

CHAPTER II

THRIFT SHOPPING TREND AND ELECTRONIC WORD OF MOUTH

2.1. Thrift Shopping Trend in Indonesia

Thrift shopping refers to the acquisition of second-hand goods, especially clothes and accessories, from unconventional vendors such as thrift shops, flea markets, or online second-hand shops. Thrift shopping is also referred to as "second-hand shopping." The idea behind thrift shops is often linked with affordability, environmental protection, and recycling. As per Seo & Kim (2019), thrift shops are businesses which sell things for a worthy cause and give away a portion of their revenue to other charities. Such businesses make a positive impact on the world. As per Lo et al. (2019), thrift shops make a wonderful option for customers on tight budgets because used clothes could be bought at a significantly reduced cost compared to the cost of buying new clothes.

There are many reasons why thrift stores are environmentally friendly, one of them being money savings. It helps to reduce wastage and also puts used items back into the marketplace, making buying old items an environmentally friendly thing to do. This theory is further reinforced by the results of Fadhillah et al. (2025), who found that customers' awareness of sustainability issues and attitude towards them greatly affect their intention to buy a sustainable item. Clients who are concerned about the effects of their clothes on the environment, as well as clients who wish to save some cash, are the type of clients that visit thrift shops.

Generation Z consumers from Jakarta seek thrift shopping as an option to alleviate their concerns related to financial issues, lifestyles, and being environmentally conscious. They do so through the purchase of goods that are perceived as old-fashioned. Thrift shopping has become an integral part of the lives of young consumers like Generation Z individuals, who have a keen interest in ethical consumption, uniqueness, and cost-effectiveness when it comes to fashion. This is further reinforced by the results of the study conducted by Sarwindaningrum (2024), which indicates that 67 percent of members belonging to the generations of Generation Z and Millennials buy clothes from

second-hand stores. It is because they are environmentally conscious and also save money.

There have been many changes in the perceptions and understanding of consumers with regard to the wearing of fashion because of the rising popularity of thrifting in Indonesia. As a result of this rising popularity of thrifting, as well as the rising awareness and criticism about fast fashion, there is a need for further research to be conducted to understand how Gen Z perceives sustainable fashion and thrifting in Indonesia. There is a need for this because of the increased awareness and criticism surrounding the matter. One other way in which we can contribute positively to the environment is by purchasing second-hand clothes and reducing wastage. Regrettably, environmental concerns are sometimes pushed to the background in favor of the ever-evolving fashion industry and the need of consumers to express their individual senses of style (Febriasari et al., 2024). Despite the negative connotations that are associated with thrift shopping, Mazanec and Harantová (2024), Oscario (2023), and Turunen and Gossen (2024) all agree that thrift shopping helps reduce the negative consequences that the fashion industry has on society and the environment of the fashion industry.

There are a variety of reasons why customers, particularly members of Generation Z, have shown a growing interest in buying at thrift stores. Reasonable pricing is a significant factor to take into account, as customers can get gently worn, high-quality items at thrift stores for a price that is far lower than the retail price of brand-new, trendy items to purchase. Due to the fact that young people and students have a limited amount of discretionary spending and are extremely price conscious, thrift stores are extremely popular among these demographics (Mujahidah et al., 2026 in fact). Since the practice of obtaining and reselling previously owned apparel and accessories has become established in popular culture (Wijayanti et al., 2022) and has become increasingly popular as a result of current fashion trends (Kwan, 2017), the popularity of thrifting has increased significantly throughout this time period. Furthermore, social

influence plays a key role in how clients develop interest in buying second hand clothes. Consumers who get positive feedback, ideas, and encouragement from people within their social networks will have higher chances of planning to purchase their clothes from thrift shops since, compared to other retailers, thrift shops have a huge client base. As per the results provided by Lista et al. (2025), consumers have a higher likelihood of buying products that have been recommended to them by friends and family members. It seems to be clear from this that reference groups are a crucial factor that determines purchasing interests. Social media platforms like Instagram and TikTok, where visual content is often used to market thrift culture and sustainable fashion trends, are equally instrumental in promoting thrift purchase on social media. With the help of such websites, consumers are motivated to consider thrifting as an environmentally friendly and cost-saving alternative to fast fashion. This was demonstrated by Kurniawan et al. (2025).

Furthermore, individuals are attracted to second-hand shops owing to their appreciation of their chance to express themselves and not blend into the surroundings. Studies performed by Amaral & Spers (2022), Rausch & Kopplin (2021) and Christiani & Che (2020) have shown that such a behaviour pattern is related to consumers' pursuit of social prestige. Secondly, more and more consumers start treating the purchase of second-hand clothes as an opportunity to showcase their personal style and uniqueness. As noted by Julia et al. (2024), such outlets provide individuals with opportunities to show their uniqueness and form unique styles different from the mainstream.

Moreover, answers that reference the drive to pursue more environmentally-friendly solutions as the driving force behind the interest in used and vintage goods indicate the emphasis being placed by the general public on environmental issues. However, according to The Guardian (2024), recommending that consumers buy second hand goods is viewed as a more environmentally friendly practice than buying brand new goods.

2.2. Electronic Word of Mouth Drives Purchase Intention of Thrift Shopping

The definition of electronic word of mouth (eWOM) is information and opinions that are spread using digital tools or social media channels, according to Zainal et al. (2017). The definition of electronic word of mouth (eWOM) implies the online opinions that are conveyed by internet users about buying used products. Electronic word of mouth (eWOM), as highlighted by Gruen (2006), is a tool used by consumers to provide consumers who have consumed similar goods or services about the goods or services they have used, regardless of whether the two parties know one another.

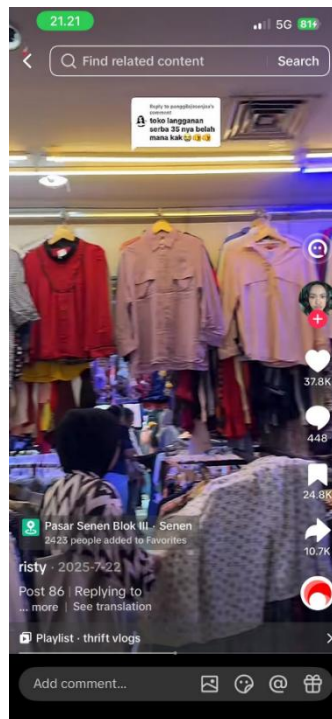


Figure 6 Example of Thrifting Content on social media

As indicated by Goyette et al. (2010), electronic word of mouth (eWOM) can be divided into three main categories, namely the content, the effect of the opinion, and the degree of intensity. According to Liu (2006), intensity in relation to electronic word-of-mouth means the amount of customer feedback received via social media platforms such as TikTok and Instagram. The number of

opinions shared by the users via social networking sites, the frequency with which users interact with each other, and the accessibility of information provided through these mediums are just a few aspects that fall under this category.

Since it often happens that the interaction between the users and the content that they come across on social media sites like TikTok takes place through viewing, liking, commenting, sharing, and discussion, the intensity dimension becomes particularly crucial in this case. The interaction allows them to share their thoughts, opinions, and experience buying second-hand clothing. The intensity thus shows how much information is exchanged and contested about the issue at hand. TikTok serves as a valuable channel through which eWOM can be communicated and exchanged between the Generation Z consumer group. Due to the high level of interactivity it provides, it helps the related content to receive more attention.



Figure 7 Thrift Shopping Content's Engagement

The second element is the valence of opinion, where the feelings that the consumers have towards the brand or product or services are accounted for. Positive statements or recommendations made by the users on social networking sites fall under this category. On the other hand, the word content can be described as information that is spread on social networking sites relating to

products or services. Some of the indicators of content can be information given to consumers on product variants, quality, and pricing.



Figure 8 Thrift Shopping Content's Engagement

The term "eWOM" stands for the digital form of the traditional "word of mouth," which is often referred to WOM. As far as the field of marketing is concerned, the term "eWOM" stands for electronic word of mouth in the form of the application of digital technology rather than face-to-face interactions. The emotional motivation and the credibility associated with the traditional word-of-mouth (WOM) may be considered to owe to the fact that it has been generated by individuals who are close to each other and communicated directly. On the contrary, eWOM generated by individuals who do not know each other could not definitely offer a hundred percent accuracy of the information. Based on Humaira and Wibowo's (2016) study, the strengths of eWOM marketing lie in its accessibility and quick information dissemination to a broader number of people, even at a global level.

In cases where the consumer speaks of his activities in thrift stores, the element of eWOM becomes extremely important in deciding the purchase intention. Consumers find it quite easy to access information on reviews, recommendations, and purchasing experience for thrift stores and products through the use of internet marketplaces and social networking sites. Consumers

generally refer to internet reviews and recommendations before purchasing any garments from thrift stores. This is because of the products sold at thrift stores are typically one of a kind and of diverse quality. Therefore, customers' trust and interest in thrift clothing may be increased by electronic word of mouth (eWOM), but their intents to purchase may be rethought because of negative assessments.