

ABSTRACT

The phenomenon of thrifting is increasing, especially during this pandemic. It has even become a new lifestyle for the younger generation. The economic crisis exacerbated by the coronavirus pandemic has had a significant impact on clothing consumption practices, as the decreased purchasing power of most Indonesians has resulted in an increased demand for more affordable products. Thrifting can be an economically efficient solution. Where they can buy quality clothes at a more affordable price. Not only that, Millennials and Generation Z, who are also the largest population as the perpetrators of this thrifting phenomenon, also echo environmental issues in explaining their behavior. This means that consumer interest in second-hand clothing is quite high even though consumers are aware that the products sold are second-hand products and the risks that may be posed. Based on this, the purpose of this study is to analyze consumer perceptions of second hand clothes and whether perception factors and environmental awareness are one of the factors that encourage consumer interest in buying second hand clothes products even though they are aware of the risks involved.

The population in this study are people who have the intention or have purchased second hand clothes domiciled in Semarang City. The number of samples used was 104 respondents and sampling using purposive sampling method. Then the data was processed using SPSS 21 and SmartPLS 4.0.8.9. The results of this study indicate that perception, environmental social awareness, and social influence have a positive effect on consumer purchase intention in Semarang City on second hand clothes.

Keywords: Perception, Environmental Social Awareness, Social Influence, Purchase Intention, and second hand clothes.