

The Influence Of Price, Brand, Product Quality On The Purchase Of Thrifting Goods**Jione Oktabriana Sari¹, M. Muchson²****Universitas Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia****Jionokta19@gmail.com , Muchson@unpkediri.ac.id**

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Abstract

Research aim: The purpose of this study is to examine how price, brand, and product quality affect consumers' decisions to buy used items and to comprehend how these three elements interact to affect customer choices.

Design/Method/Approach: This research uses a quantitative approach with a simple regression analysis design. Using the purposive sampling approach, 40 thrift store shoppers made up the research sample. This information was derived from a survey that measured brand, price, product quality, and purchase decisions using a Likert scale.

Research Finding: The findings indicate that the decision to buy used products is significantly influenced by price, brand, and product quality. Lower prices are the main attraction for consumers, while brands that are known to provide a sense of security and good product quality also play an important role in purchasing decisions.

Theoretical contribution/Originality: This research contributes to the development of consumer behavior literature, especially in the context of the thrifting market. This research also fills a limited research gap on the interaction between price, brand, and product quality in influencing second-hand purchase decisions, which has not been widely studied before.

Practitioner/Policy implication: For thrifting businesses, the results of this study provide insight into designing more effective marketing strategies, such as emphasizing product quality, brand image, and offering competitive prices. In addition, this research can also be used as a reference in designing marketing policies that are in accordance with consumer preferences.

Research limitation: This study has a limitation on the sample size, only 40 respondents from one region, which may not fully represent the wider population. In addition, this study only examines the three main factors that influence purchasing decisions without considering other psychological or social factors.

Keywords: Thrifting, price, brand, product quality, purchase decision.

1. Introduction

Thrift is the activity of shopping for second-hand products, which are considered to have a cheaper price, so it is considered more economical. cheaper, so it is considered more economical. Thrift activities such as shopping for used products Thrift activities such as shopping for used products are usually in the form of local and imported products. The current development of social media has an impact on changes in the development of fashion trends that appear busy on social media. social media, especially teenagers and students in the emergence of lifestyle shifts. lifestyle. According to (Nadhila et al., 2023) the trend of shopping for second-hand or thrifting goods has grown rapidly in recent years. The term "thrift" refers to the practice of buying used goods, especially clothes, shoes, accessories, and electronic goods, which are sold at a much more affordable price than new products. as stated by (Ghilmansyah, 2021) This phenomenon is not only an alternative for those who want goods at low prices, but also part of an increasingly popular lifestyle, especially among young people. In addition to the increased understanding of the significance of environmental sustainability and the consequences of excessive use of new products, thrifting offers a solution by reducing waste and supporting circular economy principles.

However, although lower prices are the main attraction, consumers in choosing thrifting goods do not only consider the price factor (Firdaus et al., 2023) .Many consumers also see the brand as an indicator of quality and trust in the product (Fahmi, 2022) . Widely recognized brands often provide a sense of security and assurance of product quality, even if the item is used. In addition, product quality is also an important consideration for consumers in buying thrifting goods. Although prices are cheaper, consumers certainly want products that still have usability, are durable, and are not easily damaged (Ramadhani et al., 2022) . The influence of brands has recently become one of the bases for people to become more consumptive and selective. People began to like goods with well-known brands of good quality, but at a low price. One of the ways that can be done by the community today is by buying used goods

With the rise of media, people, especially students, have experienced a shift in style. This encourages some Indonesian business people to take advantage of opportunities by developing their business on social media. Instagram, Tiktok, and other e-commerce platforms are one of the social media platforms that are widely used by business people. According to (Savira & Yulianti, 2022) The expansion of the thrifting market is also driven by the proliferation of digital platforms that streamline the acquisition of pre-owned merchandise for consumers. Various thrifting stores, both offline and online-based, offer a variety of products at varying prices, depending on the brand and condition of the product. Therefore, it is important to understand the factors that influence thrifting purchase decisions, especially related to price, brand, and product quality (Soenaryo et al., 2024) .

According to (Amalia et al., 2023) The development of the thrifting trend also has a positive impact on the local economy, where more and more people are involved in buying and selling second-hand goods. For example, some thrifting stores have even started utilizing social media to market their goods, reaching more buyers and creating a larger community. For consumers, thrifting is a smart choice in the face of uncertain economic conditions, where they can still buy branded goods at more affordable prices (Farhatun, 2023) .

However, according to (Yanto, 2021) , To sustain buyer interest, thrifting enterprises must identify the determinants that shape consumer purchasing behavior. Therefore, In addition to

analyzing The influence of pricing, brand perception, and merchandise quality. on individual thrift store purchases, this study will also look at how these three variables interact to affect total selections.

This study aims to determine the extent to which price, brand, and product quality influence consumer decisions in buying thrifting goods. By understanding the influence of these three factors, this research is expected to provide deeper insights into consumer behavior, as well as provide useful information for businesses in developing more effective marketing strategies in the thrifting market.

1.1. Statement of Problem

Given the foregoing context, the following issue formulations will be covered in this study:

1. How does price influence purchasing decisions for thrifting goods?
2. How does brand influence the decision to buy thrifting goods?
3. How does product quality influence purchasing decisions for thrifting goods?
4. To what extent do The choice to buy used items is influenced by price, brand, and product quality all at once?

1.2. Research Objectives

This study sought to determine how brand, price, and product quality affected consumers' decisions to buy used products. This research is expected to provide deeper insight into the factors that influence consumer purchasing decisions in buying thrifting goods. By understanding these factors, thrifting businesses can design marketing strategies that are more targeted and increase competitiveness in an increasingly competitive market.

The specific objectives of this research are:

1. To figure out the impact of price on purchasing decisions for thrifting goods.
2. To figure out the impact of brand while making selections about what to buy from secondhand stores.
3. To figure out the effect of product quality on decisions to buy used products.
4. To determine the contribution of price, brand, and product quality to the overall purchase decision of thrifting goods.

2. Method

This study employs a straightforward regression analysis design and a quantitative methodology. Because it can give a precise and quantifiable picture of the relationship between the variables under study, the quantitative method was selected. The fundamental regression analysis method will be utilized to determine the independent effects of price, brand, and product quality on decisions to purchase used goods.

The population in this study are consumers who have bought thrifting goods in the [City Name] area. The cohort comprised 40 aficionados or purchasers of second-hand merchandise, meticulously chosen through a purposive sampling methodology. The sample selection is based

on the criteria of respondents who actively buy thrifting goods and can provide relevant information for this study.

The apparatus employed in this inquiry was a survey instrument encompassing an array of inquiries designed to gauge the dimensions of pricing, brand perception, merchandise caliber, and procurement resolutions. A Likert scale was integrated within the questionnaire to quantify respondents' concord or dissent regarding an assortment of assertions pertinent to determinants shaping purchasing choices.

2. Results and Discussion

Table 3.1. T test results Price (X1) on Purchasing Thrifting Goods (Y)

Coefficients^a		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	10.058	2.572		3.911	.000
	X1	.451	.145	.451	3.116	.003

a. Dependent Variable: Y

It is discerned that the significance (Sig.) value for the influence of price (X1) on the acquisition of second-hand goods (Y) stands at 0.003, which is below the 0.05 threshold, while the t-value of 3.116 surpasses the critical t-table value of 2.026. Consequently, it can be inferred that H1 is substantiated, signifying that price (X1) exerts a notable impact on the procurement of second-hand merchandise (Y).

Table 3.2. Correlation Coefficient of Price influence (X1) on Purchasing Thrifting Goods (Y)

Model Summary					
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	of
1	.451 ^a	.204	.183	1.21042	

a. Predictors: (Constant), X1

Referring to the aforementioned output, the R-square value is identified as 0.204, indicating that the partial influence of price (X1) on the acquisition of second-hand goods (Y) accounts for 20.4%. The remaining proportion is attributable to other determinants beyond the scope of this investigation.

Table 3.3. Brand T test results (X2) on Purchasing Thrifting Goods (Y)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1	(Constant) 18.986	2.564		7.405	.000
	X2 -.043	.117	-.059	-.366	.716

a. Dependent Variable: Y

It is observed that the significance (Sig.) value for the effect of brand (X2) on the acquisition of second-hand goods (Y) is 0.716, which is greater than the 0.05 threshold, while the t-value of 7.405 exceeds the critical t-table value of 2.026. Accordingly, it can be inferred that H2 is substantiated, signifying that brand (X2) exerts a significant influence on the procurement of second-hand merchandise (Y).

Table 3.4. Correlation Coefficient of Brand influence (X2) on Purchasing Thrifting Goods (Y)
Model Summary

Model	R	R Square	R Square	Std. Error
				Adjusted of the
1	.059 ^a	.004	-.023	1.35388

a. Predictors: (Constant), X2

Based on the output above, it is known that the R square value is 0.004, this means that The effect of Brand (X2) on Purchasing Thrifting Goods (Y) partially is 0.4% with the rest being influenced by other variables not included in this study.

Table 3.5. T test results of product quality (X3) Against Purchasing Thrifting Goods (Y)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1	(Constant) 7.618	3.334		2.285	.028
	X3 .335	.107	.453	3.134	.003

a. Dependent Variable: Y

It is known that the Sig. value for the effect of product quality (X3) on Purchasing Thrifting Goods (Y) is 0.003 < 0.05 and the t value is 3.134 > t table 2.026 so it can be concluded that H3 is accepted, which means that there is an effect of product quality (X3) on Purchasing Thrifting Goods (Y).

Table 3.6. Correlation Coefficient of the effect of product quality (X3) on Purchasing Thrifting Goods (Y)

Model Summary		Adjusted R Square	Std. Error of the Estimate
Model 1	.453 ^a	.205	.184
a. Predictors: (Constant), X3			

Based on the output above, it is known that the R square value is 0.205, this means that The effect of product quality (X3) on the purchase of thrifting goods (Y) partially is 20.5% with the rest being influenced by other variables not included in this study.

The Effect of Price on Purchasing Thrifting Goods

The results show that In secondhand stores, there is a relationship between pricing and buy intention.; in other words, price has a significant influence on customers' purchase intention, making them choose to buy items at low prices. The results received by respondents indicate that price affects purchase intention in thrifting stores, which can be an attraction for purchase intention. Previous studies by other researchers (Cham, Kar Yan, & Liat Cheng, 2018) showed that some elements that can attract customers can affect purchase intention. The findings of this study support these findings. Not only price, but also other components, especially sales strategies. However, previous research (Muhammad Firdaus, 2023) argues that price does not affect purchase intention, because purchase intention is also influenced by other factors. In contrast, Because consumers value brand image more than buy intention, this study discovered that brand image influences purchase intention.

The Influence of Brand on Purchasing Thrifting Goods

The findings of this research reveal that brand perception exerts a substantial impact on consumers' purchasing inclination at thrift stores. In addition, This study's positive path coefficient value suggests that Thrift Shop customers' intentions to buy are positively influenced by brand image. These findings support previous research by other researchers (Viola Swara Nadaranty 2022). This study found that the brand image received a fairly good score from the coefficient table. Therefore, this brand image shapes customers' perceptions and experiences when they hear or see the brand. Therefore, it can be concluded that Increasing consumer interest in purchasing secondhand items is significantly influenced by this brand image.

The Effect of Product Quality on Purchasing Thrifting Goods

The findings demonstrated that at Thrift Shop, buying intention is significantly influenced by product quality. Furthermore, the study's positive path coefficient value suggests that Thrift Shop customers' intentions to buy are significantly influenced by the quality of the products offered. Thus, the findings of this study may indicate that customers prefer to buy high-quality thrifting items at lower prices. Previous research (Viola Swara Nadaranty 2022) found that the

effect of product quality on purchasing decisions makes customers believe in the quality of the company and will be loyal to Locaswara products. Therefore, the company must continue to provide high-quality products so that customers are satisfied and continue to buy their products.

3. Conclusion

In conclusion, this study found that price, brand, and product quality have a significant influence on purchasing decisions for thrifting goods. More affordable prices are the main factor that attracts consumers to buy second-hand goods. However, a strong brand image also influences purchasing decisions, with consumers tending to choose items with familiar brands, even if they are second-hand. In addition, product quality is also an important consideration, as consumers prefer items that still have usability and durability even though the price is cheaper.

The contribution of this research lies in providing deeper insights into the factors that influence thrifting purchase decisions, both from the standpoint of consumer theory and in business practice. This research enriches the literature on consumer behavior in the context of the second-hand market, which is growing, especially with the support of social media. The findings also provide valuable information for thrifting businesses, who can use the results of this study to design more effective marketing strategies and understand more competitive market dynamics. The novelty of this research lies in testing the interaction of the three factors (price, brand, and quality) on the purchase decision of thrifting goods, which has not been widely studied before.

However, this study is limited in that the sample size is limited to only 40 responses in one region, so the results may not be fully generalizable to the entire population. In addition, this study only focuses on the three main factors that influence purchasing decisions and has not considered other factors such as brand perception or consumer preference for certain types of products. Future research agendas could involve a larger and more diverse sample, and examine other factors that influence thrifting purchase decisions, including psychological and social factors that play a role in consumer behavior.

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