Exploring the Customer's Purchasing Decision on Thrift Clothes using Content Analysis

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Abstract: Thrift clothing is a product that is very popular with consumers in Indonesia. As a result, the increasing consumption of thrift clothing has attracted the attention of many academics and entrepreneurs. This research itself aims to explore consumer purchasing decisions for thrift clothing. The method used in this research is qualitative, where data collection was carried out by observing and interviewing six consumers. Data were analyzed using the content analysis method. The results of this research show that there are at least three aspects that motivate consumers to make purchases, namely product aspects (price, quality, and product availability), personal aspects (fashion taste, price expectations, and knowledge/ability to minimize risk), and social aspect (recommendation). The results of this research can be a basis for considering thrift clothing entrepreneurs to create a more customer-oriented marketing strategy; for example, if consumers are mostly students who are more sensitive to price, then the strategy can be focused on price rather than other aspects. Likewise, with the findings of other aspects, other strategies can be developed based on them.

Keywords: Content Analysis; Purchase Decision; Thrift Clothes

Introduction

Research on consumer decisions is still very relevant and interesting for companies and academics (Stankevich, 2017). This is because understanding what is behind consumer purchasing decisions can help companies develop successful marketing strategies in the market (Faerrosa & Dethan, 2023). Because consumption of thrift clothing is currently increasing, research is needed on the dynamics behind consumer purchasing decisions (Wang et al., 2022). Until now, existing research still shows very interesting results and tends to vary. This is very natural because consumers have characteristics in their styles and trends which can be a determining factor in purchasing decisions (Andriani & Sri, 2021).

Research on Indonesian teenage consumers shows that their purchasing decisions are influenced by value for money, e-WOM, and environmental concerns (Sham et al., 2024). However, this research did not find a strong correlation between environmental concerns and purchasing decisions. Meanwhile, other research found that the decision to purchase thrift clothing for teenagers in India was predominantly influenced by economic motivation, namely price (Manocha & Dharwal, 2023). However, this research has not conducted an in-depth study of their motivations for purchasing thrift clothing.

Another study of students at Berkeley also found that Generation Z and millennials are more sensitive to price and time when shopping for thrift clothing (Kakalia, 2022). However, other research found that consumer purchasing decisions were not motivated by economic motivation or concern for the environment. On the contrary, their decisions are influenced by their past shopping experiences overseas, which actually motivates them to purchase thrift clothing (Wang et al., 2022).

These varied research results raise questions about the motivation behind consumer purchasing decisions. Therefore, this research aims to examine consumer purchasing motivation from various aspects. This research used a qualitative approach by conducting observations and interviews to obtain in-depth information. Because this research explores the motivation behind purchasing decisions from various aspects, the results can provide a more comprehensive picture of the motivation behind consumer purchasing decisions.

Method

This research was conducted at one of the oldest thrift clothing markets on Lombok Island, namely Karang Sukun Market. Data collection for this research was carried out by conducting observations and structured interviews with consumers who visited and made purchases at the market. In this research, the consumers interviewed were 6 people aged between 19-25 years, with a duration ranging from 30-60 minutes. The audio recordings from the interviews were then converted into transcripts for further analysis using the content analysis method. The content analysis used in this research is manifest analysis, which means the researcher will describe what the informant conveys in their sentences (Bengtsson, 2016). Researchers conduct reduction, coding, and categorization based on sentences from informants and then draw relevant conclusions.

Result and Discussion

Data Coding

In this process, researchers found 107 codes or quotes grouped into 7 themes based on their similar meanings. Next, the meaning of the themes was observed, and interest between themes was seen so that 3 categories were obtained, as presented in Table 1. Based on Table 1, it can be seen that there are at least three aspects that form the basis of consumer motivation in purchasing thrift clothing.

Table 1. Data Categorization

Category	Theme	Frequency
Product Aspects	Price	23
	Quality	19
	Product Availability	17
	Fashion Taste	12
Personal Aspects	Price Expectations	7
	Knowledge/Ability to Minimize Risk	5
Social Aspect	Recommendation	7

Product Aspects

Product aspects are defined as a set of tangible attributes, including color, price, and packaging, that consumers accept as something that might satisfy their desires (Setiawan, 2016). This assessment can be expressed as whether a product is good, bad or good or bad. Hidayat (2021) explains that a product that is considered good is a product that can meet or even exceed consumer expectations. Consumers of thrifting products at Karang Sukun Market look at product aspects, including price, quality, and availability. This encourages consumers to continue shopping and repeatedly buy more than one thrifting product.

> "*Yang membuat saya tertarik itu yang pertama dia harganya murah terjangkau buat kantong mahasiswa*/What attracted me first was that the price was cheap and affordable for students" (Nanda, 2023).
>
> "*Banyak, yang pertama itu harganya murah*/ There are many reasons, the first is that the price is cheap" (Dayat,2023),
>
> "*Yaa bagus terus murah*/Yes, it's good and cheap" (Silvia, 2023).
>
> "*Harganya murah-murah, terjangkaulah dengan dompet*/The price is cheap, affordable for your wallet" (Jimmy, 2023).
>
> "*Harganya terjangkau gitu*/The price is so affordable" (Titin, 2023).

The interview quotes above illustrate that consumers still consider and prioritize product price as a reason for buying thrift clothing. This is in accordance with research by Nasution and Lesmana (2018), who also explained that consumers are usually more interested in competitive and relatively low prices when buying products. In this condition, consumers become very sensitive to prices, shown by their attitude of eliminating products that they feel are too expensive and do not match the type of thrifting product. This research is also in line with the results of previous research conducted by (Manocha & Dharwal, 2023; Sham et al., 2024).

Apart from price, another product aspect that is the main reason they buy thrift clothing is quality, as illustrated in the interview quoted below. This indicates that despite low prices, consumers tend to look for high-quality products. They believe that the quality of thrift clothing can compete with well-known new clothing stores in the local area. So, they are very detailed in looking for information about the products they are interested in (Purwanto, 2021).

> "*Dari kualitasnya, di Karang Sukun itu lebih memajukan kualitas juga karena barangnya setiap hari jumat barangnya baru datang*/In terms of quality, at Karang Sukun the quality is more advanced

because new goods arrive every Friday" (Hendar, 2023)

"*Kualitas barang brand itu sangat berbeda dengan brand-brand yang ada di Mataram, walaupun itu murah tapi memiliki kualitas*/The quality of the brands is very different from the brands in Mataram, even though they are cheap they have quality." (Dayat, 2023)

"The quality is not inferior to well-known shops in Mataram. The color of the clothes does not fade easily and does not tear easily." (Hendar, 2023)

Furthermore, the availability of unique and diverse products motivates consumers to purchase. From observations at the Karang Sukun Market, the products available are diverse. Various used clothes are available on the market, including shirts, trousers, sweaters, jackets and shirts. In youth clothing, many unique models are considered better than those sold in big stores or malls. The following statements from consumers prove this:

"*Pakaian macem pokoknya, aku itu beli kan di Karang Sukun itu lengkap dari atas sampai ke bawah itu ada semua dijual*/Basically, I bought all kinds of clothes at Karang Sukun, they were all for sale from top to bottom." (Titin, 2023).

"*Bajunya itu beda dengan yang lain*/ he clothes there are different from the others." (Jimmy, 2023).

"*Pakaian di Karang Sukun itu versi-versi lama yang unlimited*/The clothes at Karang Sukun are the old, unlimited versions." (Hendar, 2023).

The description above illustrates that consumers at Karang Sukun Market see the availability of various products as a reason to consider purchasing the product. The availability of various products makes it easy for consumers to choose and make purchasing decisions according to what consumers want (Komalasari et al., 2023). This also means that product availability could encourage consumer buying interest and decision.

Personal Aspects

Personal aspects or personal factors refer to the circumstances and dominant characteristics of individuals that influence their behavior when purchasing products personally. The personal aspect combines psychological order and environmental influences (Hudani, 2010). Personal aspects influence purchasing decisions, including work, economic conditions, lifestyle, personality, and self-concept (Towoliu & Tumbuan, 2017). As for the personal aspects found in this research, namely fashion taste, price expectations, needs and knowledge of minimizing risk.

"*Karena kalo di thrifting barangnya lebih, kayak lebih berbeda biasanya dari tahun ada yang tahun 90an dan 80an ke bawah sedangkan dari UMKM yang sekarang lebih memproduksi barang yang pengeluaran tahun*

2000an ke atas/Because if you thrift, the goods are different, usually from the 90s and 80s and below, whereas the current MSMEs produce goods that were produced in the 2000s and above." (Hendar, 2023).

"*Brand itu sangat berbeda dengan brand-brand yang ada di Mataram walaupun itu murah tapi memiliki kualitas kain yang berbeda dengan brand-brand tinggi yang ada di contohnya brand-brand yang dari amerika trus dari jepang itu memiliki kain yang berbeda*/This brand is very different from the brands in Mataram, even though they are cheap but they have different fabric quality from the high-end brands, for example brands from America and then from Japan have different fabrics." (Dayat, 2023).

"*Emang suka ngethrift aja sih*/I just like to thrift." (Silvia, 2023)

These statements show that consumers' personal tastes or styles are a motivation for purchasing. The availability of styles that suit their tastes is why they buy thrift clothing, especially at Karang Sukun Market. Furthermore, consumers also have their own price expectations for thrift clothing, so it is not uncommon for tough bargaining to occur, as expressed by consumers in the interview excerpt below. Expectations of low prices are why they buy used clothes.

"*Pastinya nawar agar mendapatkan harga yang lebih murah lagi*/Of course, bargain to get an even cheaper price." (Hendar, 2023).

"*Biasa kita di pasar-pasar thrift gitu nawar pasti, pasti ada nawarnya*/We usually bargain at thrift markets, there's definitely a bargain" (Silvia, 2023).

"*Seringan nawar sih karena kan kita mencari baju-baju bagus kan*/ We often bargain because we're looking for good clothes, right?" (Nanda, 2023).

Then, using used clothes certainly does not escape the hygiene and health risks consumers may experience. Therefore, consumers need to understand how to prevent these risks. It cannot be denied that hygiene risks always exist (Hur, 2020). In the context of this research, consumers are confident in purchasing thrift clothing because they know how to minimize the health risks that many governments and the public are concerned about regarding used clothing. Some ways to minimize the risk known to informants are to soak newly purchased used clothes in hot water for several hours, then wash them thoroughly, according to the interview quote below:

"*Bisa di rendem pake air panas dan Rinso gitu, aku ndak langsung pake tapi aku rendem selama 24 jam pake air panas*/You can soak it in hot water and Rinso, I don't use it straight away but I soak it for 24 hours in hot water" (Silvia, 2023)

"*Caranya untuk menghilangkan kekhawatiran itu kalo saya pergi ke Pasar Karang Sukun trus saya beli baju saya ndak langsung memakai gitu tapi kita yang sering saya lakukan itu saya masak dulu bajunya pakai air hangat baru di cuci, baru di jemur dan di pake itu yang saya sering lakukan*/The way to get rid of that worry is if I go to Karang Sukun Market and buy clothes, I don't wear them straight away, but what I often do is I cook the clothes first in warm water, then wash them, then dry them in the sun and wear them, that's what I often do." (Nanda, 2023).

"*Kita rebus pake air panas trus di itu apa namanya di pake deterjen itu, di rendem pake deterjen selama 24 jam udah di cuci, udah gitu aja*/We boil it in hot water, then what is it called, use detergent, soak it in detergent for 24 hours, then wash it, that's it." (Titin, 2023).

Social Aspect

The social aspect in this research is interpreted as friendship relationships in a community, family, social class, and shared behavior, which trends indicate. Generally, a community has characteristics or can be interpreted as a consumer's behavior influenced by social factors such as reference groups, family, and roles and status. A reference group is a person's reference group, consisting of all groups directly or indirectly influencing a person's attitudes or behavior (Ghoni, 2019). Information obtained by researchers from informants shows that many consumers buy because they are invited by friends or relatives.

"*Temen-temenku sering ngajak pergi ngetrift-ngethrift gitu*/My friends often invite me to go thrifting." (Silvia, 2023).

"Tau dari teman biasanya ngajak kebetulan suka thrifting di area Mataram jadi di rekomendasikan oleh teman untuk mencoba thrifting di Pasar Karang Sukun/I know from my friends, I happen to like thrifting in Mataram area so my friend recommended me to try thrifting at Karang Sukun Market." (Hendar, 2023).

These statements indicate that consumers get recommendations from friends and family before purchasing thrift clothing. This means there is word-of-mouth communication between consumers. Word-of-mouth communication is where individuals exchange information, especially about good things, so that they can influence consumer decisions and make the business successful (Zuhroh, 2016). Recommendations from friends or family are a group that is considered a reference for individuals in making purchasing decisions (Sitompul, 2021).

Conclusion

Thrifting clothing is increasingly popular and has become a trend many people are interested in, especially in Mataram. Thrifting is an alternative clothing associated with a second-hand product that offers high quality at a more affordable price. When consumers purchase thrifting products, they ignore the paradigm of the word used or secondhand. So, consumers who buy used clothes still think they have bought new clothes, especially those who make purchases at Karang Sukun Market. The overall decision to purchase used clothing is based on several main considerations, namely price, quality, availability, and taste. Meanwhile, product, personal, and social aspects influence the purchasing decision-making process. So that consumers feel their needs are met and satisfied with their purchasing decisions.

The results of this research have certainly developed and built a new understanding of consumer behavior regarding consumer behavior regarding desires related to purchasing thrifting clothing. These results also confirm that the factors that influence the decision to purchase thrifting clothing are not limited to product aspects such as price, quality, product availability and product attributes but there are personal aspects such as taste, price expectations, needs and knowledge of minimizing risk and also social aspects such as trends and recommendations. from closest friends or relatives.

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