts with consumer preferences toward Indonesian local fashion brands, particularly by integrating fashion trends, price, brand image, and ethnocentrism within a single analytical framework.

Furthermore, previous research has produced valuable findings regarding consumer behavior in the thrift market, but several limitations remain that require further investigation. Studies conducted in different regions have identified various factors affecting thrift purchase intention, yet the contextual differences between regions may create different consumer patterns and preferences. For example, research has examined Gen Z thrift behavior in several Indonesian cities, but limited empirical evidence explains the phenomenon in Pontianak City, where thrift communities, fashion events, and offline thrift businesses continue to develop (Anisa & Afif, 2025; Krismawintari & Putri, 2025). In addition, previous studies have generally focused on consumers' intention to purchase secondhand products rather than examining whether thrift trends influence consumers' willingness to choose local Indonesian fashion products (Julia et al., 2024; Sari & Sari, 2024). Therefore, this study contributes by extending existing knowledge through analyzing how fashion trends, price, brand image, and ethnocentrism shape purchase intention within the dynamic relationship between thrift fashion culture and local fashion brand preferences.

The novelty of this study lies in integrating social, economic, and psychological dimensions of consumer behavior to understand the position of local fashion brands amid the rapid growth of thrift culture. Unlike previous studies that primarily analyze thrift consumption as an independent fashion phenomenon, this research positions thrifting as a competitive context that may influence consumers' decisions regarding Indonesian local fashion products. The study highlights the importance of understanding whether consumers' attraction toward thrift fashion is driven only by affordability and trends or whether local identity and brand perception can strengthen preferences for domestic fashion products. This perspective provides a more comprehensive understanding of contemporary Indonesian fashion consumption patterns by connecting thrift culture with local industry development. The findings are expected to provide valuable insights for local fashion entrepreneurs, policymakers, and marketing practitioners in developing strategies that align with changing consumer values and behaviors.

Based on this background, this study seeks to answer the research problem of how fashion trends, price, brand image, and consumer ethnocentrism influence purchase intention toward Indonesian local fashion products within the context of the thrifting phenomenon in Pontianak City. The argument proposed in this study is that although thrift fashion provides strong economic

and symbolic attractions for consumers, local fashion brands may strengthen their competitiveness through positive brand image development and consumer attachment to domestic products. By examining these relationships, this research contributes theoretically by expanding the discussion of consumer behavior in fashion markets and practically by providing recommendations for strengthening local fashion competitiveness amid the increasing popularity of secondhand clothing consumption. Therefore, this study provides an alternative perspective on balancing consumer interest in thrift fashion with the sustainable development of Indonesian local fashion industries.

RESEARCH METHODS

This study employed a quantitative research design with a descriptive approach to examine the thrifting phenomenon by identifying consumer perceptions regarding fashion trends, price, brand image, ethnocentrism, and purchase intention toward local Indonesian fashion products. A descriptive quantitative approach was selected because the objective of this study was not to test causal relationships or develop predictive models, but rather to provide an empirical description of consumer characteristics and response patterns within the context of thrift fashion consumption. Previous studies on thrift fashion have commonly applied quantitative approaches to identify consumer attitudes, perceived value, and purchasing tendencies toward secondhand clothing products (Ketut & Dharma, 2023; Mobarak et al., 2025). This research was conducted in Pontianak City, Indonesia, which was selected as the research location because the city demonstrates active thrift fashion development through the presence of offline thrift stores, thrift communities, and fashion-related events. This condition represents an interesting context for understanding consumer behavior amid the increasing popularity of secondhand fashion and the growing competition with local fashion brands (Anisa & Afif, 2025; Krismawintari & Putri, 2025).

The population of this study consisted of consumers in Pontianak City who had experience purchasing or using thrift fashion products. The sample was selected using purposive sampling, where respondents were determined based on specific criteria relevant to the research objectives. The criteria included respondents who had purchased thrift products, understood the concept of thrifting, and were familiar with local Indonesian fashion products. This sampling technique was considered appropriate because thrift consumption involves specific consumer experiences and preferences that cannot be adequately represented through random sampling (Julia et al., 2024; Savryaninda & Adiprabowo, 2024). Data were collected through structured questionnaires distributed both offline and online. The questionnaire consisted of statements

measuring respondents' perceptions of fashion trends, price, brand image, ethnocentrism, and purchase intention using a five-point Likert scale. Similar measurement approaches have been widely used in previous studies examining thrift consumer behavior, sustainable fashion consumption, and purchase intention models (Zahroh, 2023; Sinaga & Hendrian, 2025).

The collected data were first examined through validity and reliability testing using SmartPLS 4 to ensure that the measurement instruments met the required quality standards. After the instrument evaluation process, the final dataset consisted of 53 valid respondents who fulfilled the predetermined criteria. Data analysis was conducted using descriptive statistical analysis by calculating the mean score of each indicator to identify the tendency of respondents' perceptions toward the studied variables. The mean values were then categorized into five interpretation levels: very low (1.00–1.80), low (1.81–2.60), moderate (2.61–3.40), high (3.41–4.20), and very high (4.21–5.00). The findings were subsequently interpreted narratively by considering respondents' demographic characteristics and comparing the results with previous studies related to thrift fashion consumption, consumer preferences, and local fashion purchasing behavior (Erawati et al., 2025; Ferrinadewi & Nathanael, 2025). This analytical procedure allows the study to provide a comprehensive description of consumer tendencies toward thrift fashion and their implications for local Indonesian fashion brands.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

The demographic characteristics of respondents provide an overview of the consumer profile involved in this study. The results show that male respondents represented the largest proportion, accounting for 37% of the total respondents. Based on age distribution, respondents aged 27–31 years dominated the sample with a proportion of 41%. Regarding educational background, respondents with a bachelor's degree represented the largest group (30%). In terms of occupation, entrepreneurs constituted the highest proportion among respondents (14%). Meanwhile, based on income level, most respondents had monthly incomes ranging from IDR 2,000,000 to IDR 4,000,000. These characteristics indicate that the respondents represented consumers with diverse demographic backgrounds who had experience and awareness regarding thrift fashion products.

Measurement Model Evaluation

The validity and reliability testing results indicate that the measurement instruments used in this study generally fulfilled the required criteria. The majority of indicators achieved outer loading values above 0.70 and Average Variance Extracted (AVE) values above 0.50, indicating adequate convergent validity. Furthermore, the reliability assessment showed that the composite reliability and Cronbach's alpha values of the constructs exceeded the minimum acceptable threshold of 0.60. However, one indicator from the brand image construct was removed because its outer loading value was 0.627, which did not meet the recommended validity criteria. After eliminating the invalid indicator, the measurement model was retested, and all remaining indicators met the validity and reliability requirements.

Descriptive Analysis of Research Variables

The descriptive analysis was conducted to identify respondents' perceptions toward each research variable. The mean score of each indicator was calculated and categorized into five levels: very low (1.00–1.80), low (1.81–2.60), neutral (2.61–3.40), high (3.41–4.20), and very high (4.21–5.00). The results of respondents' assessments for each variable are presented in Table 1.

Table 1. Respondents' Assessment of Research Variables

Indicators & Item	Item Statement	Mean	Category
TF1	Fashion trends influence my interest in a product.	3.47	High
TF2	I follow thrifting trends to stay up to date (one way I do this is by posting thrifting-related content on Instagram, TikTok, and YouTube).	3.01	Neutral
TF3	The increasing number of thrift events or festivals that are being held encourages me to purchase these products.	3.01	Neutral
Total	Fashion Trends	3.16	Neutral
H1	The relatively affordable price is the main reason I'm attracted to and consider thrift products.	3.54	High
H2	I spend less on thrift products than on new or local Indonesian fashion items.	3.43	High
H3	Buying thrift products allows me to get quality products from well-known brands or foreign brands at relatively affordable prices compared to buying new or local Indonesian fashion items of comparable quality.	3.45	High
Total	Price	3.47	High

CM1	I tend to gravitate toward and choose thrift products from well-known or foreign brands.	3.24	Neutral
CM3	I feel satisfied and confident when using products from well-known or foreign brands, even if they are thrift products.	2.92	Neutral
Total	Brand Image	3.08	Neutral
E1	I prefer local Indonesian fashion products over imported thrift products.	3.33	Neutral
E2	I believe that buying local fashion products is a tangible way to support the country's economic growth and domestic textile industry.	3.79	High
E3	I feel a sense of pride when wearing locally made Indonesian fashion rather than thrifted items.	3.49	High
Total	Ethnocentrism	3.53	High
N1	I intend to research local Indonesian fashion brands before making a purchase decision.	3.75	High
N2	I will prioritize purchasing and using local Indonesian fashion products despite the current thrifting trend.	3.50	High
N3	I am willing to switch to purchasing local Indonesian fashion products in the future.	3.67	High
Total	Purchase Intention	3.72	High

Summary of Variable Measurement Results

The descriptive analysis shows different response tendencies among the studied variables. The fashion trends variable obtained an average score of 3.16, categorized as neutral. The price variable achieved the highest evaluation among thrift-related factors, with an average score of 3.47, categorized as high. Meanwhile, brand image obtained an average score of 3.08, indicating a neutral perception among respondents. The ethnocentrism variable recorded an average score of 3.53, categorized as high, while purchase intention toward local Indonesian fashion products achieved the highest overall score of 3.72, categorized as high.

These findings indicate that respondents demonstrated relatively positive purchase intentions toward local Indonesian fashion products while simultaneously showing considerable interest in thrift products, particularly due to price considerations. The results provide an empirical description of consumer perceptions regarding the relationship between thrift fashion trends and preferences toward local fashion products in Pontianak City.

Discussion

The findings of this study provide important insights into the dynamics of thrift fashion consumption and its relationship with consumer preferences toward local Indonesian fashion products. The results indicate that consumers in Pontianak City demonstrate relatively high purchase intention toward local fashion products, although thrift fashion remains attractive, particularly because of affordability. This finding suggests that thrift consumption does not necessarily eliminate consumer interest in domestic fashion products but creates a more complex consumption environment where consumers evaluate products based on multiple considerations. Previous studies have shown that thrift fashion has developed beyond its original function as a secondhand product market and has become part of contemporary lifestyle and fashion culture among young consumers (Nugroho, 2023; Syafa'ati & Khusyairi, 2024). However, this study contributes a different perspective by demonstrating that in the context of Pontianak City, the increasing popularity of thrifting exists simultaneously with strong consumer intention toward local fashion brands.

The finding that fashion trends received a neutral evaluation (mean = 3.16) differs from previous studies emphasizing the strong influence of fashion trends and digital exposure on thrift consumption behavior. Research by P & Sridhar (2025) and Anisa & Afif (2025) found that thrifting has become a popular fashion movement among younger generations because social media platforms, thrift communities, and fashion events encourage consumers to adopt secondhand fashion styles. Similarly, Julia et al. (2024) explained that digital platforms contribute significantly to shaping consumer perceptions of thrift products through shared experiences and fashion-related content. The different findings in this study indicate that consumers in Pontianak City may not necessarily adopt thrift products merely because they follow popular trends. Instead, their consumption decisions appear to be more selective and based on personal needs and product benefits. This extends previous research by highlighting that the influence of fashion trends may vary depending on regional consumer characteristics and demographic backgrounds.

The results also show that price is the strongest factor influencing consumers' attraction toward thrift products, with a high average score (mean = 3.47). This finding is consistent with previous research indicating that affordability is one of the primary motivations encouraging consumers to purchase secondhand clothing. Ketut and Dharma (2023) found that price considerations significantly influence Generation Z's intention to purchase imported secondhand clothes in Indonesia. Similar findings were reported by Dian et al. (2024) and Erawati et al. (2025), who stated that consumers perceive thrift products as attractive alternatives because they provide economic value

while allowing access to products with acceptable quality. However, this study contributes additional understanding by showing that price does not function independently but interacts with perceived product suitability. Consumers in Pontianak City appear to evaluate thrift products not only based on low prices but also based on whether the product quality and condition justify the economic benefits obtained.

Regarding brand image, the findings indicate a neutral perception (mean = 3.08), suggesting that brands are not the primary determinant of thrift purchasing decisions among respondents. This finding differs from previous studies that emphasized the important role of brand image in thrift consumption. Aras et al. found that brand reputation and familiarity influence consumers' intention to purchase thrift products because well-known brands provide confidence regarding product quality. Similarly, Ferrinadewi and Nathanael (2025) and Sitorus et al. (2025) demonstrated that brand image contributes to consumer evaluation and purchasing decisions in the thrift market. The difference identified in this study suggests that consumers in Pontianak City may have shifted from symbolic brand consumption toward more functional evaluations, such as product condition, comfort, and usability. This finding provides a novel contribution by indicating that brand image in thrift consumption does not always operate as an identity symbol but may transform into a functional quality indicator depending on consumer characteristics and market context.

The ethnocentrism findings show a high score (mean = 3.53), indicating that respondents possess positive attitudes toward Indonesian local fashion products. This result supports previous research explaining that consumer ethnocentrism encourages preference and support for domestic products. Salsabila et al. (2025) found that ethnocentric values influence consumers' intention to purchase Indonesian products because consumers associate local purchases with economic contribution and national identity. Similarly, Wijaya and Pradana (2023) emphasized that choosing local fashion brands represents a form of appreciation and nationalism toward domestic industries. Nevertheless, this study reveals a more complex pattern because high ethnocentrism does not completely eliminate consumer interest in imported thrift products. This finding expands the understanding of ethnocentrism by demonstrating that consumers can simultaneously express support for local industries while maintaining openness toward foreign thrift alternatives when these products provide economic and functional advantages.

The high purchase intention toward local Indonesian fashion products (mean = 3.72) represents one of the important findings of this study. Previous research has shown that purchase intention toward local fashion brands is

influenced by factors such as product quality, design, price, and consumer perceptions of domestic products (Alexander, 2025; Zuliarni et al., 2023). The current study confirms these findings while adding a new perspective by examining local fashion purchase intention within the growing context of thrift culture. Unlike previous studies that primarily investigated consumers' intention to purchase thrift products, this research demonstrates that thrift popularity does not necessarily weaken local fashion purchase intention. Instead, consumers appear to negotiate between economic rationality from thrift consumption and symbolic support for local fashion development. This finding contributes theoretically by expanding consumer behavior studies in fashion markets through the integration of thrift consumption and local product preference perspectives.

Overall, this study contributes to the literature by providing empirical evidence from Pontianak City regarding how consumers balance thrift fashion attraction and support for local Indonesian fashion brands. The novelty of this research lies in positioning thrifting not only as a consumption trend but also as a competitive context that influences local fashion purchasing behavior. Previous studies have mostly examined thrift consumption from the perspective of secondhand product acceptance, sustainability, or consumer intention toward thrift purchases (Mobarak et al., 2025; Sinaga & Hendrian, 2025). In contrast, this study highlights the coexistence between thrift culture and local fashion preference by examining fashion trends, price, brand image, ethnocentrism, and purchase intention simultaneously. The findings imply that local fashion businesses should not only compete through price but also strengthen product quality, authenticity, and consumer emotional attachment. Therefore, this research provides practical implications for Indonesian fashion entrepreneurs and policymakers in developing strategies to maintain local fashion competitiveness amid the continued expansion of thrift culture.

CONCLUSION

This study reveals that consumers in Pontianak City develop purchase intentions toward local Indonesian fashion products through a multidimensional evaluation process rather than relying on a single consumption motive. The most important finding is that the popularity of thrift fashion does not necessarily weaken consumer interest in local fashion brands; instead, consumers simultaneously consider economic value, product suitability, brand perception, and their appreciation of domestic products. The high level of ethnocentrism indicates that consumers possess moral and emotional support for local fashion development, although this does not lead to the complete rejection of thrift products as alternative choices. Theoretically, this study contributes to consumer

behavior and fashion marketing literature by extending the discussion of thrifting beyond secondhand consumption preferences and demonstrating how thrift culture interacts with local product purchase intention within an emerging market context. However, this study is limited by the relatively small sample size and the focus on consumers in a single geographical area, which may restrict the generalizability of the findings. Future research is encouraged to involve larger and more diverse samples across different regions, as well as to examine additional factors such as sustainability awareness, perceived quality, social influence, and digital marketing engagement to provide a more comprehensive understanding of consumer behavior in the evolving fashion industry.

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