

# The Psychographic and Demographic Profile of Online Thrift Shop Consumers in Tasikmalaya

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## ABSTRACT

The purpose of the study aims to describe the consumer's demographics and psychographics of online thrift shop in Tasikmalaya, as a better understanding in consumer means a better shaping strategy in the industry. The demographics variables including age and income, while the psychographics variables including environmentalism and price sensitivity. The methodology of the research is considered to be a quantitative descriptive research which aims to explain the demographic and psychographic profile of online fashion thrift shop consumers in Tasikmalaya. The data were collected through a survey method among 105 selected individuals who had experienced thrift-shopping. The participants were collected by convenience sampling method. The collected data were then analyzed using a cross-tabulation method to obtain the demographic and psychographic profile of fashion thrift consumers in Tasikmalaya. The study showed that demographically generation Z was the one who mostly does the thrift shop by 63 percent. In terms of income, the study showed lower income people are most likely to expense at an online thrift shop by 49 percent, though several average income and higher income groups of people also are doing so. Psychographically, most participants who preferred thrift-shopping consider themselves as environmentalists (71%) yet also price sensitivists (67%).

**Keywords:** Thrift shop; fashion; consumer behaviour; psychographic; demographic.

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## 1. Introduction

The fast-fashion phenomenon raises several issues ranging from social issues to environmental issues. Social issues include labor exploitation in terms of: wages, health insurance, safety guarantees, time, physical violence, and the formation of trade unions in the garment industry (Apriliani.T, 2016). Meanwhile, environmental issues include: water pollution, excessive water consumption, contribution to microfiber in the sea, accumulation of waste, dangers from chemicals used, greenhouse gas emissions, and soil degradation (Rahman, A et al, 2019).

Thrift Shopping is considered as one way to slow down the pace of fast fashion, as stated by Yang, et al. (2017), that consignment stores, which sell used clothing, are usually associated with sustainable consumption because reselling clothing products means extending the life cycle of the product.

Thrift shopping itself is basically nothing new in Indonesia, considering that in Indonesia itself, there are already thrift market centers such as Pasar Cimol in Gedebage, Bandung (West Java), Pasar Kodok in Tabanan (Bali) etc. Though thrift shopping trend is now getting more and more popular because it brings environmental issues instead of just being an alternative to shopping for cheaper clothes.

In Tasikmalaya, large and focused thrift shopping centers such as Pasar Cimol and Pasa kodok physically do not exist yet. However, several online stores that sell fashion-thrift products are now starting to appear, especially Instagram based-stores, some of which are: @starry.journal, @fashiongalieriarini, @mudamudits, @behoefte\_store, and etc.

The emergence of online fashion thrift shop in Tasikmalaya shows that there is a demand for second-hand clothes in the city. However, there has been no concrete explanation regarding the subject of the demand. Therefore, this research is intended to reveal the demographics and psychographics of online thrift shop consumers in Tasikmalaya, in order to get a better understanding of the consumers of the thrift shop market in Tasikmalaya. This understanding is expected to help the industry in the region focusing and sharpening their business strategies.

## **2. Literature Review**

### *2.1 Thrift Shop*

Online Thrift Shop is a term that refers to a virtual store to shop for used clothes that have been cleaned and packaged in such a way that are neater, cleaner, higher quality, and have their own uniqueness (Saputro, 2018: 337). The phrase that shows shopping activities at the Thrift Shop is hereinafter referred to as Thrift Shopping. Thrift shopping is defined as "the buying of previously owned products" (Christiansen & Snepenger, 2005). More specifically, according to Donovan (2015) thrift shopping is the activity of shopping for clothes, jewelry, accessories, furniture, gifts, collectibles, or other items that have been donated or have been owned and used by others.

There are several factors that cause consumers to shop at Thrift Shops. According to Yavas and Rieckec (1980), the main factor that motivates consumers to shop at the secondhand market is price, then other factors include adventure, treasure hunting, and quality.

The aforementioned statement is quite different from what was stated by Darley & Lim (1999), who said that "*The diminishing negative images of secondhand merchandise and the wide interest in environmentally responsible activities such as recycling led average consumers to shop at thrift stores*". So, based on Darley and Lim's point of view, what influences consumers to shop at thrift stores are: 1) a loss of negative image of used products, and 2) a great environmental awareness among consumers. Meanwhile, according to Roux (2006), consumers tend to shop for used clothes because of the uniqueness of the product, financial benefits in bargaining, as well as the nostalgic experience when shopping for second-hand item.

Those differences of opinion above can be an evidence to show that the thrift shopping phenomenon is unique in each region, so what primarily drives consumers to do such activity is different and unique as well. Therefore, to have a better understand of the individuals who do thrift shopping especially in Tasikmalaya, a research of the demographic and psychographic of the

thrift shop consumers is required as Horne and Maddrell (2002) stated that researchers should investigate the second-hand consumption behaviour through both economic and cultural lens to fully understand such practices.

## *2.2 The Psychographics of Thrift Shopper*

Traits and psychological variables have long been used by marketers for having a better understanding view of consumer. In contrast to demographics, such as age, gender, and education, psychographics is a way that marketers attributes psychological traits to particular consumption behaviour. The use of psychographics was touted in the '60s as a way to quantify the field of consumer psychology, though it remains one of the least understood concepts in market research (Heath, 1995).

In this particular research, the traits that attribute to psychological aspect of thrift shopper are environmentalism, and price sensitivity, as there are several research discuss them.

### *2.2.1 Environmentalism*

Nowadays, people are easily accessed the news. Various kinds of information flowed revealing the good and bad sides of matter, including the environmental issue of fast fashion. This exposure of the issue causes people raise their awareness, and they educate themselves to take a role for solving the problem even in the smallest act. The awareness of social and enviromental welfare has increased among people and that this could be a reason for them to increase their shopping at second-hand stores (Haraldsson and Peric, 2017, 33). Furthermore, increased awareness among consumers about ecological and ethical concerns and the growing popularity of eco-friendly fashion drives them to take an act. Some environmentally conscious shoppers use thrift stores to participate in recycling because purchasing second-hand goods saves the natural resources required to manufacture new products (Kestenbaum, 2017).

Kiehn and Weller (2018) analyzed millenials and their engagement in reusing clothes. All participants in their study were aware of enviromental issues in general and changed their view of clothings upon obtaining new information about the impact of the fashion industry specially fast fashion. In contrary, Markova and Bayanduuren (2017) found that although many consumers are actually aware with sustainable practice and product disposal habits, but onle thirty percent of the participant who consider the environment when shopping for clothes.

The dissent shows that environmentalism value in shopping for clothes applies specifically in certain cases, so that a research to testified this value among thrift shop costumer in Tasikmalaya is required.

### *2.2.2 Price Sensitivity*

Traditionally, second-hand retail venues (e.g. flea markets or thrift stores) were deemed as being used primarily by consumers with limited financial resources (Williams and Paddock, 2003). Deemed as an individual difference variable, price sensitivity refers to the extent to which consumers prefer and search for lower prices (Anglin et al., 1994. Several studies addressed that eco-consciousness and environmental value have no significant impact on second-hand clothing

consumption (Cervellon et al., 2012; Xu et al., 2014). As Mitchell and Montgomery (2010) found that saving money was the top motivation (58% of respondents) for shopping at Thrift Stores followed by looking for an item for a special event (48%) and looking for a unique item (31%).

The reason behind consumers consideration of cheaper price has been mentioned in the research that has been done by Haraldsson and peric (2017), whose the interviewee stated that motivation of cheaper price occurred because they have less financial resources being a student or because they like to shop frequently, and that is what drive them to shop at second-hand store.

### *2.3 The Demographics of Thrift Shopper*

#### *2.3.1 Age*

Research has suggested that consumers of all ages might purchase products through second-hand sources due to environmental motivations (Hiller Connell, 2011). Though, Parson (2000) as well as MINTEL (1997) mentioned that charity/thrift shopping has been found to be more popular among young people aged between 16 and 24 years. People in younger generation of Millennials and Gen Z have shown interest in the idea of shopping second hand which may be for variety of motivation. Yan, Bae, and Xu (2015) found that young generations who shop second-hand clothing were more likely to be environmentally conscious, express to be “green,” and perceive used clothing to be less contaminated compared to non-second hand shoppers. Specifically, college-aged students were found to be sympathetic toward the environment and to regularly participate in environmentally responsible behaviours (e.g. recycling) (Thapa, 1999).

This occurred because younger generation have grown up with internet and social media and have easily assessable information at their fingertips, so they are easily made aware of many things such as: the unethical practices of fast fashion, the environmental impact of textile production, online shopping from many different kinds of retailers, and many other factors that could potentially influence shopping behaviour (William, 2000).

#### *2.3.2 Income*

Recently, Cervellon et al. (2012) confirmed that frugality is the primary driver for consumers to engage in second-hand shopping. As well as Williams and Paddock (2003) concluded that second-hand venues are often the primary shopping outlet for financially deprived consumers. Both statement indicate that thrift shopper usually comes from low-medium income people.

According to BPS (2016) there are four groups that distinguish each amount of income, which are as follows:

- The income group is very high, if the average income is more than Rp. 6,000,000.00 per month
- High income group, is if the average income is between IDR 4,000,000.00 to IDR 6,000,000.00 per month
- Medium income group, is if the average income is between Rp. 2,000,000.00 to Rp. 4,000,000.00 per month
- Low income group, is if the average income is IDR 2,000,000 per month.

According to aforementioned literature, several hypothesis of the research are below:

H1: the consumers of online thrift shop Tasikmalaya consider themselves as an environmentalist

H2: The consumers of online thrift shop in Tasikmalaya consider themselves as a price sensitive consumer

H3: Millenials are most likely to shop at online thrift shop in Tasikmalaya

H4: low income individuals are most likely to shop at online thrift shop in Tasikmalaya

### 3. Research Methodology

This research is considered to be a descriptive research, which aims to explain the characteristics of online thrift shop consumers in Tasikmalaya based on their demographics and psychographics view.

Data were collected through a survey, by questionnaire as its data collection instrument. The questionnaire consist of demographic aspect such as age, gender, and income; also comprised a psychological aspects, which are environmentalism and price sensitivity (see Apendix).

The participants of the survey consisted of thrift shops customers around Tasikmalaya. Since the number of populations is unknown, the sample size of this study determined by using Lemeshow formula (1997) as follows:

$$n = \frac{z^2 p(1-p)}{d^2} \quad (1)$$

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,10^2} = 96 \quad (2)$$

Annotation:

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0,10) or sampling error = 10%

As shown above, the minimum samples required in this study is 96 respondents which rounded off to be 100 respondents. The sampling method was using a non-probability method, and selected by using the convenience sampling method to maintain the randomness of the sample. The generated data was analyzed by using cross tabulation method.

### 4. Results

105 individuals had participated in the study. Statistically, almost 86 percent of the participants were female, and their age ranges from 17-29 years old, which means they were obviously Generation Y (26 percent) and Generation Z (74 percent). In terms of income, 44 percent of them stated that they had no income yet, 13 percent said they had regular income less than 2 million rupiah per month, 29 percent stated their income was about 2 million rupiah to 4 million rupiahs per month, and 14 percent stated their income were more than 6 million rupiah per month. Psychographically, most participant consider themselves as an environmentalist (90%) and also price sensitivitist (85%).

Subsequently, Chi square test were conducted to see if there was an association between aforementioned variables (age, income, environmentalism, and price sensitivity) to the individuals' thrift shopping preferences, and here is the result

Table 1. associations of age, income, environmentalism, and price sensitivity to thrift shopping preferences

Variables	thrift shopping preferences			P
	Preferred	Not preferred	Total	
<b>Demographic</b>				
<b>Age</b>				
Generation Y	23 (85.2%)	4 (14.8%)	27 (100%)	0,092
Generation Z	67 (85.9%)	11 (14.1%)	78 (100%)	
<b>Income</b>				
No income	40 (87%)	6 (13%)	46 (100%)	0,923
< Rp 2.000.000	12 (85.7%)	2 (14.3%)	14 (100%)	
Rp 2.000.000 – Rp 4.000.000	26 (86,7%)	4 (20%)	30 (100%)	
>6.000.000	12 (80%)	3 (20%)	15 (100%)	
<b>Psychographic</b>				
<b>Environmentalism</b>				
Environmentalist	75 (83,3%)	15 (16,7%)	90 (100%)	0,088
Not Environmentalist	15 (100%)	0 (0%)	15 (100%)	
<b>Price Sensitivity</b>				
Price Sensitivist	70 (82,45%)	15 (17,6%)	85 (100%)	0,042
Not Price Sensitivist	20 (100%)	0 (0%)	20 (100%)	

The cross-tabulation and chi square test above (Table 1) showed that only Price sensitivity that statistically significant to individuals' thrift shopping preferences ( $p = 0,042 < 0,05$ ), while other independent variables, respectively, showed no significant association to the dependent variables ( $p_{age} = 0,092 > 0,05$ ;  $p_{income} = 0,923 > 0,05$ ;  $p_{price\ sensitivity} = 0,088 > 0,05$ ).

However, from the data above we can draw a conclusion that in Tasikmalaya, demographically generation Z was the one who mostly does the thrift shop by 63 percent of respondents (67 out of 105). In terms of income, lower income people are most likely to expense at an online thrift shop by 49 percent of respondents (52 out of 105), though several average income and higher income group of people also are doing so. Psychographically, most participant who preferred thrift - shopping consider themselves as an environmentalist by 71% of respondents (75 out of 105) yet also price sensitivist by 67% of respondents (70 out of 105).

## 5. Discussion

Even though the result pointed that most fashion thrift shoppers in Tasikmalaya consider



themselves as an environmentalist, but the chi square showed that there is no significant association between environmentalism and thrift shopping behaviour. So, while there are references stating that shopping at thrift stores may be doing good for the environment, the participants did not seem to shop at second-hand stores out of concerns for the environment. The explanation of this phenomenon may be in line with Mderrisoġ lu and Altanlar's study about "*Attitudes and behaviors of undergraduate students toward environmental issues*" (2011), since most of thrift shopper seems to be a generation Z individual. The study stated that college students who strongly support the environmental attitudes do not always carry out their behaviour accordingly. It means the thrift shoppers might have positive attitudes toward environmentalism; however, they might not decide to shop at second-hand stores in order to reflect their particular attitudes.

## 6. Conclusion

This study aims to obtain a better understanding of thrift shop consumers in Tasikmalaya demographically and psychographically. The study showed that demographically most online thrift shoppers in Tasikmalaya are Generation Z with lower monthly income people. Psychography speaking the shoppers are concern about the environment and sensitive to the price. Although the study showed that there are no association between age, income, and environmentalism to the individuals preferences for doing thrift shopping, but the price sensitivity does. Based on the study, people in Tasikmalaya who more sensitive to the price seems to look at the thrift shops as a better deal in their fashion expenses.

This particular results are in line with Mitchell and Montgomery (2010) study which found that saving money was the top motivation for doing thrift shopping (58% respondent). The reason behind this motivation may concurred with Haraldsson and peric's study (2017), whose stated that motivation of cheaper price occurred because they have less financial resources being a student or because they like to shop frequently, and that is what drive them to shop at second-hand store. There for, from the marketing perspective, to encourage consumers to shop at second-hand stores, it is suggested for second-hand stores to ensure consumers that they sell their best deals because the consumers of thrift shops in Tasikmalaya are sensitive to the price. The price is what ultimately drives them to shop at thrift store.

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## Appendix

### Survey Questions:

#### A. Please, fill the form with your correct information

1. Name
2. Address
3. Sex
4. Year of Birth
5. Monthly Income:
  - i. < IDR 2000000
  - ii. IDR 2000000 – IDR 4000000
  - iii. IDR 4000001 – 1DR 6000000
  - iv. >6000000

#### B. Please indicate on a scale of 1-5 (1 meaning it does not apply to you at all, 5 meaning it applies to you the most) how much each statement applies to you.

1. I thrift shop for most of my clothing purchases.
2. I buy most of my clothes brand new.
3. I think about environmental issues often.
4. I am aware of the environmental impact of the fashion and textile industries.
5. Environmental issues is my main motivation for shopping at thrift stores.
6. I always consider the enviromental aspect of the used textile whenever i buy a brand new clothes.
7. Price is the most important aspect when buying clothes.
8. I shop at thrift stores for the cheap prices.
9. I always find deals and ways to save when I buy clothes.
10. I will choose a brand new clothes for the same price.
11. Since experiencing thrift shopping, now i prefer thrifting for my fashion expenses.