

Thrifting Consumer Purchase Decision Factors in Indonesia: Systematic Literature Review (SLR)

Dwi Besti Rahayuningtyas¹, Budi Santoso², Amalina Maryam Zakiyyah³

^{1,2,3}Muhammadiyah University of Jember, Indonesia



DOI : <https://doi.org/10.61796/icossh.v2i1.177>



Sections Info

Article history:

Submitted: January 31, 2025

Final Revised: February 28, 2025

Accepted: March 15, 2025

Published: March 30, 2025

Keywords:

Decision-making factors

Consumer behavior

Thrifting

ABSTRACT

Objective: This research aims to analyze the factors that influence the decision to purchase second-hand clothing (thrifting) through the Systematic Literature Review (SLR) approach that focuses on psychological, social, economic, and environmental aspects to provide a more holistic understanding of the thrifting phenomenon in Indonesia. **Method:** This research was conducted using the SLR approach based on the guidelines of Kitchenham and Charters (2007). A total of 20 journals published in the last 5 years with a focus on second-hand clothing purchasing decisions were selected through an online searching on Google Scholar. The research involved the stages of planning, implementation, and reporting, with article selection based on inclusion and exclusion criteria. **Results:** The results showed that second-hand clothing purchasing decisions were influenced by environmental awareness, social media trends, lifestyle orientation, and product quality and affordable price factors. Social media has become an important platform in driving consumer interest in thrifting, while sustainability aspects are increasingly becoming a major consideration in purchasing. **Novelty:** The novelty of this research lies in the application of the SLR approach to explore second-hand clothing purchasing decisions with a primary focus on the Indonesian context. This research provides theoretical contributions on the integration of psychological, social, and environmental factors, while also offering strategic insights for thrifting entrepreneurs in Indonesia to develop evidence-based marketing strategies. This research is expected to be a primary reference in the literature on sustainable consumerism.

INTRODUCTION

The decision to purchase used clothing products or thrifting has become a rapidly growing phenomenon in various circles, especially the younger generation. This activity is not only seen as a way to get clothes at affordable prices, but also a form of participation in more sustainable consumption. According to Igamo et al, the application of *the Theory of Planned Behavior* (TPB) in the context of thrifting shows that variables such as *Green Apparel Knowledge*, *Social Impression*, and *Fashion Orientation* play a significant role in shaping green attitudes, subjective norms, and perceived behavioral control [1]. The positive relationship between these variables and purchasing decisions reflects that thrifting is not just an economic need, but also an expression of social and environmental values [2].

In addition to environmental aspects, social and psychological aspects are also the main drivers in purchasing secondhand clothing. Ni'mah et al., found that the hedonistic lifestyle trend and the *Fear of Missing Out* (FOMO) phenomenon are triggers for consumerism among college students [3]. College students feel compelled to buy secondhand clothing to meet the needs of the latest lifestyle that is often promoted through social media. In this case, purchasing decisions are not only based on functional needs, but also to show self-existence and social relevance in their environment [4]. This

phenomenon illustrates the shift in shopping behavior from mere utility to emotional experience.

Individual factors such as shopping orientation also influence the purchasing decision of thrifting products. Rahmadani revealed that shopping orientation, such as the motivation to find unique or cheap products, significantly contributes to students' purchasing decisions [5]. This research highlights that economic value is not the only factor that thrifting consumers pay attention to, but also the preference for a pleasant and surprising shopping experience. This suggests that for many consumers, thrifting is an intrinsically valuable activity.

On the other hand, the influence of brand and product quality on secondhand clothing purchasing decisions is an important consideration, especially in the increasingly competitive thrifting market. Ruas and Abdurrahman [6] stated that brand characteristics, unique designs, and product quality have a significant impact on consumer preferences. For example, clothes with attractive designs and quality even though they are secondhand tend to be more in demand by thrifting consumers in Yogyakarta. Thus, the purchase of thrifting products is often influenced by a combination of rational and emotional factors, such as the perception of brand value and the aesthetic appeal of the product.

The thrifting phenomenon is also closely related to social and cultural dynamics, where this trend becomes a tool to express individual identity while promoting sustainability values. Nadhila et al. [7] found that teenagers in Medan use used clothing as a medium to show their unique self-existence and lifestyle. On the other hand, increasing awareness of environmental issues and the impact of textile waste encourages people to turn to thrifting as a form of contribution to sustainability. This combination of social, cultural, and environmental aspects creates a strong foundation for thrifting to develop into part of a more modern consumption culture.

This research aims to conduct a systematic literature review of existing studies on factors that influence thrift purchasing decisions. Specifically, this research aims to summarize findings on the role of Green Apparel Knowledge, fashion orientation, social impression, and lifestyle in shaping consumer decisions to purchase thrifting products. The results of this review are expected to provide a strong theoretical basis for further research as well as strategic insights for business actors in developing marketing practices.

The novelty of this research lies in its approach using *Systematic Literature Review* (SLR) to identify research gaps in the field of second-hand clothing purchasing decisions with a primary focus on the Indonesian context. There is no previous SLR research that has comprehensively explored psychological, social, and environmental factors influencing thrifting purchase decisions in this country. This research provides new insights into the role of social media, sustainability issues, and local lifestyle preferences that influence thrifting trends. By filling this gap, the results of this research are expected to become a primary reference in the literature on sustainable consumerism and provide

practical guidelines for business actors in Indonesia to develop evidence-based marketing strategies.

RESEARCH METHOD

This research uses a Systematic Literature Review (SLR) approach based on the guidelines proposed by Kitchenham and Charters [8]. This method involves the process of identifying, assessing, and synthesizing literature from various indexed journals that have E-ISSN and are published electronically. Research data were collected through online searches on the Google Scholar platform. A total of 20 journals focusing on thrifting product purchasing decisions in Indonesia were selected as the research population.

The SLR steps are carried out in three main stages: planning, implementation, and reporting. In the planning stage, the research defines the research question based on the PICOC (Population, Intervention, Comparison, Outcomes, and Context) criteria. The research question is designed to ensure that the literature review remains focused on variables that influence purchasing decisions. In the implementation stage, a systematic search is conducted with a specific search string that has been designed using related terms such as "thrifting" and "purchase decision" in Indonesian and English.

In the reporting stage, the search results are analyzed and synthesized to answer the research questions. The selected articles passed the inclusion and exclusion criteria, such as only including journals published in the last 5 years and having a focus on the Indonesian context. The final findings are organized to identify general patterns, theoretical contributions, and research gaps. Thus, this SLR provides an in-depth understanding of thrifting product purchasing decisions in Indonesia, which can be a basis for further research and practical applications.

RESULTS AND DISCUSSION

Results

Every year there are journals that discuss consumer purchasing decisions on thrifting clothing products, from 2021-2025 several journals with qualitative and quantitative approaches discuss factors that influence purchasing decisions. Journal Publication In this Systematic Literature Review (SLR) review, there are 20 journals that analyze purchasing decisions.

Table 1. Journal publications.

No	Publisher Name	Category and Year
1	Al-Kharaj: Journal of Islamic Economics, Finance & Business	Volume 6 Number 5 (2024) 4361–4374 P-ISSN 2656-2871 E-ISSN 2656-4351 DOI: https:// 10.47467/alkharaj.v6i5.17004374
2	Budget: Journal of Economics and Accounting Publication ,	Vol. 2 No. 2 June 2024 e-ISSN : 3031-3384, p-ISSN : 3031-3392, Page 388-404 DOI: https://doi.org/10.61132/anggaran.v2i2.672

-
- | | | |
|----|---|---|
| 3 | International Journal of Trends in Global Psychological Science and Education , | Vol. 1 No. 22024, e ISSN 3031-2574 Page 112-119
DOI: https://doi.org/10.62260/intrend.v2i1.121 |
| 4 | Journal of Economics, Business, Accounting, and Management (IJEBAM) | E-ISSN: 2988-0211 Vol. 01, No. 04, 2023, pp. 37-50
https://doi.org/10.12345/ijebam.v1i4.22 |
| 5 | Innovative: Journal Of Social Science Research | Volume 3 Number 3 of 2023 Page 11219-11226
E-ISSN 2807-4238 and P-ISSN 2807-4246 |
| 6 | Innovative: Journal Of Social Science Research | Volume 3 Number 3 of 2023 Page 2436-2446
E-ISSN 2807-4238 and P-ISSN 2807-4246 |
| 7 | INOBIIS: Indonesian Journal of Business and Management Innovation | Volume 06, Number 04, September 2023
eISSN Online 2614-0462
DOI:
https://doi.org/10.31842/journalinobis.v6i4.292 |
| 8 | Journal of Indonesian Economic Research | P-ISSN. 2988-7844 E-ISSN. 3025-8782
Vol. 2 No. 2 (2024) Pg. 45-55
DOI:
https://doi.org/10.61105/jier.v2i2.117 |
| 9 | Antarctic Journal of Business Economics | Volume 1 Number 1 2023
ISSN: 3026-1813
https://doi.org/10.70052/jeba.v1i1.45 |
| 10 | Journal of Economics and Business | Volume 26 No. 2 October 2023, 393-412
p-ISSN: 0854-9087
DOI :
https://doi.org/10.24914/jeb.v26i2.8276 |
| 11 | Journal of Economics, Management and Business (JEMB) | Vol. 2 No. 2 July -December 2023 Pages 360-366
ISSN : 2962-9322
DOI:
https://doi.org/10.47233/jemb.v2i2.1175 |
| 12 | Scientific Journal of Educational Vehicle | DOI: https://doi.org/10.5281/zenodo.10473572
P-ISSN: 2622 - 8327 e - ISSN: 2089 - 5364 |
| 13 | Tambusai Education Journal | ISSN: 2614-6754 (print) ISSN: 2614-3097(online) Pages 7448-7460
Volume 7 Number 2 Year 2023
DOI: https://doi.org/10.31004/jptam.v7i2.7410 |
| 14 | Management Studies and Entrepreneurship Journal (MSEJ) | MSEJ, 4(6) 2023: 7857-7862
Online ISSN (2715-792X); Print ISSN (2715-7911).
DOI:
https://doi.org/10.37385/msej.v4i6.2840 |
| 15 | Nomicpedia: Journal of Economics and Business Innovation | Volume 1 Number 2, September 2021
https://journal.inspirasi.or.id/nomicpedia/article/view/63 |
| 16 | Nusantara Journal of Multidisciplinary Science | January 2024, 10 (2), 174-182
DOI: https://doi.org/10.5281/zenodo.10473572
p-ISSN: 2622-8327 e-ISSN: 2089-5364 |
| 17 | Socius: Journal of Social Sciences Research | Volume 2, Number 6, January 2025, P. 46-57
E-ISSN: 3025-6704
DOI: https://doi.org/10.5281/zenodo.14623913 |
-

18	Journal of Management and Digital Business	Volume 4 Number 2 2024 EISSN: 2797-9555 DOI: https://doi.org/10.53088/jmdb.v4i2.938
19	Journal of Business and Entrepreneurship,	Online ISSN: 2622-0806 Vol. 12 No. 1 Year 2023
20	Horizon Management Business Journal,	Volume 4 Number 2 Year 2021 Pg 847-868. DOI: https://doi.org/10.30862/cm-bj.v4i2.147

Source: Various articles processed by researchers (2025)

This research uses the Systematic Literature Review (SLR) approach as proposed by Kitchenham and Charters, which aims to identify, evaluate, and synthesize various academic findings related to the topic. One of the main steps in SLR is the selection of credible literature sources. The table presented in this research summarizes various journals that have discussed the factors that influence consumer purchasing decisions in the second-hand clothing industry (thrifting) in Indonesia in the period 2021–2025.

The journals summarized come from various disciplines, including economics, business, management, and social sciences, reflecting that the thrifting phenomenon is not just a fashion trend, but also has complex dimensions of consumer behavior and marketing strategies. Most of the articles analyzed were published in 2023 and 2024, indicating that this topic is still very relevant and continues to develop. In addition, the presence of ISSN and DOI in the reviewed publications ensures that the sources used have gone through a peer-reviewed process and have high academic credibility.

The following table is compiled using the SLR method as the basis for analysis. Each selected literature reflects research results relevant to consumer behavior towards the **thrifting phenomenon** in various contexts. Data is systematically extracted to ensure the completeness and consistency of the information presented. The results include researchers, research titles, methods used, variables analyzed, and key findings. Through this table, readers can understand the relationship between various variables that influence thrifting purchasing behavior, ranging from social, economic, to developing cultural trends. The compilation process follows a systematic framework, so that the information presented can be a solid scientific foundation for further research.

Table 2. Topics, methods, research results.

No	Name (Year)	Title	Methods & Variables	Results
1	Igamo et al. (2024)	Consumer Behavior Analysis Towards Sustainable Consumption	Method : PLS-SEM, Stratified Random Sampling (351 respondents) Variables : Green Apparel Knowledge, Social Impressions,	Green Attitudes & Knowledge of Green Clothing affect Social Impression. Fashion Orientation affects Green Attitude. TPB affects the intention of

			Fashion Orientation, TPB (Attitudes, Subjective Norms, PBC)	thrifting consumption behavior.
2	Ni'mah et al. (2024)	The Influence of Hedonism Style and FOMO Trend on Thrifting Consumerism	Method : Quantitative, Random Sampling, Questionnaire, Hypothesis Testing	Hedonism and FOMO styles influence Thrifting Consumerism in UNUSIDA students.
3	The Greatest Showman (2024)	The Effect of Shopping Orientation on Thrift Clothing Purchasing Decisions	Method : Quantitative correlation, Accidental Sampling (255 respondents), Simple Linear Regression Analysis	Shopping orientation influences the decision to purchase used clothing ($R^2 = 2.3\%$).
4	Ruas & Abdurrahman (2023)	The Influence of Lifestyle and Product Brands on Thrifting Purchase Decisions	Method : Quantitative, 70 respondents, t-test & Simultaneous Test	Lifestyle & product brands have a significant influence on thrifting purchasing decisions.
5	Siregar & Fikry (2023)	Differences in Decision Making in Thrifting Purchases Reviewed by Gender	Method : Comparative quantitative, Incidental Sampling (40 respondents), Independent Samples t-Test	The decision to buy thrifting is higher among women than men.
6	Nadhila et al. (2023)	Teenagers' Self-Existence in the Use of Used Clothing	Method : Qualitative, Interview & Literature Study	Teenagers use second-hand clothes to express themselves & increase their social existence.
7	The Last Supper (2023)	Shoe Purchase Decision at FU Second Branded Malang	Method : Quantitative, Purposive Sampling (100 respondents), Multiple Linear Regression	Lifestyle & product quality have a positive influence on the decision to purchase second-hand shoes, while price has a negative influence.

8	The Last Supper (2024)	The Influence of Store Atmosphere, Shopping Lifestyle, and Fashion Involvement on Generation Z Purchasing Decisions	Method : Quantitative, Survey (100 respondents), Multiple Linear Regression	Store atmosphere, shopping lifestyle, and fashion involvement have a positive influence on purchasing decisions.
9	Nada et al. (2023)	The Influence of Content Marketing and Live Shopping on Fashion Product Purchase Decisions on TikTok Shop	Method : Quantitative, Non-Probability Purposive Sampling (100 respondents), SPSS 25	Content marketing & live shopping influence fashion purchasing decisions on TikTok Shop.
10	Vicamara et al. (2023)	Thrift Shopping Intention: Understanding Determinants of Second-Hand Apparel Shopping Behavior	Method : SEM with AMOS, Questionnaire (200 respondents)	Social support has a significant effect on thrift shopping intention; hedonic motivation & risk perception are not significant.
11	The Last Supper (2023)	The Influence of Fashion Trends and Consumer Behavior on Muslim Clothing Purchase Decisions	Method : Quantitative, Survey (36 respondents), Likert Scale	Fashion trends & consumer behavior have a significant influence on purchasing decisions.
12	The Last Supper (2024)	The Influence of Brand and Product Quality on Purchase Decisions for Used Clothes at Double Thrift Jayapura	Method : Quantitative, Questionnaire, Instagram Followers Double Thrift Jayapura	Brand & product quality have a significant influence on the decision to purchase used clothes.
13	Syakira et al. (2023)	The Influence of Lifestyle, Consumer Behavior, and Brand Awareness on Purchase Decisions for Used Clothing	Method : Systematic Literature Review (SLR)	Lifestyle, consumer behavior, and brand awareness have a significant influence on the decision to purchase used clothing.
14	Faisal et al. (2024)	The Influence of Price and Product Quality on Thrift Clothing Purchasing Decisions at Buttress Market Store	Method : Quantitative, Multiple Linear Regression, SPSS 22.0 (84 respondents)	Price & product quality influence the decision to purchase thrift clothing.
15	Nurdin (2021)	The Influence of Islamic Marketing Strategy on Thrifting	Method : Quantitative, Purposive	Islamic marketing strategies have a positive influence on

		Purchase Decisions on Sampling, Google Instagram	Form	thrifting purchasing decisions on Instagram.
16	Alyani (2025)	The Influence of Price and Product Quality on Fashion Product Purchase Decisions on TikTokShop	Method : Quantitative, Multiple Linear Regression, Survey (52 respondents)	Price is not significant, but product quality has a positive effect on purchasing decisions.
17	Julia et al. (2024)	Generation Z Perception Analysis of Secondhand Clothing Purchases on Social Media	Method : Purposive Sampling (200 respondents), Online Questionnaire	Social Environmental Awareness, Need for Uniqueness, and Brand Awareness influence the intention to purchase used clothing.
18	Narvantinova et al. (2023)	The Influence of Brand Image, Price, and Fashion Lifestyle on Purchasing Decisions at Makassar Online Thrift Shops	Method : Quantitative, Purposive Sampling (93 respondents), Multiple Linear Regression	Brand image, price, & fashion lifestyle have a significant influence on purchasing decisions.
19	The Last Supper (2021)	The Influence of Brand Image, Price, and Fashion Lifestyle on Purchase Decisions for Preloved Branded Clothing on Instagram	Method : Quantitative, Non-Probability Sampling, Purposive Sampling (80 respondents), Multiple Linear Regression	Brand image is not significant, but price & fashion lifestyle influence the decision to purchase preloved branded items.
20	Latief, F., & Hidayat, AI (2023)	The Influence of Brand Image, Price, and Fashion Lifestyle on Clothing Purchase Decisions at Online Thrift Shops in Makassar City	Method : Quantitative, Purposive Sampling (93 respondents), Multiple Linear Regression	Brand image, price, and fashion lifestyle have a significant simultaneous and partial influence on purchasing decisions at online thrift shops in Makassar.

Source: Various articles processed by researchers (2025)

Based on the analysis of 20 studies on thrifting, it was found that the majority of studies showed significant results. Research by Igamo et al. (2024) found that Green Attitudes, Social Impression, and Fashion Orientation had a significant positive effect. This is reinforced by Ni'mah et al. which shows that Hedonism Style and FOMO have a significant effect on Thrifting Consumerism. Rahmadani proved that Shopping Orientation has a significant effect on purchasing decisions with $F = 5.956$. Ruas & Abdurrahman and Karnawati & Santoso both found a significant effect of lifestyle on

purchasing decisions. Setiawan added evidence that store atmosphere, shopping lifestyle, and fashion involvement have a significant positive effect. Research by Nada et al. shows that content marketing and live shopping have a significant effect. Tukuboya and Faisal et al. found consistency that product quality has a significant positive effect.

However, some studies show insignificant or even negative results. Vicamara et al. found that hedonic motivation and risk perception had no significant effect on shopping interest. Saifuddin & Rahmayanti proved that brand image had no effect on purchasing decisions [9]. Alyani showed that price had no significant effect on purchasing decisions, in line with the findings of Karnawati & Santoso who even found that price had a negative effect on purchasing decisions.

In comparison, the number of significant findings far outweighs the insignificant ones by a ratio of approximately 3:1. This indicates that the factors studied in the context of thrifting mostly have a real influence on consumer behavior and purchasing decisions. Insignificant findings are mainly related to price, brand image, and hedonic motivation, indicating that these factors may not be the main considerations in the context of purchasing thrifting products.

Discussion

The results of the research using the *Systematic Literature Review* (SLR) approach show various factors that influence the decision to purchase used or *thrift clothing products*. These factors include psychological, social, economic, and cultural aspects that are integrated into consumer preferences. One of the main factors is the increasing environmental awareness among Indonesian people. Julia et al. [10] identified that consumers, especially Generation Z, tend to choose used clothing because of its smaller impact on the environment, such as reducing textile waste. This environmental awareness is linked to the emergence of the increasingly popular concept of sustainable consumption. This factor is reinforced by education carried out by environmental care communities regarding the dangers of textile waste [11]. In addition, thrifting stores are now also highlighting the concept of being environmentally friendly in their marketing, attracting the attention of consumers who care about sustainability. This shows that the ecological aspect is now an important consideration in purchasing decisions.

In terms of lifestyle, the *Fear of Missing Out* (FOMO) factor and consumer behavior play a significant role. Ni'mah et al. [3] explained that social media trends reinforce the need for individuals to follow the latest fashion at a more affordable cost through second-hand clothing products. On the other hand, Siregar and Fikry showed differences in decision-making based on gender, with women tending to be higher in purchasing decisions due to emotional motivations to display unique personal aesthetics [12]. Social media is often used to showcase thrifting fashion styles, further strengthening its appeal among young people. Content such as "haul thrifting" or "mix and match" also increases the perception that second-hand clothing is part of the trend. This encourages consumers to shop not only based on need, but also for the social experience.

The uniqueness of Indonesian culture also influences the trend of buying second-hand products. Research by Nadhila et al. [7] noted that thrifting products are often used by teenagers as a symbol of self-identity expression. They view second-hand products not only as clothing, but also as a way to highlight a unique lifestyle. This culture is supported by the development of the online market, which facilitates consumers to hunt for second-hand clothes easily [17]. The role of local traditions in promoting simplicity also supports this trend, making thrifting more than just a consumption activity but also part of an effort to preserve local values. This proves that culture has a profound influence on thrifting purchasing patterns in Indonesia.

Social media plays a big role in promoting thrifting products. Vicamara et al. found that the existence of platforms such as Instagram and TikTok makes it easier for businesses to reach a wider [18] audience, especially the younger generation. This strategy also increases awareness of sustainability, which is a particular attraction for urban consumer groups. This is consistent with research by Nada et al., which shows that the use of *live shopping* and content marketing on social media is significant in driving purchasing decisions [19]. Social media-based campaigns are often accompanied by sustainability narratives, making consumers feel that their decision to buy secondhand goods also makes a positive contribution to the environment. Social media also provides a space for consumers to share their shopping experiences, creating a viral effect that expands the reach of the thrifting market.

This research also highlights the role of store atmosphere in building a pleasant shopping experience. Setiawan found that a well-designed store atmosphere can encourage consumers to feel comfortable and ultimately make a purchase decision [20]. This finding is relevant not only for physical stores but also for online shopping experiences, which are increasingly dominant in the digital era. Store atmosphere involves visual aspects, lighting, background music, and store layout that attract consumers' attention. In online stores, user-friendly and aesthetic website or application design plays an equally important role. This shows that consumer experience during shopping is a key element in driving their purchasing decisions.

In addition, product quality and brand aspects also determine purchasing decisions. Tukuboya [13] found that branded clothing with quality that is maintained even though it is used is the main attraction for consumers, especially among young people. This is supported by research by Faisal et al., which shows that product quality significantly increases consumer trust in used clothing products [14]. With a known brand, consumers feel more comfortable buying used goods, even for everyday use. The curation process by the seller is also an important factor, because buyers tend to choose stores that ensure that goods remain of high quality. Product quality is the main indicator in maintaining consumer trust in the store.

From an economic perspective, price remains the main element influencing purchasing decisions. Alyani [15] observed that consumers often compare the economic value of used and new products. On the other hand, Karnawati and Santoso underlined the importance of the combination of affordable prices and aesthetic value of products as

the main attraction of thrifting in big cities like Malang [16]. In addition to low prices, discount or package offers are also effective strategies in attracting consumers. Thrifting is considered a smart alternative to meet lifestyle needs without having to sacrifice the budget. This shows that pricing strategy plays an important role in building the competitiveness of thrifting stores.

In summary, the SLR results show that thrifting product purchasing decisions in Indonesia reflect complex dynamics between individual, social, economic, and environmental factors. A holistic approach to these factors can provide new insights for businesses to increase the appeal of their products, while prioritizing sustainability and consumer needs. With the integration of relevant marketing strategies, the thrifting sector in Indonesia has great potential to continue to grow as an important part of the modern lifestyle. A deeper understanding of these aspects can also help create a business environment that supports sustainability, as well as maximize the social benefits of the growing thrifting trend.

CONCLUSION

Fundamental Finding: This research confirms that thrifting purchasing decisions are influenced by various factors, including environmental awareness, social media trends, lifestyle orientation, and product quality and price. In addition, these findings indicate that thrifting is not only a consumption activity, but also a social phenomenon that is increasingly relevant in supporting a sustainable lifestyle in Indonesia. **Implication :** The results of this research provide important implications for thrifting business actors to design more effective marketing strategies, such as utilizing social media to increase consumer awareness of sustainability. In addition, this research contributes to the sustainable consumerism literature by providing insight into the factors that drive consumer purchasing decisions. **Limitation :** This research has limitations in the number of articles reviewed in the SLR approach and the scope of the research is limited to the Indonesian context. In addition, the focus on publications in English and Indonesian may cause bias in the representation of global research results. **Future Research :** Further research is recommended to expand the analysis by including an international context to understand the thrifting phenomenon more comprehensively. The research can also be conducted with a quantitative or experimental approach to explore the causal relationship between factors that influence thrifting purchasing decisions. Integration of technologies such as big data analytics can also be used to support broader and deeper results.

REFERENCES

- [1] A. M. Igamo, N. Zodarina, G. Pratama, R. Mardiana, and A. Damayanti, "Analisis Perilaku Konsumen Menuju Konsumsi Berkelanjutan: Studi Kasus Bisnis Thrifting Lokal di Palembang," *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, vol. 6, no. 5, p. 4361, 2024, doi: 10.47467/alkharaj.v6i5.1700.
- [2] A. D. Syakira, N. Y. Sari, N. F. S. Ardika, and T. Agustin, "Pengaruh Gaya Hidup, Perilaku Konsumtif dan Brand Awareness terhadap Keputusan Pembelian Pakaian Bekas," *Jurnal*

- Pendidikan, 2023, [Online]. Available: <https://jptam.org/index.php/jptam/article/view/7410>
- [3] N. E. K. Ni'mah, N. S. Devayanti, I. Syah, and A. F. Isbakhi, "Pengaruh Gaya Hedonisme dan Trend FOMO Terhadap Konsumerisme Belanja Thrifting untuk Memenuhi Gaya Hidup: (Studi Kasus Mahasiswa Fakultas Ekonomi UNUSIDA 2021)," *Anggaran: Jurnal Publikasi Ekonomi Dan Akuntansi*, vol. 2, no. 2, pp. 388-404, 2024, doi: 10.61132/anggaran.v2i2.672.
- [4] M. Nurdin, "Pengaruh Strategi Pemasaran Islami Terhadap Keputusan Pembelian Thrifting di Instagram pada Masyarakat Surabaya," *Nomicpedia: Journal of Economics and Business Innovation*, vol. 1, no. 2, pp. 89-101, 2021, [Online]. Available: <https://journal.inspirasi.or.id/nomicpedia/article/view/63>
- [5] A. Rahmadani, "The Effect of Shopping Orientation on Thrift Clothing Purchasing Decisions in Padang State University Student," *International Journal of Trends in Global Psychological Science and Education*, 2024, [Online]. Available: <https://jurnal.causalita.com/index.php/intrend/article/view/135>
- [6] Z. La Ruas and A. Abdurrahman, "Pengaruh Gaya Hidup dan Brand Produk terhadap Keputusan Pembelian Produk Barang Thrifting di Yogyakarta," *Indonesian Journal of Economics, Business, Accounting, and Management (IJEBAAM)*, 2023, [Online]. Available: <https://journal.seb.co.id/ijebam/article/view/22>
- [7] S. Nadhila, M. Muzhirah, and H. Sajali, "Eksistensi Diri Remaja Dalam Penggunaan Pakaian Bekas (Studi Kasus Pada Konsumen Thrifting Pajak Melati Medan)," *Innovative: Journal of Social Science Research*, vol. 3, no. 3, pp. 2436-2446, 2023, [Online]. Available: <https://j-innovative.org/index.php/Innovative/article/view/2403>
- [8] M. Petticrew and H. Roberts, "Systematic Reviews in the Social Sciences: A Practical Guide," *Systematic Reviews in the Social Sciences: A Practical Guide*, pp. 1-336, Jan. 2008, doi: 10.1002/9780470754887.
- [9] M. Saifuddin and N. Rahmayanti, "Pengaruh Brand Image, Harga, Dan Fashion Lifestyle Terhadap Keputusan Pembelian Pakaian Branded Preloved Di Thriftshop Online Instagram," *Cakrawala Management Business Journal*, vol. 4, no. 2, pp. 847-868, Nov. 2021, doi: 10.30862/CM-BJ.V4I2.147.
- [10] S. R. Julia, R. A. Zunaedi, and P. S. Putra, "Analisis persepsi Generasi Z terhadap pembelian pakaian bekas pada sosial media di Indonesia," *Journal of Management and Digital Business*, vol. 4, no. 2, pp. 157-174, 2024, doi: 10.53088/jmdb.v4i2.938.
- [11] A. Istiqomah Tukuboya, "Pengaruh Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Baju Bekas Pada Double Thrift Jayapura," *Nusantara Journal of Multidisciplinary Science*, vol. 1, no. 1, pp. 1-9, 2023, [Online]. Available: <https://jurnal.intekom.id/index.php/njms/article/view/37>
- [12] F. Siregar and Z. Fikry, "Perbedaan Pengambilan Keputusan Dalam Membeli Thrifting Pada Dewasa Awal Ditinjau Dari Jenis Kelamin Di Bukittinggi," *Innovative: Journal of Social Science Research*, 2023, [Online]. Available: <http://j-innovative.org/index.php/Innovative/article/view/3484>
- [13] A. I. Tukuboya, "Pengaruh Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Baju Bekas Pada Double Thrift Jayapura," *Jurnal Ilmiah Wahana Pendidikan*, 2024, [Online]. Available: <http://www.jurnal.peneliti.net/index.php/JIWP/article/view/5997>
- [14] M. E. Faisal, C. Savitri, and S. Suroso, "Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Pakaian Thrift Di Toko Buttress Market," *Management Studies and Entrepreneurship Journal (MSEJ)*, vol. 4, no. 6, pp. 7857-7862, 2024, doi: 10.37385/msej.v4i6.2840.
- [15] N. Alyani, "Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Produk Fashion di Tiktokshop (Studi Kasus Pada Gen Z di Palembang)," *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 2025, [Online]. Available: <https://ojs.daarulhuda.or.id/index.php/Socius/article/view/1097>
- [16] T. A. Karnawati and R. Santoso, "Keputusan Pembelian Sepatu di FU Second Branded

- Malang yang dipengaruhi oleh Gaya Hidup, Harga dan Kualitas Produk," *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, vol. 6, no. 4, pp. 480–487, 2023, doi: 10.31842/jurnalinobis.v6i4.292.
- [17] H. Tirsyah and S. Zahrani, "Pengaruh Trend Fashion Dan Perilaku Konsumen Terhadap Keputusan Pembelian Busana Muslimah Di Toko Dazzle Outfit Palembang," *Jurnal Ekonomi Manajemen dan Bisnis*, 2023, [Online]. Available: <http://www.jurnal.minartis.com/index.php/jemb/article/view/1175>
- [18] U. Vicamara, A. Santoso, and R. Riawan, "Thrift Shopping Intention: Understanding Determinant of Second-Hand Apparel Shopping Behavior," *Jurnal Ekonomi dan Bisnis*, 2023, doi: 10.24914/jeb.v26i2.8276.
- [19] F. Nada, A. Ramadhayanti, and U. Masahere, "Pengaruh Content Marketing dan Live Shopping Terhadap Keputusan Pembelian Produk Fashion pada Pengguna Tiktok Shop," *Jurnal Ekonomi Bisnis Antartika*, vol. 1, no. 1, pp. 1–8, 2023, doi: 10.70052/jeba.v1i1.45.
- [20] G. A. Setiawan, "Pengaruh Store Atmosphere, Shopping Lifestyle, dan Fashion Involvement terhadap Keputusan Pembelian Konsumen Generasi Z pada Produk UNIQLO," *Journal of Indonesian Economic Research*, 2024, [Online]. Available: <https://journal.lenvari.org/index.php/jier/article/view/117>

***Dwi Besti Rahayuningtyas (Correspondence)**

Muhammadiyah University of Jember, Indonesia

Email: rahayubesti@gmail.com

Budi Santoso

Muhammadiyah University of Jember, Indonesia

Amalina Maryam Zakiyyah

Muhammadiyah University of Jember, Indonesia
