



Factors of Purchase Decisions for Thrift Fashion Products Among Undergraduate Fashion Education Students

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Abstract. The fast fashion industry reaps the threat of increasingly complicated environmental damage, and thrift fashion is one of the sustainable fashion statements that students favor because of its affordable price. The primary purpose of this study is to describe the factors of purchasing decisions for thrift fashion products for undergraduate students of Fashion Education and find out the dominant factors. The method used is descriptive quantitative, which describes each factor based on the percentage value. The data collection technique was done by distributing questionnaires online to 100 respondents of S1 Fashion Education Study Program students at the State University of Malang from 2018 to 2022 who purchased thrift fashion products. Based on the results of data processing, it is confirmed that cultural factors, social factors, personal factors, and psychological factors have a significant effect on thrift fashion purchasing decisions. Cultural factors contribute 25%, social factors 24%, personal factors 25%, and psychological factors 26%. So, the factor that dominates purchases is psychological factors. This analysis is expected to be a reference for marketers to determine a more effective strategy. It is also valuable to the literature regarding thrift fashion consumption trends and sustainable fashion campaigns.

Keywords: Thrift fashion, sustainable fashion, purchase decision, consumer behavior, purchase factors.

INTRODUCTION

In this era of globalization, the fashion industry is experiencing significant dynamic changes, especially in creating a sustainable lifestyle. In this context, thrift fashion, or second-hand resale clothing, is becoming an increasingly popular choice among consumers, especially university students (Rahman et al., 2023). This cannot be separated from the very affordable selling price, but it still looks fashionable with a wide selection of models (Fitryani & Nanda, 2022). However, since the COVID-19 pandemic, it has become clear that this has contributed to the global economic crisis, including Indonesia, so consumers will choose cheaper prices when hit by a crisis (Wood, 2022). Since then, buying second-hand clothes is no longer looked down upon, but there are other assumptions related to savings and environmental protection issues. (Taylor, White, Caughey, Nutter, & Primus, 2023).

Used clothing resale is no longer a last resort but a sustainable style statement (Rosidah & Suhartini, 2021). This is one of the steps in reducing fashion industry waste with sustainable fashion practices, one of which is thrifting (Nayoan et al., 2021). The availability of thrift fashion offers various benefits, from more affordable prices to reducing textile waste (Taylor et al., 2023). In this case, it is an effort to reduce pollution and waste generated by the textiles and fast fashion industries, which contribute the most significant amount of waste worldwide, causing severe environmental damage.

Understanding the factors of purchasing decisions among Fashion Education students is essential to digging deeper into their influence and implications for the fashion industry. Consumer purchasing decisions towards thrift fashion

are an interesting phenomenon to research, given its role not only as a fashion alternative but also as a form of support for sustainability and circular economy (Rahman et al., 2023). Undergraduate students of Fashion Education have a central role in shaping and understanding emerging fashion trends. In this context, their understanding of the factors that influence thrift fashion purchasing decisions has a significant impact on themselves and the direction of the fashion industry as a whole.

Previous research by (Hasbi et al., 2022) on the factors that influence buying interest in second outfits by examining the influence of factors that influence consumer behavior on buying interest revealed that consumer behavior factors have a positive and significant effect on shopping interest. Although there have been many previous studies that have explored similar problems, the case of purchasing thrift fashion products itself still needs to be more involved with fashion students as research subjects. This study involves fashion students who have a central role in the fashion industry, so it will be seen how fashion students' consumerism affects thrift fashion products.

The main objective of this research is to explore the factors of thrift fashion product purchasing decisions among undergraduate students of Fashion Education at the State University of Malang and find out the dominant factors. Thus, this research is expected to contribute valuable literature related to consumption trends and the influence of fashion education students on the dynamics of the fashion industry. This research will likely provide practical and conceptual benefits. The results of this study can provide helpful information for fashion industry players, especially in understanding preferences.

METHOD

Research Design

This research uses a quantitative descriptive method design. Descriptive research aims to describe an understanding of the phenomenon without intending to make general conclusions (Sugiyono, 2019). This research was conducted by surveying and distributing questionnaires to respondents to collect data. Quantitative descriptive research is used because it is suitable for answering the research objectives, namely describing the factors of purchasing decisions for thrift fashion products for Fashion Education Undergraduate Students and knowing the dominant factors.

Population and Sample

Population

The population determination in this study was tested on undergraduate students of Fashion Education at the State University of Malang from 2018 to 2022 who purchased thrift fashion products online and offline. To find out the population of students who have done thrifting, a broadcast was made to the WhatsApp group of each class. Based on this survey, 135 students were obtained. A description of the number of students in each population generation can be seen in **TABLE 1**.

TABLE 1. Details of students who have purchased thrift fashion products.

| No | Force | Class | Population |
|-------|-------|-------|------------|
| 1. | 2018 | A | 8 people |
| 2. | 2018 | B | 12 people |
| 3. | 2019 | A | 17 people |
| 4. | 2019 | B | 12 people |
| 5. | 2020 | A | 13 people |
| 6. | 2020 | B | 9 people |
| 7. | 2021 | A | 9 people |
| 8. | 2021 | B | 14 people |
| 9. | 2022 | A | 12 people |
| 10. | 2022 | B | 14 people |
| 11. | 2022 | C | 15 people |
| Total | | | 135 people |

Sample

The sampling technique in this research uses stratified random sampling because the population has several different levels, so it is necessary to calculate at each level to obtain a representative sample size. The sample members were determined to be as many as 100 people according to the rules of Frank Jovallen (2009) in (Agustianti et al., 2022); descriptive research is fundamental to using a minimum sample of 100 respondents. The calculation of samples is presented in **TABLE 2**.

TABLE 2. Details of sample size calculation for each class.

| No | Force/ Class | Population | Sample |
|-----|--------------|------------|------------|
| 1. | 2018/A | 8 people | 6 people |
| 2. | 2018/B | 12 people | 9 people |
| 3. | 2019/A | 17 people | 13 people |
| 4. | 2019/B | 12 people | 9 people |
| 5. | 2020/A | 13 people | 10 people |
| 6. | 2020/B | 9 people | 7 people |
| 7. | 2021/A | 9 people | 7 people |
| 8. | 2021/B | 14 people | 10 people |
| 9. | 2022/A | 12 people | 9 people |
| 10. | 2022/B | 14 people | 10 people |
| 11. | 2022/C | 15 people | 11 people |
| | Total | 135 people | 100 people |

Research Instruments

The research instrument in this deepening uses a questionnaire to collect information related to the issues to be studied. The type of questionnaire used is a closed-ended questionnaire where researchers provide alternative answers to each question. This deepening uses a Likert scale with four modified answer choices, namely agree (5), disagree (4), strongly disagree (2), and disagree (1). This research instrument measures how the variable purchasing decision factors contribute to the consumerism of thrift fashion products for fashion students by reviewing aspects of cultural factors, social factors, personal factors, and psychological factors (Priansa, 2017). The following are details of the variables to be developed.

TABEL 3. Details of developed variables.

| Variables | Indicators |
|-----------------------|------------------------------------|
| Cultural Factors | Culture and Subculture |
| | Social Class |
| | Reference Group |
| Social Factors | Family |
| | Role and Status |
| | Age and life stage |
| Personal Factors | Employment and economic conditions |
| | Lifestyle |
| | Personality and self-concept |
| Psychological Factors | Motivation |
| | Perception |
| | Learning |
| | Beliefs and Attitudes |

Research Test

Validity Test

According to (Sugiyono, 2019), an instrument is declared valid if there is a similarity between the data collected and the actual data on the object under study. The type of validity used in this study is construct validity, which is based on expert judgment by consulting the statement items with the supervisor before conducting a limited trial of 30 trial respondents. The validity test results approach the nominal curve if the test is carried out with at least 30 respondents (Sugiyono, 2019). Testing the validity of the Instrument is done by using the following product moment correlation formula:

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

Caption:

- r = Coefficient of correlation
- n = Total of respondents
- x = Score of each question item
- y = Total score of question items

Instrument testing was conducted by distributing questionnaires online via a Google form link to 30 respondents. An r-table value of 0.361 was obtained with a significance level of 5%, which would be compared with the r-count value processed through Statistical Product and Service Solutions (SPSS) 16.0 for Windows software. The Instrument is declared valid if the value of the r-count \geq r-table has a confidence level of 95%. The results of testing 52 instrument items were declared valid, with the highest r-count value of 0.729 and the lowest r-count value of 0.371.

Reliability Test

Reliability shows the consistency of a measuring instrument in measuring the object under study. The reliability test is used to show the ability of a research instrument to reveal reliable data. Instrument reliability testing can use the Cronbach's Alpha formula as follows:

$$r_{11} = \left(\frac{k}{k-1} \right) \left(\frac{\sum \sigma_b^2}{\sum t^2} \right)$$

Caption:

- r_{11} = Instrument reliability
- k = Total question items
- $\sum \sigma_b^2$ = Sum of item variances
- $\sum t^2$ = Variances total

An instrument is declared reliable if the value of $r_{11} \geq$ r-table. The reliability testing results on 52 instrument items were declared reliable with the acquisition of a Cronbach Alpha value of 0.938, more significant than the r-table value of 0.361.

Data Collection Technique

The level of social status influences social class in consumer behavior; consumers with high social levels tend to be able to meet their needs quickly, while consumers with low social class levels choose more economical products that are within their reach. (Sugiyono, 2019). The reason for using questionnaire techniques in data collection is because they are considered more practical and efficient in answering the problems studied and can save time and energy.

A literature study is a data acquisition technique involving literacy for collecting pre-existing theories from literature and scientific papers related to the subject matter of the research. Researchers use this method in searching for literature and scientific papers related to the factors of purchasing decisions for thrift fashion products.

Data Analysis

Data analysis in this deepening uses the help of Microsoft Excel, and the analysis method used is descriptive quantitative. Descriptive statistics are used to analyze data by describing the data collected based on actual conditions without drawing general deductions (Sugiyono, 2019). Data management in this deepening applies a percentage value to determine the comparison percentage on each factor studied. The factor with the highest percentage price is the dominant factor influencing the decision to purchase thrift fashion products.

The results of respondents' answers are distributed with class interval guidelines based on the acquisition of scores on each factor. Frequency distribution is carried out to determine the frequency and percentage of the score interval class obtained to confirm the categorization of each factor's high and low influence.

RESULT AND DISCUSSION

Result

Cultural Factors

Regarding cultural factors, two indicators are tested to describe students' purchasing decisions for thrift fashion products. The data that respondents have filled in is then recapitulated based on the answer choices in **TABLE 4**.

TABLE 4. Data recapitulation of respondents' answers to cultural factors.

| No. | Indicators | Agree | Less agree | Less disagree | Disagree |
|-----|------------------------|-------|------------|---------------|----------|
| 1. | Culture and Subculture | 565 | 478 | 91 | 60 |
| 2. | Social Class | 122 | 67 | 6 | 5 |

The table above shows that most respondents chose the answers that agreed and those that did not agree. Thus, respondents positively responded to the indicators of cultural factors in purchasing decisions. Based on the recapitulation data above, it can be processed to determine the percentage value comparison for each indicator in **TABLE 5**.

TABLE 5. Percentage comparison of cultural factor indicators.

| Indicators | Score Acquisition / Maximum Score | Frequency Score Answers | Percentage |
|------------------------|--------------------------------------|----------------------------|------------|
| Culture and Subculture | 4979/6000 | 83 | 48% |
| Social Class | 895/1000 | 90 | 52% |
| Total | | 173 | 100% |

Measurement of cultural factors is measured by 14 questions filled in by 100 respondents, thus obtaining the following intervals parameter values for the frequency distribution of scores and categorization of cultural factors:

TABLE 6. Cultural factor categorization distribution.

| No. | Intervals | Frequency | Percentage | Category |
|-----|-----------|-----------|------------|-----------------|
| 1. | 61-70 | 39 | 39% | Very High |
| 2. | 53-62 | 41 | 41% | High |
| 3. | 45-54 | 12 | 12% | Moderately High |
| 4. | 37-46 | 5 | 5% | Medium |
| 5. | 31-38 | 3 | 3% | Moderately Low |
| 6. | 23-30 | 0 | 0 | Low |
| 7. | 14-22 | 0 | 0 | Very Low |
| | Total | 100 | 100% | |

Based on the table above, most respondents' answer scores on cultural factors are higher in the 53-62 score interval, with a percentage value of 41% in the high category. While the distribution of other frequencies in the 61-70 interval is a very high category of 39%, between 45-54, the category is moderately high by 12%; between 37-46 the medium category is 5%; between 31-38, the category is moderately low by 3% and between 23-30 and 14-22 low and very low categories by 0%.

Social Factors

Social factors have three indicators influencing students' purchasing decisions for thrift fashion products. The data filled in is then recapitulated based on the respondents' answer choices in **TABLE 7**.

TABLE 7. Data recapitulation of respondents' answers to social factors.

| No. | Indicators | Agree | Less agree | Less disagree | Disagree |
|-----|-----------------|-------|------------|---------------|----------|
| 1. | Reference Group | 164 | 153 | 42 | 41 |
| 2. | Family | 76 | 83 | 18 | 23 |
| 3. | Role and Status | 145 | 52 | 3 | 0 |

Based on the table above, most respondents chose to agree and less to agree, which shows a positive response to indicators of social factors. The results of the recapitulation of respondents' answers above, then the percentage value of each indicator can be determined as follows.

TABLE 8. Percentage comparison of social factor indicators.

| Indicators | Score Acquisition / Maximum Score | Frequency Score Answers | Percentage |
|-----------------|--------------------------------------|----------------------------|------------|
| Reference Group | 1557/2000 | 78 | 31% |
| Family | 771/1000 | 77 | 31% |
| Role and Status | 939/1000 | 94 | 38% |
| Total | | 249 | 100% |

Social factors are measured by eight questions filled in by 100 respondents so that the reference value for the frequency distribution of scores and categorization on social factors is obtained as follows.

TABLE 9. Cultural factor categorization distribution.

| No. | Intervals | Frequency | Percentage | Category |
|-----|-----------|-----------|------------|-----------------|
| 1. | 37-40 | 9 | 9% | Very High |
| 2. | 32-38 | 36 | 36% | High |
| 3. | 27-33 | 36 | 36% | Moderately High |
| 4. | 22-28 | 15 | 15% | Medium |
| 5. | 17-23 | 4 | 4% | Moderately Low |
| 6. | 12-18 | 0 | 0% | Low |
| 7. | 8-13 | 0 | 0% | Very Low |
| | Total | 100 | 100% | |

Based on the table above, it can be seen that the majority of respondents' answer scores on social factors are more in the score interval of 32-38 in the high category and 27-33 in the moderately high category with a percentage value of 36%. The distribution of other frequencies in the interval 37-40 is a very high category by 9%, between 22-28 medium category by 15%, between 17-23 moderately low category by 4%, and between 12-18 low category and 8-13 very low category by 0%.

Personal Factors

Four indicators of personal factors can influence students to buy thrift fashion products. The data collected from the respondents is then summarized based on their choices in the following table.

TABLE 10. Data recapitulation of respondents' answers to personal factors.

| No. | Indicators | Agree | Less agree | Less disagree | Disagree |
|-----|------------------------------------|-------|------------|---------------|----------|
| 1. | Age and life stage | 144 | 44 | 9 | 3 |
| 2. | Employment and economic conditions | 219 | 128 | 27 | 26 |
| 3. | Lifestyle | 315 | 199 | 52 | 34 |
| 4. | Personality and self-concept | 289 | 260 | 40 | 11 |

With so many answer choices agree and less agree in the table above, there is a positive response to the indicators that form personal factors in purchasing decisions. Based on the recapitulation data, the data is then processed to determine the percentage of each indicator.

TABLE 11. Percentage comparison of personal factor indicators.

| Indicators | Score Acquisition / Maximum Score | Frequency Score Answers | Percentage |
|------------------------------------|-----------------------------------|-------------------------|------------|
| Age and life stage | 917/1000 | 92 | 27% |
| Employment and economic conditions | 1678/2000 | 84 | 24% |
| Lifestyle | 2509/3000 | 84 | 24% |
| Personality and self-concept | 2576/3000 | 86 | 25% |
| Total | | 346 | 100% |

Personal factors are measured by 18 questions filled in by 100 respondents, so the benchmark values for the frequency distribution of answer scores and the categorization of the influence of personal factors in purchasing decisions are obtained as follows.

TABLE 12. Personal factor categorization distribution.

| No. | Intervals | Frequency | Percentage | Category |
|-------|-----------|-----------|------------|-----------------|
| 1. | 77-90 | 47 | 47% | Very High |
| 2. | 67-78 | 37 | 37% | High |
| 3. | 57-68 | 11 | 11% | Moderately High |
| 4. | 47-58 | 5 | 5% | Medium |
| 5. | 37-48 | 0 | 0% | Moderately Low |
| 6. | 27-38 | 0 | 0% | Low |
| 7. | 18-28 | 0 | 0% | Very Low |
| Total | | 100 | 100% | |

The majority of respondents' answer scores in the score frequency distribution table for personal factors are more in the first interval class 77-90, a very high category at 47%. While the distribution of other frequencies in the interval 67-78 high category by 37%, between 57-68 moderately high category by 11%, between 47-58 medium category by 5%, and between 37-48 moderately low, 27-38 low and 18-28 very low by 0%.

Psychological Factors

The psychological factor variable has four indicators that can influence students' purchasing decisions for thrift fashion products. The respondents' data is then recapitulated based on the answer choices and put into a table as follows.

TABLE 13. Data Recapitulation of respondents' answers to psychological factors.

| No. | Indicators | Agree | Less agree | Less disagree | Disagree |
|-----|-----------------------|-------|------------|---------------|----------|
| 1. | Motivation | 108 | 61 | 17 | 14 |
| 2. | Perception | 127 | 62 | 11 | 0 |
| 3. | Learning | 231 | 144 | 20 | 5 |
| 4. | Beliefs and attitudes | 247 | 145 | 8 | 0 |

In the table above, the accumulated answers agree for each indicator on the psychological factor variable; each gets the highest total compared to other answer choices; this indicates a positive response from respondents to the

psychological factor indicators. The recapitulation results are then processed to determine the percentage amount for each psychological factor indicator.

TABLE 14. Percentage comparison of psychological factor indicators.

| Indicators | Score Acquisition / Maximum Score | Frequency Score Answers | Percentage |
|-----------------------|--------------------------------------|----------------------------|------------|
| Motivation | 832/1000 | 83 | 23% |
| Perception | 905/1000 | 91 | 26% |
| Learning | 1776/2000 | 89 | 25% |
| Beliefs and attitudes | 1831/2000 | 92 | 26% |
| Total | | 355 | 100% |

Measurement of psychological factors is measured by 12 questions filled in by 100 respondents, thus obtaining parameter values for the frequency distribution of scores and categorization of psychological factors as follows:

TABLE 15. Psychological factor categorization distribution.

| No. | Intervals | Frequency | Percentage | Category |
|-----|-----------|-----------|------------|-----------------|
| 1. | 49-60 | 46 | 46% | Very High |
| 2. | 42-50 | 47 | 47% | High |
| 3. | 35-43 | 4 | 4% | Moderately High |
| 4. | 28-36 | 3 | 3% | Medium |
| 5. | 21-29 | 0 | 0% | Moderately Low |
| 6. | 14-22 | 0 | 0% | Low |
| 7. | 12-15 | 0 | 0% | Very Low |
| | Total | 100 | 100% | |

Based on the table above, most respondents' answer scores on psychological factors are in the score interval 42-50 with a percentage value of 47% in the high category. While the distribution of other frequencies in the interval 49-60 is a very high category by 46%, between 35-43 is a moderately high category by 4%, between 28-36 is a medium category by 3%, and between 21-29 is moderately low, 14-22 is low, and 12-15 is very low by 0% each.

Percentage Comparison of Overall Factors

Factors that influence students of the Fashion Education S1 Study Program in purchasing thrift fashion products include cultural, social, personal, and psychological factors. The Microsoft Excel 2010 program assists respondents in data management by finding the percentage of each variable. The data that respondents have filled in is then recapitulated and totaled based on the answer choices in the following table:

TABLE 16. Data recapitulation of respondents' answers.

| No. | Factors | Agree | Less agree | Less disagree | Disagree |
|-----|-----------------------|-------|------------|---------------|----------|
| 1. | Cultural Factors | 687 | 549 | 98 | 66 |
| 2. | Social Factors | 385 | 288 | 63 | 64 |
| 3. | Personal Factors | 967 | 631 | 128 | 74 |
| 4. | Psychological Factors | 713 | 412 | 56 | 19 |
| | Total | 2752 | 1880 | 345 | 223 |

The table above summarizes respondents' answers to each variable based on four answer choices. It can be seen in the table above that the choice of agree is more widely obtained in every factor that influences purchasing decisions. Overall, the answers to agree were 2,752 items, where the total occupied the most positions among other answer choices. Thus, the agreed deduction is that most respondents have a positive response to the factors of purchasing decisions for thrift fashion products.

The percentage comparison of each factor as a whole is calculated by dividing the acquisition score by the maximum score to determine the frequency of the answer score, then the frequency results will be distributed with a

percentage value. The calculation of the percentage comparison of each factor sub-variable can be seen in the following table.

TABLE 17. Percentage comparison of each factor.

| Factors | Score Acquisition / Maximum Score | Frequency Score Answers | Percentage |
|-----------------------|--|------------------------------------|-------------------|
| Cultural Factors | 5893/7000 | 84 | 25% |
| Social Factors | 3267/4000 | 82 | 24% |
| Personal Factors | 7689/9000 | 85 | 25% |
| Psychological Factors | 5344/6000 | 89 | 26% |
| Total | | 340 | 100% |

The table above shows the percentage comparison of each factor. Psychological factors have the highest percentage level of 26%, followed by cultural and personal factors with a percentage value of 25%; social factors have the lowest percentage level of 24%. Based on this value, the findings imply that psychological factors have a more significant influence than other factors. Thus, psychological factors are the dominant factors influencing purchasing decisions for thrift fashion products for undergraduate students of Fashion Education at the State University of Malang.

Discussion

Influence of Cultural Factors

Based on the frequency distribution of respondents' answers on cultural factors, most respondents were in the very high and high categories. Thus, the majority of fashion student respondents stated that cultural factors have a significant effect on purchasing decisions for thrift fashion products. These results align with research (Anyanwu & Chiana, 2022), which found that cultural factors significantly affect students' purchasing decisions for fashion products. Research by Rudianto (2021) also confirmed that cultural factors positively and significantly affect purchasing decisions for women's clothing products. Culture, subculture, and social class are considered cultural factors that shape consumer behavior (Akdoğan et al., 2021). In thrift fashion, university students may be influenced by cultural trends, social values related to sustainability or efforts to reduce environmental impact, and norms that develop among their peer group (Nugroho, 2023).

Based on the results of data analysis, the dominant influence on cultural factors is more influenced by indicators of student social class. These results refer to the social class of students to fulfill a style that suits their identity by tending to choose products that can be reached according to their abilities (Fitryani & Nanda, 2022). The level of social status influences social class in consumer behavior; consumers with high social levels tend to be able to meet their needs quickly, while consumers with low social class levels choose more economical products that are within their reach.

A deeper understanding of how these cultural factors interact with purchasing decisions can provide valuable insights for marketers to direct their marketing strategies. This can include customizing marketing messages, pricing, and distribution strategies better to reflect target consumers' values and cultural preferences.

Influence of Social Factors

The results of statistical calculation research on social factors explain that most respondents' answer scores on social factors are mainly in the high and moderately high categories. Thus, most respondents stated that social factors have a relatively high effect on consumer purchasing decisions. This finding is also supported by research results (Tram & Nhung, 2021) that show that social factors influence purchasing decisions for women's clothing.

Furthermore, based on data analysis, the indicators that have the most significant influence on social factors are influenced by the role and status of students. In this context, the role and status of fashion students who tend to present themselves as different and fashionable. Thrift fashion offers a variety of models, and one product is available for each model, so the products sold are not marketed, causing satisfaction for consumers (Putri & Patria, 2022). Consumers who play a role and have status as fashion education students have their taste in clothing to look different and unique that can present themselves.

Social factors may include influences from peers, family, and role and status (Akdoğan et al., 2021). Peer influence greatly influences consumption patterns due to repeated intensive interactions that influence the intellectual development of consumption (Almeshal & Almawash, 2023). Students are often influenced by trends and preferences accepted in their social groups and environments (Hardianti et al., 2019). It is essential to understand that social factors can include various things, such as the desire to appear unique, the need to be accepted by a particular social group, or a preference for a specific style. Therefore, understanding how these social factors influence purchasing decisions can help marketers direct their strategies to reach their target markets better.

Influence of Personal Factors

Most respondents' answer scores on the frequency distribution of scores for personal factors are higher in the first interval class, namely the very high category. Most respondents stated that personal factors significantly affect student consumers' purchasing decisions for thrift fashion products. This indicates that personal aspects, including age and life stage, occupation, economic conditions, lifestyle, and individual values such as personality and self-concept, significantly influence the decision to buy thrift fashion products (Wahyuni & Bachri, 2020).

The most dominating indicators in decision-making regarding personal factor variables are influenced by age and life stage. One of the critical factors in building consumer preferences is influenced by consumer age, which is also closely related to the life cycle (Slabá, 2019). The age and stage of human life referred to in consumer behavior are conditions that describe human development and growth from birth to the end of life (Wahyuni & Bachri, 2020). In this case, it is the knowledge of fashion trends of cosmetology students due to their physical growth and mental development in adulthood.

With a deeper understanding of these personal factors, marketers can design more personalized strategies that align with the target market's characteristics. Marketing strategies that consider personal factors may include emphasizing the values that college students consider essential, adapting to their lifestyles, or highlighting how thrift fashion products can fulfill their needs and preferences (Ningsih, 2021). Thus, marketers can more effectively communicate with their target audience.

Influence of Psychological Factors

Based on the data, most respondents stated that psychological factors influence purchasing decisions for thrift fashion products in the high and high categories. This indicates that psychological indicators, including motivation, consumer perceptions, learning processes, beliefs, and attitudes, play an essential role in purchasing decisions. Psychological factors include motivation, perception, learning, attitudes, and beliefs, which all contribute to how a person responds to and makes purchasing decisions (Qazzafi, 2020).

Consumer motivation comes from a desire to satisfy consumer wants or needs (Fitrayanti & Purwanto, 2020). Consumer motivation can come from curiosity or biological factors. Perception refers to how consumers perceive a product or service based on personal impressions (Šostar & Ristanovi'c, 2023). In this case, there is a positive perception of sustainable fashion and other attractive offers such as quality, brand, and affordable prices on the student's income. The effect of learning describes consumer behavior based on the experiences he has learned in the past (Qazzafi, 2020). Learning can be interpreted as a person's process of increasing knowledge and shopping experiences that may be applied in the future (Sharma, 2021). Beliefs and attitudes are the output of consumer evaluations of an object that can build product and service images (Ningsih, 2021); if consumers have the wrong beliefs, consumers will produce a negative image of the brand so that information about consumer behavior helps marketers build a positive brand image. (Sharma, 2021). The psychological factor variable is more dominated by the influence of consumer perceptions and consumer beliefs and attitudes, which is 26%. This indicates student support for the thrifting sustainable style by showing a positive perspective on thrift fashion products, positive beliefs about the image of thrift fashion products, and attitudes toward evaluating them.

With more profound insight into the psychological factors that influence consumer behavior, marketers can design more relevant and effective strategies. Marketing strategies that consider psychological factors may involve emphasizing the emotional value of products, creating psychologically appealing brand images, or utilizing persuasive techniques that understand college students' motivations and psychological needs. This can help increase the appeal of thrift fashion products among college students.

Implications of Findings Overall Factors

Based on the data processing results, a comparison of the percentage value of each factor is obtained, including cultural factors contributing 25%, social factors contributing 24%, personal factors contributing 25%, and psychological factors contributing 26%. The percentage price of each factor has a relatively small difference, so the acceptable conclusion is that cultural, social, personal, and psychological factors shape consumer motivation and preferences in purchasing thrift fashion products for fashion education students. These results are based on research by Hasbi et al. (2022), which confirmed that cultural, social, personal, and psychological factors positively and significantly affect buying interest in second outfits.

Cultural factors are very important in shaping consumer purchasing decision behavior (Akdoğan et al., 2021). The influence of cultural factors reflects the extent to which values, norms, perceptions, and preferences learned from the cultured environment of society play a role in purchasing decisions (Priansa, 2017). The influence of social factors on consumer behavior refers to social aspects such as the influence of peers, family, social groups, and roles and status (Akdoğan et al., 2021). Students are often influenced by trends and preferences accepted in their social groups and environments (Hardianti et al., 2019). Personal factors influence all individualized aspects that affect consumers internally. Personal factors shaping consumer behavior include age and life cycle stage, occupation and economic conditions, lifestyle, personality, and self-concept (Šostar & Ristanovi'c, 2023). Psychological factors are central to consumer behavior when purchasing a product or service (Qazzafi, 2020). The important role of psychological factors in consumer behavior is dynamic and multidimensional (Sharma, 2021). The influence of psychological factors on consumer behavior is how emotional connections shape consumer perceptions, motivations, beliefs, and attitudes in shaping the image of a product or service (Sharma, 2021).

The psychological factor obtained the highest percentage value of 26%, so psychological factors motivate student consumers to purchase thrift fashion products. This is in line with research (Šostar & Ristanovi'c, 2023) which confirms that psychological factors and personal factors are the dominant factors that influence consumer behavior. Hasbi, Kurniati, and Hardati, (2022) confirmed psychological factors to be the dominant factor for consumers' interest in purchasing second-hand products. This analysis can be an essential basis for designing marketing strategies that focus more on psychological aspects. Marketers can emphasize understanding the values, preferences, and motivations underlying students' beliefs and attitudes toward thrift fashion products. This can also help marketers develop more specific and effective marketing campaigns by utilizing insights about the psychological aspects that influence consumer behavior.

CONCLUSION

Based on the results of data processing, it is obtained that the percentage value comparison on psychological factors has the highest value of 26%. The cultural and personal factors have the same percentage value of 25%, and the social variable has the lowest percentage level of 24%. All factors have a relatively small percentage difference, proving that cultural, social, personal, and psychological factors influence student consumers' purchasing decisions for thrift fashion products. Then, based on the frequency distribution of factor categorization, it is known that cultural factors have a very high effect, social factors have a high and relatively high effect, personal factors have a very high effect, and psychological factors have a very high and high effect. Thus, all factors significantly affect students' purchasing decisions for thrift fashion products.

The findings of the dominant factor imply that psychological factors dominate the purchasing decisions for thrift fashion products for students of the Bachelor of Fashion Education Study Program at the State University of Malang. This analysis can be an essential basis for designing marketing strategies that focus more on psychological aspects, especially in building consumer perceptions, beliefs, and attitudes to form a positive image of the product.

Understanding consumer behavior by reviewing in depth the factors determining consumers when making purchasing decisions is expected to be a reference for marketers in determining more effective marketing strategies. Marketers can emphasize understanding the values, preferences, and motivations underlying students' beliefs and attitudes toward consumption patterns. The basic principles derived from these factors can be significantly applied for the customization of needs and can improve advertising and promotional campaigns. As for student consumers, this analysis can illustrate how recognizing needs and searching for more in-depth information related to the dynamics of thrift fashion product consumption supports sustainable fashion campaigns.

This research is limited to the aim of revealing the factors of purchasing decisions for thrift fashion products for undergraduate students of Fashion Education at the State University of Malang and knowing the dominant factors, so it is hoped that future research can develop a deepening to provide a more comprehensive picture of the factors underlying consumers in making purchasing decisions for thrift fashion products with more up-to-date variables.

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