

Analysis of the Influence of Lifestyle, Price, and Fashion Trend on Thrift Clothing Purchasing Decisions in Kediri City

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Article Information		Abstract
Submission date	4 February 2026	Research aim : This research seeks to determine the impact of lifestyle, price, and fashion trend on purchasing decisions thrift clothing in Kediri city, both on a partial and simultaneous basis. Design/Method/Approach : A quantitative approach was adopted in this study by distributing questionnaire to thrift clothing consumers in Kediri City. Validity and reliability tests, classical assumption tests, and multiple linear regression were implemented to analyse the data to examine the influence of these three variables on purchasing decisions. Research Finding : The results of this study found that lifestyle had a significant partial influence, while price and fashion trends did not had a significant influence. However, all three variables simultaneously influenced purchasing decisions. Theoretical contribution/Originality : The novelty of this research lies in three main aspects including lifestyle, price, and fashion trends, which are integrated into a comprehensive analysis model that has not been widely tested before. Practitioner/Policy implication : The results offer implications for thrift business practitioners and policymakers in developing more effective marketing plans and appropriate consumer education Research limitation : The limitations of this study lie in the scope of variables that do not include external factors, as well as the sampling technique used and the limited sample size, so that the findings of this study cannot be generalized widely.. Keywords : Lifestyle, Price, Fashion Trend, Purchasing Decisions, Thrift Clothing.
Revised date	3 March 2026	
Accepted date	10 April 2026	

1. Introduction

The expansion of the fashion industry has resulted in a shift in how consumers behave, one of which is the increasing interest in secondhand clothing, known as thrifting. Thrifting has evolved into a contemporary lifestyle driven by principles of individuality and environmental sustainability values, or the need to look on trend at a more efficient cost.

Besides being seen as an affordable shopping alternative, thrifted clothing has transformed from a taboo into a trend fashion as consumers increasingly recognize the unique value and sustainability of thrifted clothing. In Indonesia, thrifting is increasingly popular, especially among teenagers due to the significant social media influence [1]. Platforms like Instagram have now become the primary means of marketing and advertising thrifting activities and spreading fashion trends. This phenomenon is also evident in Kediri City, where thrift stores are flourishing both online and offline. This growth demonstrates shifting consumption patterns and consumer values regarding fashion products. This shift in consumption behavior underscores the importance of examining the factors influencing thrift clothing purchasing decisions in greater depth.

The significance of this issue is evident in the increasing tendency of Kediri residents to use digital fashion content as a primary reference for expressing their identity, determining their lifestyle, and selecting thrift products. Several studies have shown that changes in lifestyle and social norms influence thrifting activities. Syaraahiyya and Rusadi state that thrifting emerged as a response to lifestyle modernization [2]. Contemporaneously, Hidayatullah and Muslichah argued that social media networks, notably Instagram, contributed immensely to fostering the secondhand clothing phenomenon [1]. According to other studies, price sensitivity influences the purchasing decisions on thrift clothing [3]. In addition, the perception of affordable prices encourages the purchase of thrift clothing through digital platforms [4]. However, most studies do not provide a comprehensive picture of consumer behavior in developing areas like Kediri City because they only focus on the context of large cities or e-commerce purchases.

A recent study emphasized how lifestyle and fashion trend influence consumers decisions to purchase thrift clothing. Kotler and Keller highlighted that the synergy between intrinsic elements, like drive and personal habits, alongside extrinsic influences, including societal surroundings, significantly impacts the process of consumer buying choices [5]. Adriansyah and Gumilar showed that lifestyle fashion influences the decision to buy thrift clothing [6]. According to Ibrahim, Bumulo, and Apajulu, consumers choose thrift clothing because it has unique value and social identity [7]. However, findings from several other studies show inconsistent results. Fitri and Imam found that price showed no meaningful effect on consumers' purchasing decisions. [8]. Meanwhile, study by Widodo et al. demonstrate that price sensitivity becomes insignificant when consumers prioritize product exclusivity during their purchasing process [9]. The disagreement in these findings suggests the need for new research that re-examines the variables of lifestyle, price, and fashion trend in an integrated manner within the context of the Kediri city.

The originality of this study emerges from combining three essential research variables: lifestyle, price, and trend fashion into a single analytical model for thrift clothing purchasing decisions in Kediri City. Unlike previous studies that focused on only one or two variables, this study examines all three simultaneously to provide a more comprehensive picture of thrift consumer behavior. Furthermore, the research context, which focuses on Kediri City, provides

a new contribution to the literature because, despite its characteristics of consumers who are active in the thrifting trend, this region has not been scientifically mapped and remains understudied.

Based on these phenomena and research gaps, this research seeks to determine the effect of lifestyle, price, and fashion trend on purchase decisions for thrift clothes in Kediri city, utilizing partial and simultaneous frameworks. The manuscript is organized into a theoretical framework, literature review, methodology, empirical results, discussion, and concluding remarks. This arrangement aims to offer a holistic perspective on how primary consumer behavior drivers function within the regional thrift market, ensuring a thorough understanding of the underlying mechanisms influencing local thrift shop buyers.

1.1 Statement of Problem

The problem investigated in this study revolves around how three variables, namely lifestyle, price, and fashion trends, influence the decision to purchase used clothing in Kediri City. Specifically, this research investigates how much each variable affects consumer purchasing decisions and how the three contribute together to shape broader consumer purchasing decision patterns. Thus, the research problem formulation is directed at understanding the relationship between lifestyle, price, and fashion trends with purchasing decisions in the context of used clothing.

1.1. Research Objectives

The objective of this investigation is to evaluate the influence of lifestyle, price, and fashion trends on purchasing decisions. This study identifies the partial influence of each aspect and assesses how these three aspects simultaneously influence purchasing decisions. Furthermore, the objective of this investigation is to acquire a more profound understanding of the factors that influence purchasing decisions in the context of evolving urban lifestyles and changing design preferences, thus helping to understand the complex motivations behind the purchasing process.

2. Method

A quantitative method is applied in this study to analyze the influence among variables using statistical techniques. This study focuses on three independent variables, such as lifestyle (X1), price (X2), and fashion trends (X3), which are assumed to affect the dependent variable, namely purchasing decisions (Y). A closed-ended questionnaire with a five-point Likert scale was used to gather the data. This study obtained its primary data directly from respondents by completing the questionnaire. Meanwhile, secondary data were obtained through a literature review of books, journal articles and previous research related to lifestyle, price, fashion trends and purchasing decisions.

In this study, data analysis was conducted through organizing, coding, and tabulating. These steps were taken to ensure that the data collected from respondents was well-organized, consistent, and ready for analysis using statistical methods in accordance with established

guidelines [10]. Instrument testing was conducted through validity and reliability tests and statistical analysis tests, such as item-total correlation and Cronbach's Alpha, to ensure that the instruments used had adequate consistency in measuring the variables. Furthermore, the data were analyzed using classical assumption tests, comprising normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis was used in this study to assess the impact of independent variables on the dependent variable through t-tests, F-tests, and the coefficient of determination (R^2) which are generally used in quantitative research.

This study gathered data directly through administering questionnaires to respondents from the thrift clothing consumer population in Kediri City who had purchased thrift clothing. The population was determined according to respondent traits that match the research goals. The sample was obtained using a convenience sampling technique, consisting of 40 respondents who met the criteria of having purchased thrift clothing and residing in Kediri City. Based on the sampling method and relatively small sample size, this study is exploratory in nature and cannot be broadly generalized. The research procedure consists of several stages, including problem formulation, theoretical framework development, instrument development and testing, data collection, data analysis using SPSS, and report preparation.

3. Results and Discussion

Research Instruments

Validity Test

Table 1. Validity Test Results

		Corrected Item-Total Correlation		Information
Variables	Item	(R count)	R table	
Lifestyle (X1)	X1.1.1	0.858	0.312	Valid
	X1.1.2	0.817	0.312	
	X1.2.1	0.844	0.312	
	X1.2.2	0.875	0.312	
	X1.3.1	0.851	0.312	
	X1.3.2	0.811	0.312	
Price (X2)	X2.1.1	0.683	0.312	Valid
	X2.1.2	0.793	0.312	
	X2.2.1	0.787	0.312	
	X2.2.2	0.754	0.312	
	X2.3.1	0.733	0.312	
	X2.3.2	0.714	0.312	
	X2.4.1	0.776	0.312	
	X2.4.2	0.811	0.312	
Fashion Trend (X3)	X3.1.1	0.737	0.312	Valid
	X3.1.2	0.864	0.312	

	X3.2.1	0.809	0.312	
	X3.2.2	0.770	0.312	
	X3.3.1	0.727	0.312	
	X3.3.2	0.748	0.312	
Purchase Decisions (Y)	Y.1	0.734	0.312	
	Y.2	0.733	0.312	
	Y.3	0.627	0.312	
	Y.4	0.671	0.312	Valid
	Y.5	0.698	0.312	
	Y.6	0.714	0.312	
	Y.7	0.476	0.312	
	Y.8	0.640	0.312	

Source: SPSS 2025

The findings from the validity test demonstrated that every calculated r value was above the r-table value of 0.312. This finding indicates that each indicator has an adequate level of correlation with the total variable score, so that every item in the research instrument is validated and appropriate for continued analysis.

Reliability Test

Table 2. Reliability Test Result

Variables	Cronbach's Alpha	Standard Cronbach's Alpha	Information
Lifestyle	0.948	0.60	Reliable
Price	0.928	0.60	Reliable
Fashion Trend	0.919	0.60	Reliable
Purchase Decisions	0.887	0.60	Reliable

Source: SPSS 2025

From the reliability testing, the three variables were found to have Cronbach's Alpha values higher than 0.60, which indicates that each item in the research variable is suitable for use as a measurement instrument.

Normality Test

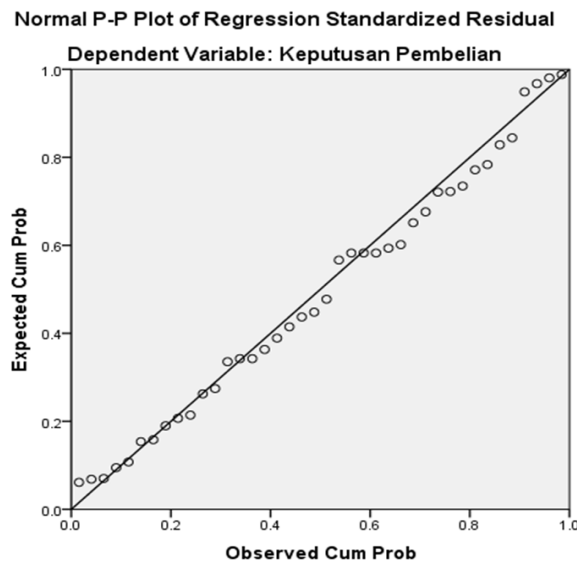


Figure 1. Normality Test Probability Plots

Source: SPSS 2025

Normal P–P Plot graph, It is evident that the residual data points cluster near the diagonal line exhibiting only a very minor deviation. These results demonstrate that the residuals follow a normal distribution. Consequently, the current regression model successfully satisfies the critical assumption of normality.

Multicollinearity Test

Table 3. Multicollinearity Test Result

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	7,758	2,720		2,852	.007		
(Constant)							
Lifestyle	.334	.154	.345	2,173	.036	.273	3,660
Price	.283	.181	.287	2,173	.128	.203	4,930

Fashion trends	.345	.212	.288	1,629	.112	.221	4,534
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a. Dependent Variable: Purchase Decision

The multicollinearity analysis reveals that the tolerance values above 0.10 and VIF values under 10 are acceptable for the analysis. The VIF values for the price and fashion trend variables are between 4 and 5, indicating a moderate correlation between the independent variables. However, because these values remain below the critical threshold of 10, the regression model is considered to have no multicollinearity issues and remains suitable for analysis.

Autocorrelation Test

Table 4. Autocorrelation Test Result

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.867a	.752	.732	2,709	2,519

a. Predictors: (Constant), Fashion Trends, Lifestyle, Price

Source: SPSS 2025

The autocorrelation test show that DW value was 2.519. This value is in the range of 1.5–2.5, confirming that the regression model lacks autocorrelation issues.

Heteroscedasticity Test

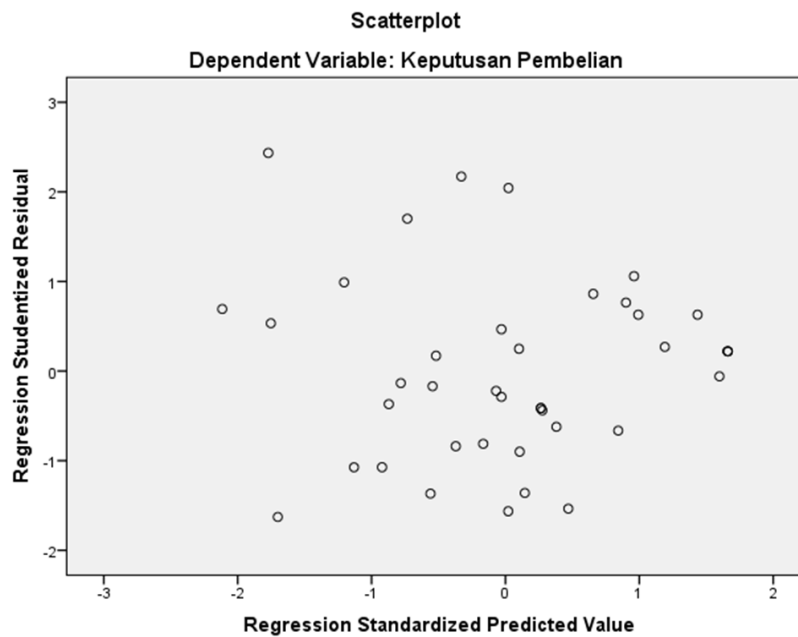


Figure 2.Heteroscedasticity Test

Source: SPSS 2025

The results of the heteroscedasticity test indicate that the Studentized Residual and Standardized Predicted Values shows a random spread of data points around the zero line with no identifiable pattern. This means that the regression model is not affected by heteroscedasticity.

Table 5. Multiple Linear Regression Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,758	2,720		2,852	.007
	Lifestyle	.334	.154	.345	2,173	.036
	Price	.283	.181	.287	1,558	.128

Fashion Trends	.345	.212	.288	1,629	.112
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- a. Dependent Variable: Purchase Decision
Source: SPSS 2025

The analysis demonstrates that every independent variable in the multiple linear regression model has a positive coefficient, with lifestyle value (0.334), price (0.283), and fashion trends (0.345). This indicates that increases in each variable tend to be associated with increased purchasing decisions.

Table 6. R-Square (R^2) Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error	
				of the Estimate	Durbin-Watson
1	.867a	.752	.732	2,709	2,519

- a. Predictors: (Constant), Trend Fashion, Lifestyle, Price
b. Dependent Variable: Purchase Decision
Source: SPSS 2025

The R-Square value of 0.752 suggests that the research model consisting of lifestyle, price, and fashion trends variables contributes 75.2% in explaining the variability in thrift clothing purchasing decisions. The other 24.8% is explained by factors outside the variables included in this study.

Table 7. Result of the T-Test

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	7,758	2,720		2,852
	Lifestyle	.334	.154	.345	2,173
	Price	.283	.181	.287	1,558
	Fashion Trends	.345	.212	.288	1,629

a. Dependent Variable: Purchase Decision
Source: SPSS 2025

The t-test analysis reveals that lifestyle variables significantly influence purchasing decisions, with a significance value of 0.036 (<0.05). In contrast, price variables (0.128, >0.05) and fashion trends (0.112, >0.05) are not significantly related to purchasing decisions. Thus, only lifestyle variables have a significant influence.

Table 8. F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	803,331	3	267,777	36,478	.000b
	Residual	264,269	36	7,341		
	Total	1067.600	39			

a. Dependent Variable: Purchasing Decision

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- b. Predictors: (Constant), Fashion Trend, Lifestyle, Price
Source: SPSS 2025

The outcome of the F test show that of the three lifestyle variables, price and fashion trends simultaneously impact purchasing decisions, with an F-count of 36.478 and a significance level of 0.000 (<0.05).

Discussion

The influence of lifestyle on thrift clothing purchasing decisions in Kediri City

The study demonstrates that lifestyle significantly affects purchasing decisions. This suggests that secondhand consumers in Kediri City tend to choose thrift clothing as a means of self-expression and to demonstrate their social identity. Consumer behavior theory states that consumers activities, interests, and opinions reflect lifestyles, which influence purchasing decisions. Lifestyle reflects the tendency to seek uniqueness, freedom of expression, and self-identification through their consumption choices. Consequently, thrift clothing is seen as an alternative that offers added value in the form of uniqueness and exclusivity. Wearing thrift clothing is also often associated with a creative and flexible lifestyle, where individuals seek to develop a personal style that differs from mainstream fashion..

The findings are in agreement with previous research, which states that lifestyle significantly affects purchasing decisions [7]. These values are reflected in the preference for secondhand clothing, which is considered to better reflect a person's character than new, mass-produced clothing.

The influence of Prices on thrift clothing purchasing decisions in Kediri City

Research shows that price is not a significant factor affecting purchasing decisions. The insignificant impact of price factors indicates that purchasing decisions are not driven by economic considerations. This finding can be explained by the theory of symbolic consumption, which states that consumers prioritize the symbolic meaning of a product over its functional or monetary value. In the context of frugal consumption among young consumers in Kediri City, clothing is used as a means of expressing identity, where alignment with self-image is more important than price sensitivity.

Thrift clothing is not only seen as a product to be purchased, but also as a means of communicating identity that reflects the self in social interactions. Therefore, purchasing decisions are more strongly influenced by the extent to which the product aligns with the self image that individuals wish to present, rather than by the price set. This indicates that price sensitivity tends to decrease when the symbolic value of a product is considered more significant than the financial sacrifice required. This can happen by the trend toward post-materialism, in which younger generations prioritize non material values such as experiences, self expression, and lifestyle over purely economic considerations. Thus, the insignificance of the price variable indicates a shift in consumption orientation from economic rationality toward

symbolic and identity based consumption. As a result, price is not the primary motivator (Action), but it still influences the purchasing decision.

The influence of fashion trend on thrift clothing purchasing decisions in Kediri City

Analys result show that fashion trend have no significant efect on purchasing decisions, as consumers tend to prefer products that align with their personal identity and preferences rather than simply following trends that are dynamic and rapidly changing. Although social media is often associated with the Fear of Missing Out (FOMO), which encourages individuals to follow trends to maintain social relevance, this influence does not necessarily be reflected into actual purchasing behavior. This can be explain by the increasing self awareness among consumers regarding their personal identity and long-term preferences. purchasing decisions are more strongly guided by internal values such as self identity and lifestyle consistency rather than external social pressures.

This is all the more important because thrift items have distinctive characteristics, are not mass produced, and are often limited in quantity. This situation creates symbolic value, including uniqueness, exclusivity, and sustainability which relates to environmental concerns and a more conscious lifestyle in terms of consumption. These values provide an additional dimension not found in fast fashion products, thereby encouraging consumers to focus more on symbolic aspects rather than economic factors such as price or external factors like trend fashion.

The simultaneous influence of lifestyle, price, and fashion trend on purchasing decisions

The findings indicate that all independent variables jointly influence purchasing decisions significantly. However, the partial test (t-test) identified that not all variables were individually significant. In multiple regression analysis, this difference between the F-test and t-test results can occur due to the presence of shared variance among the independent variables, which implies that the capacity of these variables to explain the dependent variable overlaps with one another. As a result, even though the results indicate a significant simultaneous effect, some variables may appear insignificant in the partial test because some of their explanatory contribution has been accounted for by other variables.

This also suggests a combined effect, where lifestyle, price, and fashion trends do not operate independently but are interrelated in shaping consumer purchasing decisions. In consumer behavior, purchasing decisions are complex processes involving multiple dimensions. The influence of each variable is more significant when analyzed simultaneously than when examined separately. Therefore, the difference in results between the F-test and the t-test is explained by the shared variance between the independent variables, which reduces the contribution of each variable but maintains its overall influence on the dependent variable.

4. Conclusion

Based on the results of research analyzing the influence of lifestyle, price, and fashion trends on thrift clothing purchasing decisions, it can be concluded that lifestyle has a significant partial influence, while price and fashion trends have no significant effect when analyzed partially. But, all three variables simultaneously influence purchasing decisions. Lifestyle, which focuses on activities, interests, and opinions, strengthens purchasing tendencies, while price and fashion trends are not the main factors, because consumers tend to follow social preferences and consider their self-image.

These results provide contributions to the theoretical literature by expanding the understanding of the influence of thrift clothing purchasing decisions. Practically, these results can be used as a reference for businesses and policymakers in designing appropriate and effective marketing plans and consumer education.

This research faces limitations associated with the scope of variables, which include external factors such as psychological, social, and cultural factors that may influence thrift clothing purchasing decisions. Furthermore, the data collection technique used and the relatively small sample size influenced the findings, preventing broad generalization. Therefore, future research can develop more comprehensive variables and use broader methods and samples to gain a deeper understanding of purchasing decisions.

Content Attribution (if you use AI assistance)

In the preparation of the study entitled “Analysis of the Influence of Lifestyle, Price, and Trend Fashion on Purchasing Decisions of Thrift Clothing in Kediri City”, the author used AI ChatGPT as a supporting tool for language refinement, sentence formulation, and clarification of theoretical concepts relevant to the research topic.

The use of AI ChatGPT was limited and did not replace the author’s role in data analysis, interpretation of results, or the drawing of research conclusions. All content has been carefully reviewed and edited, and remains the full responsibility of the author.

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