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The Influence of Consumer Perceptions of Thrift Clothing on Purchase Intentions with Product Quality, Price, and Environmental Consciousness Variables

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ABSTRACT

This research examines how consumers' perceptions of thrift clothing influence their purchase intentions, focusing on three key variables: product quality, price, and environmental awareness. The trend of thrifting, or purchasing second-hand clothing, has gained popularity, especially among younger generations, due to economic reasons and heightened awareness of the environmental impact caused by fast fashion. The study employs a quantitative approach, utilizing a survey of 140 respondents who have either purchased or shown interest in buying thrift clothing. Data were analyzed using multiple linear regression to assess the relationship between perceptions of product quality, price, environmental awareness, and purchase intentions. The findings reveal that all three variables—product quality, price, and environmental consciousness—significantly impact consumers' purchase intentions for thrift clothing. Positive views of product quality and lower prices boost purchase intentions, while environmental consciousness enhances consumer preference for second-hand clothing as a sustainable choice. This study enhances understanding of consumer behavior towards thrift products and offers insights for industry players to create more effective, eco-friendly marketing strategies.

Keywords: Consumer Perception, Thrift Clothing, Purchase Intention, Product Quality, Price, Environmental Consciousness.

1. Introduction

In recent years, thrifting, or buying second-hand clothing, has emerged as a major trend, especially among younger generations like Millennials and Gen Z [1], [2]. This growth is largely driven by shifts in consumer behavior, with a stronger focus on sustainability and economic considerations [3], [4], [5] . As consumers become more aware of the environmental damage caused by the fast fashion industry, many are turning to thrift clothing as an eco-friendly option. Thrifted items come at lower prices and contribute to reducing textile waste, reflecting the increasing environmental awareness in society. The economic hardships brought on by the COVID-19 pandemic have further prompted people to seek more cost-effective shopping

alternatives [3], [6], [7]. Thrifting has become appealing because it allows consumers to obtain high-quality clothes at a fraction of the cost of new items. In this scenario, consumer perceptions of product quality and price have become key drivers of purchase decisions. Consumers tend to evaluate a product's value based on how its quality compares to its price, and when there is a good balance, their intention to purchase increases. This study is crucial in exploring how perceptions of product quality, price, and environmental consciousness shape consumer purchase intentions for thrift clothing. Gaining insights into this dynamic can help businesses and marketers design more effective strategies and promote thrifting as a sustainable fashion choice.

2. Literature Review

Research on consumer purchasing intentions for thrift clothing products involves various theories and previous studies that explain how consumer perceptions of product quality, price, and environmental consciousness influence purchasing decisions.

2.1 Consumer Perception

Consumer perception refers to how individuals interpret information about a product or brand, shaped by their experiences, beliefs, and knowledge [2], [3], [4], [8], [9]. It involves a process where people select, organize, and interpret information to create an image or belief about the product. In the context of thrift clothing, perceptions of product quality are crucial, as these items are second-hand, leading consumers to be more discerning in evaluating their physical condition and durability. Previous studies indicate that perceived quality significantly influences purchase intentions, particularly in the second-hand market, where product quality can be inconsistent.

2.2 Price

Price plays a crucial role in shaping consumer purchasing decisions. In the thrift market, low prices are a major draw for consumers [8], [10]. Research suggests that consumers often link price to the value they receive from a product. Thrift items, in particular, provide higher economic value for those seeking a budget-friendly option without compromising on quality. Prior studies also confirm that competitive pricing significantly impacts consumers' purchase intentions, especially among groups that are more sensitive to price.

2.3 Environmental Consciousness

Environmental awareness has become a significant factor in shaping consumers' purchasing choices, particularly in the modern era, where sustainability concerns are gaining more attention [8], [9]. According to green consumerism theory, environmentally conscious consumers tend to support products or companies that prioritize sustainability. These consumers are more likely to select products they perceive as eco-friendly, such as second-hand items like thrift clothing. Additionally, research shows that awareness of the harmful effects of fast fashion has motivated consumers to embrace thrifting as a way to minimize the environmental impact of textile consumption.

2.4 Consumer Purchase Intention

Purchase intention refers to a consumer's likelihood or interest in making a future purchase and strongly predicts actual buying behavior [2], [4], [8]. Factors like attitude, subjective norms, and perceived behavioral control significantly influence this intention. Research on purchasing thrift clothing indicates that positive perceptions of product quality, affordable pricing, and environmental awareness can enhance consumers' purchase intentions. Studies support this, showing that these factors notably impact consumer decisions when choosing more sustainable products.

From theoretical studies and previous research, it can be concluded that perceptions of product quality, price, and environmental consciousness are key in shaping consumers' purchase intentions for thrift clothing. This theoretical framework provides a foundation for further research to explore the relationships between these variables and offers practical insights for businesses aiming to create effective marketing strategies.

3. Research Methodology

This study employs a quantitative approach to examine the impact of consumer perceptions of thrift clothing on purchase intentions, focusing on three key variables: product quality, price, and environmental consciousness. A quantitative method was selected because it enables objective and systematic measurement of the relationships between variables using statistically analyzed data.

3.1 Research Design

This research uses a survey design to collect data from a sample of the consumer population with an interest or experience in purchasing thrift clothing [8], [9]. The survey was chosen because it efficiently collects large amounts of data and provides insight into consumers' perceptions, attitudes, and purchasing intentions regarding thrift clothing.

3.2 Population and Sample

This research's population is Indonesian consumers who have or are interested in buying thrift clothing [3], [6]. A purposeful sampling technique was used to select respondents who met these criteria, namely those who were aware of environmental sustainability and had or planned to buy thrift clothing. The number of samples used in this research was 140 respondents, which was considered representative enough to provide valid results.

3.3 Research Instruments

The data collection instrument was a questionnaire developed using a 5-point Likert scale [11]. Respondents were asked to indicate their level of agreement or disagreement with various statements related to the variables of product quality perception, price, environmental awareness, and purchase intention. The questionnaire drew on prior research relevant to consumer perceptions and environmental consciousness.

3.4 Data Collection

Data was collected online using an online survey platform, allowing respondents to complete questionnaires independently. Online surveys were chosen because they are easy to access for respondents in various locations and save time and research costs.

3.5 Data Analysis

The data collected was analyzed using multiple linear regression to examine the impact of perceived product quality, price, and environmental consciousness on consumer purchase intentions [11] . The analysis was conducted using SPSS and Microsoft Excel. Before the regression analysis, validity and reliability tests were performed on the research instruments to ensure that the questionnaire was both appropriate and consistent in measuring the variables under study.

3.6 Validity and Reliability Test

Validity tests confirm that the research instrument accurately measures what it is intended to measure, while reliability tests assess the consistency of the instrument's results [12], [13] . Validity was evaluated using factor analysis, and reliability was determined by calculating Cronbach's Alpha coefficient.

3.7 Research Hypothesis

Based on theoretical studies, the hypotheses proposed in this research are as follows:
   a. H1: Consumer perception of product quality significantly influences the intention to purchase thrift clothing.
   b. H2: Consumer perception of price has a significant positive influence on intention to purchase thrift clothing.
   c. H3: Environmental consciousness has a significant positive influence on the intention to purchase thrift clothing.

By using this method, it is hoped that this research can provide clear insight into the factors that influence consumer purchasing intentions for thrift clothing and provide recommendations for the industry to develop more effective strategies.

4. Results

The analysis was conducted on consumers who purchased thrift clothing in City X. The respondents consisted of 140 individuals, both male and female, aged 18 to 45 years, who live in City X and are regular consumers of thrift clothing. A total of 25 questionnaires were distributed. The variables examined in the study include Price (X1) with 5 questions, Product Quality (X2) with 5 questions, Environmental Consciousness (X3) with 5 questions, and Purchase Interest (Y) with 10 questions.

4.1 Frequency Distribution
4.1.1 Price Variable (X1)

This research uses four indicators for the Price variable (X1): Price Affordability, Price Compatibility with Product Quality, Price Competitiveness, and Price Compatibility with Benefits.

Table 1. Frequency Distribution of Price Variable (X1).

Question	SD 1	D 2	N 3	A 4	SA 5	SUM	MEAN
X1.1	0	0	47	78	15	140	3.77
X1.2	0	0	30	93	17	140	3.91
X1.3	0	0	45	75	20	140	3.82
X1.4	0	0	53	73	14	140	3.72
X1.5	0	0	20	99	21	140	4.01
Total	0	0	198	422	92	712	19.23
%	0	0	27.81	59.27	12.93	100	100

Based on Table 1, from 140 research respondents for the Price variable statement (X1) from 5 statement items, the results obtained were that respondents chose the largest statement with the Agree statement criteria being 59.27% and the lowest statement criteria being Strongly Disagree at 0% and Disagree. of 0% with a total mean of 19.23.

4.1.2 Product Quality Variable (X2)

This research uses several indicators and five question items for the Product Quality variable (X2): Performance, Durability, Conformity to Specifications, Features, Product Reliability, Aesthetics, and Quality Impression.

Table 2. Frequency Distribution of Product Quality Variable (X2).

Question	SD 1	D 2	N 3	A 4	SA 5	SUM	MEAN
X2.1	0	0	40	85	15	140	3.82
X2.2	0	0	31	91	18	140	3.91
X2.3	0	0	39	79	22	140	3.88
X2.4	0	0	40	76	21	140	3.82

X2.5	0	0	38	80	21	140	3.86
Total	0	0	188	411	97	696	19.29
%	0	0	26.86	58.71	13.86	100	100

Table 2 shows that 140 research respondents chose the Product Quality variable statement (X2) from 5 statement items. Respondents chose the largest statement, with the Agree statement criteria being 58.71%, and the lowest statement criteria being Strongly Disagree at 0%. The total mean is 19.29.

4.1.3 Environmental Consciousness (X3)

Potential questionnaire indicators for the Environmental Consciousness (X3) variable may include Awareness of Environmental Impact, Preference for Eco-Friendly Products, Support for Minimizing Textile Waste, Readiness to Alter Consumption Habits, and the Role of Environmental Awareness in Purchase Decisions. These indicators evaluate respondents' level of environmental consciousness and how it influences their buying behavior, especially in relation to thrift clothing.

Table 3. Frequency Distribution of Environmental Consciousness Variable (X3).

Question	SD	D	N	A	SA	SUM	MEAN
	1	2	3	4	5		
X3.1	0	0	33	92	15	140	3.87
X3.2	0	0	32	91	17	140	3.89
X3.3	0	0	34	76	30	140	3.97
X3.4	0	0	40	77	23	140	3.88
X3.5	0	0	35	77	18	140	3.88
Total	0	0	174	413	103	690	19.45
%	0	0	24.86	59.00	14.71	100	100

Table 3 shows that 140 research respondents chose the Environmental Consciousness variable statement (X3) from 5 statement items. Respondents chose the largest statement, with the Agree statement criteria being 59.00%, and the lowest statement criteria being Strongly Disagree at 0%. The total mean is 19.45.

4.1.4 Purchase Interest (Y)

In this research, for the variable Repurchase Interest (Y), there are 3 indicators, which include Self-Satisfaction, Time, and Information, with 10 questions.

Table 4. Frequency Distribution of Purchase Interest Variable (Y).

Question	SD	D	N	A	SA	SUM	MEAN
	1	2	3	4	5		
Y.1	0	0	41	72	27	140	3.90
Y.2	0	0	52	73	15	140	3.74

Y.3	0	0	43	83	15	140	3.80
Y.4	0	0	44	80	16	140	3.80
Y.5	0	0	38	88	14	140	3.80
Y.6	0	0	39	86	18	140	3.83
Y.7	0	0	37	89	14	140	3.84
Y.8	0	0	42	82	16	140	3.81
Y.9	0	0	36	84	20	140	3.89
Y.10	0	1	48	71	20	140	3.79
Total	0	0	420	808	175	1403	38.5
%	0	0	29.94	57.59	12.47	100	100

Based on Table 4, 140 research respondents chose the Purchase Interest (Y) variable statement from 10 statement items. Respondents chose the largest statement with the Agree statement criteria, namely 57.59%, and the lowest statement criteria, namely Strongly Disagree, 0%, with a total mean of 38.5.

4.2 Research Test Instruments
4.2.1 Validity Test Result

The validity test in this study was tested on 140 respondents. This figure is the correlation value between each item and the total item score, determining whether a questionnaire item is valid.

The basis for decision-making Validity Test
    a. If the calculated r-count > r-table, then it is declared valid and can be continued.
    b. If the r-count < r-table is declared invalid and cannot continue.

Table 5. Price Variable (X1) Validity Test Result.

Question	r-count	r-table	condition	conclusion
X1.1	0,695	0,165	r-value > r-table	valid
X1.2	0,747	0,165	r-value > r-table	valid
X1.3	0,650	0,165	r-value > r-table	valid
X1.4	0,316	0,165	r-value > r-table	valid
X1.5	0,225	0,165	r-value > r-table	valid

Based on Table 5 for decision-making r-count > r-table 0.165, the statement item is valid and can be continued to the next test. Based on the validity test above variable (X1) Price, the test with 5 statement items was tested on 140 respondents where 5 statement items were valid. Therefore, variable (X1) Prices for all statement items are declared valid.

Table 6. Product Quality Variable (X2) Validity Test Result.

Question	r-count	r-table	condition	conclusion
X2.1	0,628	0,165	r-value > r-table	valid
X2.2	0,788	0,165	r-value > r-table	valid
X2.3	0,751	0,165	r-value > r-table	valid
X2.4	0,810	0,165	r-value > r-table	valid
X2.5	0,633	0,165	r-value > r-table	valid

Based on Table 6, r-count > r-table 0.165 means the statement item is valid and can be continued to the next test. Based on the validity test above variable (X2) Product Quality, it can be concluded that the test with 5 statement items was tested on 140 respondents, with 5 items statements and valid conclusions. Therefore, the variable (X2) Product Quality for all statement items is declared valid.

Table 7. Environmental Consciousness Variable (X3) Validity Test Result.

Question	r-count	r-table	condition	conclusion
X3.1	0,803	0,165	r-value > r-table	valid
X3.2	0,779	0,165	r-value > r-table	valid
X3.3	0,549	0,165	r-value > r-table	valid
X3.4	0,628	0,165	r-value > r-table	valid
X3.5	0,788	0,165	r-value > r-table	valid

Based on Table 7, r-count > r-table 0.165 means the statement item is valid and can be continued to the next test. Based on the validity test above variable (X3) Environmental Consciousness, it can be concluded that the test with 5 statement items was tested on 140 respondents, with 5 items statements and valid conclusions. Therefore, the variable (X3) Environmental Consciousness for all statement items is declared valid.

Table 8. Purchase Interest Variable (Y) Validity Test Result.

Question	r-count	r-table	condition	conclusion
Y.1	0,628	0,165	r-value > r-table	valid
Y.2	0,690	0,165	r-value > r-table	valid
Y.3	0,813	0,165	r-value > r-table	valid
Y.4	0,705	0,165	r-value > r-table	valid
Y.5	0,808	0,165	r-value > r-table	valid
Y.6	0,769	0,165	r-value > r-table	valid
Y.7	0,782	0,165	r-value > r-table	valid
Y.8	0,800	0,165	r-value > r-table	valid
Y.9	0,721	0,165	r-value > r-table	valid
Y.10	0,624	0,165	r-value > r-table	valid

Based on Table 8, the value is r-count > r-table 0.165, which means the statement item is valid and can be continued to the next test. Based on the validity test above, the variable (Y) Purchase Interest can be concluded that the test with 10 statement items was tested on 140 respondents, where 10 statement items were valid. So that the variable (Y) Purchase Interest for all statement items is declared valid.

4.2.3 Reliability Test Result

Instrument reliability is an instrument that will produce the same or consistent data if used several times to measure the same object. Basis for Reliability Test Decision Making:

a. The statement is reliable if the Cronbach alpha value is > 0.60.

b. The statement is unreliable if the Cronbach alpha value is <0.60. Reliability measurement indicators that divide reliability levels with alpha criteria are as follows:

    0.80 – 1.0   : Good Reliability
    0.60 – 0.79   : Acceptable Reliability
    < 0.60   : Poor Reliability

Table 9. Reliability Price (X1) Test Result

Reliability Statistic	
Cronbach's Alpha	N of Items
.763	5

Table 10. Reliability Product Quality (X2) Test Result

Reliability Statistic	
Cronbach's Alpha	N of Items
.771	5

Table 11. Reliability Environmental Consciousness (X3) Test Result

Reliability Statistic	
Cronbach's Alpha	N of Items
.752	5

Table 12. Reliability Purchase Interest (Y) Test Result

Reliability Statistic	
Cronbach's Alpha	N of Items
.916	10

Tables 9, 10, 11, and 12 show that the research instrument on the independent variables X1, X2, X3, and Y is reliable and meets acceptable reliability criteria.

4.2.2 Normality Test Result

The Normality Test aims to determine whether the dependent variable (Y) and the independent variable (X) in the regression model have a normal distribution. It was administered to 140 respondents based on decision-making to test the normality of the data.

a. If the Sig value is > 0.05, then the value is normally distributed.
b. If the Sig value < 0.05, then the value is not normally distributed.

Table 13. Normality Test Result.

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual

N		140
	Mead	.000000
Normal Parameters a,b,c	Std. Deviation	3.23459233
	Absolute	.067
Most Extreme Differences	Positive	.046
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.010c
a. Test distribution is Normal		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on Table 10, the results of the normality test above were carried out on 140 respondents, indicating that all research variables had a significance of $0.10 > 0.05$; then, it can be concluded that the data in the research was normally distributed.

4.3 Hypotheses Test Result

Hypothesis testing is a statistical method used to evaluate a statement's validity and determine whether it should be accepted or rejected. The statement or initial assumption being tested is known as a hypothesis. Hypothesis testing aims to provide a framework for collecting data to help decide whether to confirm or refute the given statement or assumption.

4.3.1 Multiple Linear Regression Test Results

Multiple Linear Regression Analysis is carried out to predict whether two or more independent variables (X1, X2, and X3) influence the dependent variable (Y) and how big the influence of the independent variables (X1, X2, and X3) on the variable bound (Y).

Table 14. Multiple Linear Regression Test Results.

	Coefficients		
Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
Constant	10.24	3.210	
Price	.820	.085	.922
Product Quality	.838	.062	.924
Environmental Consciousness	.824	.072	.943
Dependent Variable: Purchase Interest			

From Table 14, a regression coefficient equation Y = 10,240 + -0.420 is created X1 + 0.838 X2 + 0.824 X3 with the following explanation:

a. The Constant Value (α) is 10,240. If consumers wear thrifting clothes, City X has absolutely no image or understanding of Product Price, and Quality is then analogous to levels of Interest in buying thrifting custom products at X, which is constant at 10,240.

b. The regression coefficient for the independent variable (X1) price is 0.820, meaning it shows that if every 1 unit increase in the price variable (X1) influences buying interest in thrifting clothing products in the city, X is -0.820.

c. The regression coefficient for the independent variable (X2) Product Quality was obtained at 0.898, which means that if each variable increases by 1 unit, Product Quality (X2) will influence Purchase Interest in clothing products thrifting in X with an increase of -0.898.

d. The regression coefficient for the independent variable (X2), Environmental Consciousness, was obtained at 0.824, which means that if each variable increases by 1 unit, Environmental Consciousness (X3) will influence Intention to Buy clothing products thrifting in X with an increase of -0.824.

4.3.2 T Test

The T-test is used to determine whether the independent variables between Price (X1), Product Quality (X2), and Environmental Consciousness (X3) partially or individually whether or not it influence the dependent variable Purchase Interest (Y). The basis for decision-making:

a. If the t-count value > t-table or sig < 0.05, then there is an influence of each independent variable (X1, X2, and X3) on the dependent variable (Y), then hypothesis H1 is accepted.

b. If the t-count value < t-table or sig > 0.05, then there is no influence on each independent variable (X1, X2, or X3) on the dependent variable (Y), then hypothesis H1 is rejected.

Table 15. T Test Results.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	10.24	3.210		3.322	.001
Price	.820	.085	.922	12.404	.000
Product Quality	.838	.062	.924	12.491	.000
Environmental Consciousness	.824	.072	.943	12.563	.000
Dependent Variable: Purchase Interest					

Based on the t-test results in Table 15, it can be concluded as follows:

a. Influence of Price (X1) on Purchase Intention (Y)
    Based on Table 15, the t-calculated price value is 12.404, with the Sig value of 0.002. Thus, it means t-count 12.404 < t-table 1.977 with Sig level. 0.002 < 0.025. This shows that the hypothesis H1 is accepted.
    It can be interpreted that the price variable (X1) significantly affects (Y) consumer purchase interest in thrifting clothing products in X City.

b. Influence of Product Quality (X2) Purchase Interest (Y)
    Based on Table 15, the Product Quality t-calculated value is 12.491 with a Sig value of 0.000

It means t-count 12.491 > t-table 1,977 with Sig level. 0.000 < 0.025. This shows that hypothesis H2 is accepted

It can be interpreted that the Product Quality variable (X2) significantly influences (Y) Consumer Purchase Interest in thrifting clothing products in X City.

c.   Influence of Environmental Consciousness (X3) Purchase Interest (Y)

Based on Table 15, the Product Quality t-calculated value is 12.563 with a Sig value of 0.000

It means t-count 12.563 > t-table 1,977 with Sig level. 0.000 < 0.025. This shows that hypothesis H3 is accepted

It can be interpreted that the Product Quality variable (X3) significantly influences (Y) Consumer Purchase Interest in thrifting clothing products in X City.

Therefore, it can be concluded that price, product quality, and environmental consciousness influence customers' interest in thrifting clothing.

5. Discussion

This section discusses the results of data analysis regarding the influence of consumer perceptions of thrift clothing. Product quality, price, and environmental consciousness variables on consumer purchasing intentions were considered. Data analysis used multiple linear regression to test the proposed hypothesis.

5.1 The Influence of Perceived Product Quality on Purchase Intentions

The regression analysis results show that consumer perceptions of product quality significantly positively influence the intention to purchase thrift clothing. The more positive the consumer's perception of the quality of thrift clothing, the higher their purchase intention. Consumers tend to prefer thrift products if they feel that the quality is still maintained, even though the product is used goods.

5.2 The Influence of Price Perceptions on Purchase Intentions

The analysis results also show that consumer perceptions of price significantly positively influence the intention to purchase thrift clothing. Prices that are higher than new clothing are consumers' main attraction when choosing thrift clothing.

5.3 The Influence of Environmental Consciousness on Purchase Intentions

Environmental consciousness has been shown to have a significant positive impact on consumer purchase intentions for thrift clothing. Environmentally aware consumers are likelier to choose thrift products as they believe this helps reduce textile waste and promotes more sustainable consumption. The study's findings suggest that perceived product quality, price, and environmental consciousness all significantly influence consumers' purchase intentions for thrift clothing. This demonstrates that consumers consider both economic factors, such as price and

quality, and ethical factors, like environmental consciousness when making purchasing decisions. As sustainability concerns grow, the fashion industry faces increased pressure to offer environmentally friendly options, with thrift clothing emerging as an ideal solution for consumers who wish to engage in more responsible consumption.

These results align with prior research, which indicates that consumers are becoming more conscious of the environmental impacts of their purchases. Businesses can capitalize on this by promoting thrift products as sustainable and high-quality fashion choices while maintaining competitive pricing to attract a broader audience. In conclusion, the three variables—quality, price, and environmental consciousness—significantly influence purchase intentions and can serve as the foundation for a marketing strategy that emphasizes the environmental and economic value of thrift clothing.

Based on the results of this research, several suggestions can be made:

> For Industry Players: Business operators in the used or thrift clothing industry can benefit from this research by focusing more on the quality of their products. Maintaining high-quality standards, even for second-hand items, will enhance consumers' positive perceptions. Additionally, competitive pricing strategies should be carefully considered to ensure consumers feel they receive balanced value.
> Marketing Strategy: Thrift clothing business owners should emphasize the eco-friendly aspects of their products in marketing campaigns. Highlighting the sustainability and positive environmental impact of purchasing used clothing can attract environmentally-conscious consumers.
> For Future Researchers: This research can be expanded by incorporating other variables that may influence purchase intentions, such as the impact of social media or sustainable fashion trends. Future studies could also explore different demographic groups to understand variations in consumer preferences.
> For Consumers: Consumers should become more aware of the benefits of purchasing thrift clothing, not only from an economic perspective but also from an environmental one. Efforts to educate the public on how thrifting helps reduce textile waste should be encouraged.

By following these suggestions, it is hoped that the thrift clothing industry can grow more rapidly while supporting sustainable lifestyles and creating greater value from both economic and environmental perspectives.

6. Conclusion

This study examines the impact of consumer perceptions of thrift clothing on purchase intentions, focusing on three key variables: product quality, price, and environmental consciousness. The results reveal that perceived product quality significantly influences purchase intentions, with consumers more likely to buy thrift clothing if they believe the items are of good quality, even though they are second-hand. This highlights the importance of perceived quality in purchase decisions. Additionally, affordable prices have strongly affected consumer purchase intentions, as thrift clothing attracts buyers by offering lower prices than new items while still providing

value. Furthermore, environmental consciousness plays a major role, as eco-conscious consumers opt for thrift clothing to help reduce textile waste and promote more sustainable consumption. Overall, the study shows that product quality, price, and environmental consciousness are crucial factors driving consumers' intentions to purchase thrift clothing, supporting the idea that economic and environmental concerns fuel the growing trend.

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