



Boosting Customers' Impulse Purchases through Trust

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Abstract

This research aims to determine the influence of lifestyle, social media marketing, and customer reviews on trust and impulsive buying. The population in this study were fashion thrift buyers at x-brand stores. The sampling technique used was accidental sampling. The research results show a significant influence of lifestyle on impulsive buying and trust. Social media marketing affects trust, but not impulsive buying. Customer reviews on trust, but not on impulsive buying. Furthermore, trust influences impulsive buying. This shows that trust has a strong mediating influence that influences consumers to make impulsive purchases. This research has managerial implications since it offers thrift store business players new perspectives on how to encourage impulsive buying among consumers by giving them accurate and comprehensive information about the things they are selling. The findings of the study demonstrate that social media marketing, lifestyle, and customer reviews all enhance trust. Furthermore, there is no significant correlation between social media marketing and customer reviews and impulse buying, although lifestyle and beliefs do have a beneficial effect.

Meningkatkan *Impulsive Buying* pada Konsumen melalui Kepercayaan

Abstrak

Penelitian ini bertujuan untuk menentukan pengaruh gaya hidup, pemasaran media sosial, dan ulasan pelanggan terhadap kepercayaan dan pembelian impulsif. Populasi dalam penelitian ini adalah pembeli pakaian bekas di toko-toko merek x. Teknik pengambilan sampel yang digunakan adalah pengambilan sampel secara kebetulan. Hasil penelitian menunjukkan pengaruh signifikan gaya hidup terhadap pembelian impulsif dan kepercayaan. Pemasaran media sosial mempengaruhi kepercayaan, tetapi tidak mempengaruhi pembelian impulsif. Ulasan pelanggan memengaruhi kepercayaan, tetapi tidak memengaruhi pembelian impulsif. Selanjutnya, kepercayaan memengaruhi pembelian impulsif. Hal ini menunjukkan bahwa kepercayaan memiliki pengaruh mediasi yang kuat yang mempengaruhi konsumen untuk melakukan pembelian impulsif. Penelitian ini memiliki implikasi manajerial karena memberikan pemain bisnis toko bekas pandangan baru tentang bagaimana mendorong pembelian impulsif di antara konsumen dengan memberikan informasi yang akurat dan komprehensif tentang barang yang mereka jual. Temuan penelitian menunjukkan bahwa pemasaran media sosial, gaya hidup, dan ulasan pelanggan semua meningkatkan kepercayaan. Selain itu, tidak ada korelasi signifikan antara pemasaran media sosial dan ulasan pelanggan dengan pembelian impulsif, meskipun gaya hidup dan keyakinan memiliki efek yang bermanfaat.

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INTRODUCTION

Trends influence the Indonesian fashion industry in Western clothing and other international cultures. Comparing thrift stores and clothing shopping markets, there are certain differences. The reason is, that the clothes offered at thrift stores often offer original items with different styles from the market. Thrift shops are now a new business opportunity among young people because the capital required is small and many people are interested. Thrift culture is a person's desire to get a unique clothing style or attractive model at an affordable price, which is why many people choose thrift shops. When buying apparel, consumers are motivated by ravenous cravings, which has led to the introduction of numerous new trends into the market (Niinimäki et al., 2020). Among the many thrifting shops, x-brands is one of the businesses that operates in the fashion thrift sector, especially clothing products for all teenagers. This shop offers second-hand products from various brands. The main goal of this company is to introduce and sell branded goods that follow contemporary trends. Indonesia is one of the world's biggest producers of textiles and apparel, and in recent years, the country's second-hand fashion market has expanded quickly. In this research, the term "thrift shopping" is used to explain the practice of consuming (shopping, buying, collecting) used clothes, bags, shoes, and fashion accessories in the context of a lifestyle that is currently popular in Indonesia.

Because the fashion market is continually changing and consumer confidence in a certain product can lead to unplanned impulse purchases, thrift shops can sell a wide variety of goods due to the growing popularity of fashion thrift. According to Mowen & Minor (1998), trust is the sum of all the information that customers know and the judgments they make about a pro-

duct, its features, and its advantages. Consumers will consider a product's relevant capabilities before placing their trust in it (object-attribute linkage). Customers will develop trust in a product if it can deliver the advantages and value they desire (Wydianto & Ilhamalimy, 2021). Customers' impulsive purchases can be impacted after they have a favorable impression of a certain product. Consequently, Customers' impulsive purchases can be impacted after they have a favorable impression of a certain product. As a result, trust is crucial when making impulsive purchases. Mattia et al. (2021) define impulsive buying as having a strong desire to purchase a thing or object, along with an enthusiastic and spontaneous attitude. Customers typically don't consider the effects of their purchases after making them. In addition to mood and mental condition, impulsive purchases are also impacted by several other variables, such as social media marketing, way of life, and customer feedback.

Consumers choose reliable products primarily based on their lifestyles. Solomon et al. (2016) assert that lifestyle is not only a reflection of spending habits but also relates to the values associated with an individual's behavior patterns. According to Amos et al. (2014) the majority of people in today's world are not authentic since they are copying the trends in global lifestyles and being modeled after their favorite celebrities. One of the elements that consumers consider while evaluating a product's qualities to form reasonable expectations or develop confidence in the brand is lifestyle (Kornberger, 2010). Lifestyle plays a significant role in influencing impulsive purchases as well. Individuals who make purchases may be interpreted as indicating a shift in their lifestyle, which in turn affects their consumption patterns and overall conduct. This type of lifestyle will push consumers to make purchases without taking into account their neces-

sities. characterized by the rise in people who prefer to spend their time and money on activities associated with shopping, including impulsive purchases (Gogoi & Shillong, 2020).

One way that social media marketing helps the fashion industry is by drawing in customers who use the items to engage with one another. Social media marketing, according to Tuten & Solomon (2018) the application of social media channels, technology, and software to generate offerings, exchanges, and communication that are beneficial for an organization's stakeholders. Engaging, modern, and fashionable social media platforms that generate customized branding to draw attention, inspire hope, and pique customers' desire for product trust are better ways to interact with customers. This demonstrates the significant impact that social media has on product promotion and consumer decision-making. What a business owner posts on social media demonstrates his attention to product promotion and can pique customers' curiosity about and confidence in the goods. Customers are more likely to depend on a brand when they have developed trust. Sari & Hermawati (2020) asserts that a company can use social media to monitor shifting customer preferences and diverse points of view. This might provide a company with a good perspective on how to use social media to defend itself against changes in the market. A company that leverages social media marketing has the power to change an individual's perspective, which in turn affects the opinions of others more widely before a product is purchased (Szymkowiak, 2012). When used effectively, social media marketing can broaden the target demographic for a product and encourage impulsive, unexpected purchases from consumers (Aragoncillo & Orús, 2018).

Customer reviews are a bonus offered to the store in recognition of their

proper performance and fulfillment of the requirements. Gupta & Harris (2010) assert that consumer communication during promotions has a significant and reliable impact on customer behavior. Consumer buying experiences, which involve search and internalization processes requiring sources of product information, are an expression of both social and personal wants for goods and services (Yoon, 2012). Product reviews from customers might influence others to believe in and purchase the product (Kumar & Kudeshia, 2017). A product's perceived worth may persuade a customer to buy it on the spur of the moment (Husnain et al., 2016). The novelty of this research is to increase the understanding on how social media marketing, lifestyle, and customer reviews affect trust and impulsive fashion purchasing by examining the relationships between the variables mentioned above.

Lifestyle

According to Nguyen et al. (2020), a person's lifestyle is their way of living, which reflects their values, interests, and decisions in a variety of areas of life, such as how they dress and engage in other activities. The combination of social, cultural, economic, and psychological elements shapes a person's lifestyle, which is a reflection of their identity. Lifestyle is a person's lifestyle in the world that is revealed in his activities, interests and opinions (Ittaqullah et al., 2020). Lifestyle information is useful for product positioning and market segmentation and it helps in understanding consumers regardless of their culture (Srihadi et al., 2016).

Decision-making on lifestyle can be influenced by consumer trust. According to Schiffman & Wisenblit (2019) beliefs are claims made in the mind or verbally that are based on certain information and judgment. Customers have a reference for similar trendy products that they trust

(Ahn, 2018). An individual will continue to use trends by using a product if they have greater confidence in it. If a product is widely recognized, it will bring happiness to its users. According to Agesti et al. (2021) there is a definite correlation between lifestyle and trust. Consumer behavior might have an impact on impulsive purchases. To satisfy the pleasure shown in their purchases, many consumers lead impulsive lifestyles (Law & Chung, 2015). Impulsive purchase is a pervasive one and it has been a primary consideration for marketing (Chang et al., 2014). A pleasant extraversion lifestyle can influence customers' impulse buying behavior (Ittaqullah et al., 2020; Meutia, 2021; Ocel et al., 2023). This allows for the formulation of the following hypothesis:

- H1: Lifestyle is positively affecting Trust.
 H2: Lifestyle is positively affecting Impulsive Buying.

Social Media Marketing

By using a much broader community to interact in marketing, social media marketing is a strategy that encourages people to promote through online social channels (Weinberg, 2009). According to Chopra et al. (2008) social media marketing is the process of empowering individuals to promote their services or products through different social media channels to attract a larger amount of people that may not have been available via traditional way of advertising. Social media marketing is a rapidly expanding new avenue for reaching specific clientele. Sohaib & Han (2023) explained that list entertainment, customization, engagement, EWOM, and trendiness as aspects of social media marketing.

Social media marketing has the potential to impact trust. Consumers and brands have a connection that includes trust (Seo et al., 2020). However, the millennial generation is more likely to look for and be influenced by information that

they can learn through social media platform interactions (Kim et al., 2012). Customers' trust in a product will keep rising if they can identify and meet the unique wants they have for a brand (Zhang et al., 2019; Mahmoud et al., 2020; Irshad et al., 2020).

The incentive to buy that comes from social media activities is the root cause of impulse buying (Bansal & Kumar, 2018). The influence of social media used by traders in introducing product advantages and variants triggers consumers to buy a product. In addition, hedonic motivation, website quality, ethical beliefs and principles, situational variables, and the pursuit of diversity are other aspects that influence it. Social media users' activity can lead to inadvertent and impulsive purchases (Xiang et al., 2016). This allows for the formulation of the following hypothesis:

- H3: Social Media Marketing is positively affecting Trust.
 H4: Social Media Marketing is positively affecting Impulsive Buying.

Customer Review

Consumers can characterize a product using customer reviews, which can then be used as comparison data when comparing different products. Zhu & Zhang (2010) state that customer reviews are factors that buyers take into account when evaluating a product's quality. Customer reviews can also refer to user-generated content that adds value to a product without disclosing that the author participated in a promotion (Wu et al., 2018). Putri & Wandebori (2016) explained that identify five characteristics that affect customer reviews: perceived utility, source credibility, argument quality, valence, and volume of reviews.

Customer reviews can have an impact on trust when assessing a product. According to Tabrani et al. (2018) trust is a favorable expectation of a product's quali-

ty considering the efficacy and dependability of the brand. Expected trust rises with the number of good evaluations a product receives from customers. Before buying a product, customers frequently notice this tendency (Zhang et al., 2014). Stated differently, consumers' belief in a product is influenced by information found in product reviews, even after they have experienced its benefits (Fahrozi et al., 2022). Previous research have showed that customer reviews have a big impact on trust (Banerjee et al., 2017; Stouthuysen et al., 2018; Michler et al., 2020).

Customer reviews have an impact on impulsive purchases as well. To cut down on uncertainty, a lot of customers use product reviews from prior users to estimate quality. When a product is introduced to the public, it increases the likelihood of good consumer interactions and impulse buys (Leong et al., 2022). Consumer reviews on products, services, and other areas affect impulsive and spontaneous buying (Mo et al., 2015). Previous research shows that customer reviews influence customers' impulsive behavior when they interact with other people (Zhang et al., 2018; Chen & Ku, 2021; Sujaya, 2023). This allows for the formulation of the following hypothesis:

H5: Customer Reviews is positively affecting Trust.

H6: Customer Reviews is positively affecting Impulsive Buying.

Trust

Trust is critical for building and maintaining relationships and for effectively working together (Lewicki & Brinsfield, 2017). Omoregie et al. (2019) suggest that trust is a manifestation of a customer's intention to demonstrate sensitivity towards a product, predicated on elevated expectations regarding the product's quality in the future. According to Tabrani et al. (2018) trust is a favorable expectation of a

product's quality considering the efficacy and dependability of the brand. Boonlertvanich (2019) defines trust as a customer's feeling of confidence in a product's ability to live up to its promises. According to Oliveira et al. (2017) the components of trust include competence, integrity, and benevolence.

Customers' trust in a product that has previously benefited them influences their impulsive purchases. Customers may be influenced to make impulsive purchases by the sense of relevance they have for a product (Bansal & Kumar, 2018). With this, the ensuing conjecture can be developed:

H7: Trust is positively affecting Impulsive Buying.

Impulsive Buying

Impulsive buying occurs when consumers suddenly feel an irresistible urge to buy something quickly (Darmawan & Gatheru, 2021). Customers' search for sensations is one of the factors that contribute to impulse purchases (Rook, 1987). Customers engage in this conduct after feeling an impulsive, uncontrollably strong want to purchase. Hausman (2000) explained that then states that impulse buying happens when a person has an unanticipated experience that strongly prompts them to make an impulsive purchase.

Spontaneity (unexpected purchases based on visual images that occur to motivate consumers to buy), Power Compulsion and Intensity (the need to act immediately), and Excitement and Stimulation (passion accompanied by strong emotions) are dimensions that can influence impulsive purchasing decisions. uncontrollably when making a purchase), Disregard for Consequences (ignoring the bad things that come with the purchase since it's hard to resist the need to acquire) (Rook & Fisher, 1995). The following Figure 1 explains the research's framework.

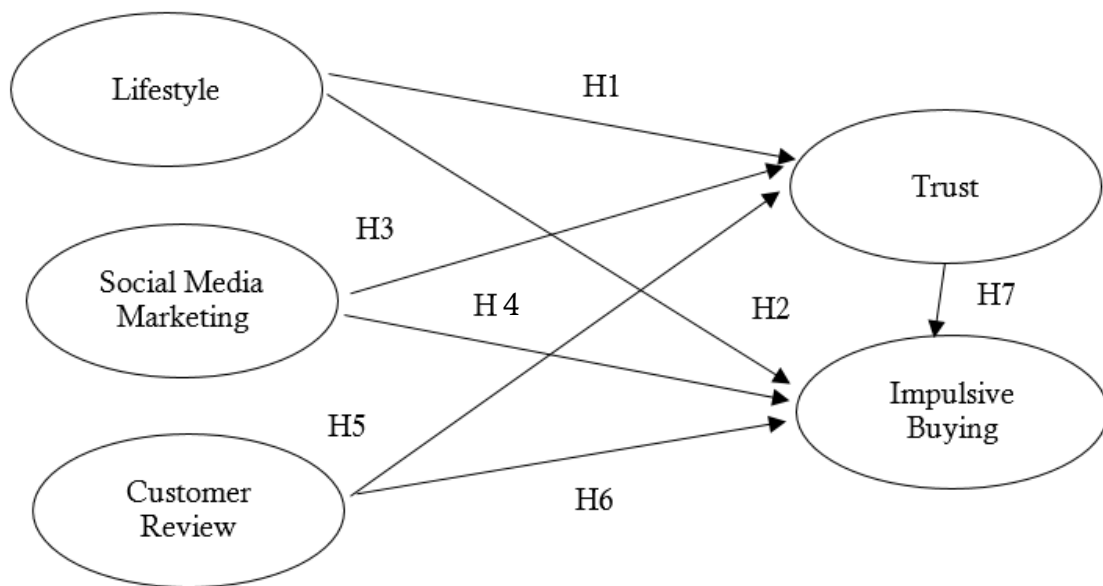


Figure 1: Thinking Framework

METHOD

Primary data, or direct information obtained from respondents using questionnaires, is the type of data and data collection used in this study. In December 2023, x-brand outlets served as the site of this study. The people who purchased used clothing from x-brand businesses made up the study's population. 252 respondents were acquired using an incidental sampling strategy. The technique known as "accidental sampling" is a type of non-probability or nonrandom sampling where members of the target population that meet certain practical criteria, such as easy accessibility, geographical proximity, availability at a given time, or the willingness to participate are included for the purpose of the study (Etikan et al., 2016)

A Likert scale with five points—1 for strongly disagreeing, 2 for disagreeing, 3 for neutral, 4 for agreeing, and 5 for strongly agreeing—is used to quantify the variables. Lifestyle is depicted with dimensions activities, interests and opinions are among the indicators employed in this stu-

dy (Sari et al., 2020). Entertainment, personalization, engagement, EWOM, and trendiness are the metrics used to measure social media marketing factors (Sohaib & Han, 2023). Among other things, perceived utility, source credibility, argument quality, polarity, and volume of reviews are used to gauge the effectiveness of customer reviews Putri & Wandebori (2016). Competence, integrity and benevolence are the metrics used to quantify trust (Oliveira et al., 2017). Moreover, spontaneity, power compulsion, intensity, excitement and stimulation, and disregard for consequences are used to quantify impulsive buying (Rook & Fisher, 1995).

The data in this research was carried out using a structural equation model with the help of smartPLS software. The first step is to test the validity and reliability of the model, followed by the discriminant validity test, multicollinearity, F test, R test, SRMR test, and finally the hypothesis test by comparing the results of the t-test with a value above 1.96 and a probability value with a value <0.05 which shows that there is influence.

RESULT AND DISCUSSION

Table 1 shows that 183 respondents (72.6%) are men, making up the majority of respondents. 213 respondents (84.5%), or the majority of the responders, were between the ages of 15 and 24. There were 240 respondents (95.2%) who lived in Jabodetabek, which is where the majority

of respondents resided. Social media is how 165 respondents, or 65.5% of the total, discovered thrift. 206 respondents (81.7%) had made multiple transactions, which indicates that the majority of respondents had made purchases. According to the brands that respondents frequently purchase, 149 people (59.1%) buy brands other than Uniqlo and Levi. According to

Table 1. Description of Respondents

Demographic	Frequency	Percentage (%)
Gender		
Men	183	72.6
Women	69	27.4
Age		
15-24 Year	213	84.5
25-34 Year	35	13.9
35-44 Year	4	1.6
>45 Year	-	-
Domicile of Residence		
Jabodetabek	240	95.2
Outside Jabodetabek	12	4.8
Get to know Thrift Products From		
Social Media	165	65.5
Online Review	69	27.4
Latest Trend	121	48
Friends	148	58.7
Others	27	10.7
How many times to make purchases		
Once	46	18.3
More than 1	206	81.7
Frequently Purchased Brands		
Uniqlo	63	25
Levi's	40	15.9
Others	149	59.1
Where to Make a Purchase		
Outlet 1	176	69.8
Outlet 2	159	63.1
Why Trust Thrift Products		
The products offered are original	128	50.8
The fashion trends offered are varied	149	59.1
The prices offered are affordable	174	69
Others	38	15.1
Total	252	100

Source : Data Processed (2023)

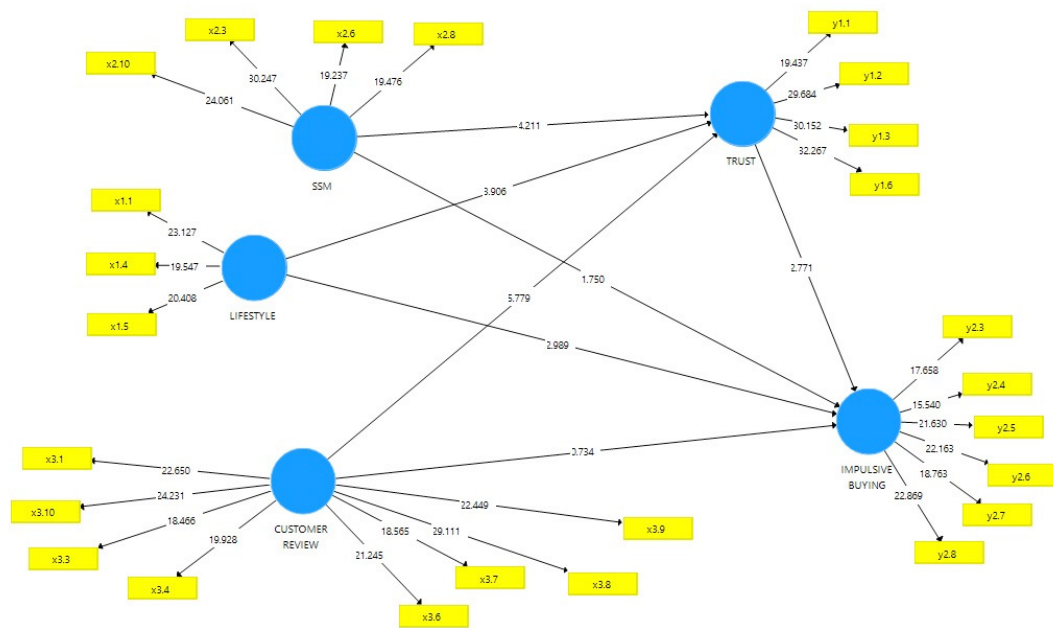


Figure 2. Structural Model

the bulk of respondents' purchases, 176 individuals (69.8%) visited outlet 1, which is situated in Jalan Raya Tengah East Jakarta. Lastly, according to respondents' confidence in thrift store goods, 149 samples (59.1%) selected thrift because of the variety of brands available, and 174 samples (69%) thought the price was reasonable.

Structural Models

In this model, trust and impulsive purchase are the independent variables, whereas lifestyle, social media marketing, and customer reviews are the associated factors. An indicator is deemed to have convergent validity in the good category if the outer loading value is more than 0.05. Consequently, it can be said that no variable indicator generates an outer loading value less than 0.05 based on the information in Figure 2. Once each is deemed practicable or lawful, it is authorized for use in research and further applications.

Table 2 shows that the average variable extract (AVE) value of each indicator variable can be used to establish the

discriminant validity value in addition to the cross-loading value; however, to generate a decent model, the AVE value must be more than 0.05. The average value of the extracted variable (AVE) for the lifestyle factors, social media marketing, customer reviews, trust, and impulsive purchase is larger than 0.05, as can be seen from the AVE data in Table 2. Every variable now has a strong discriminant as a result.

Table 3 show that each indicator statement has a maximum loading value for the latent component. These conditions must be satisfied for it to be justified. Discriminant validity was also obvious because the square root of each AVE component was more important than any connection.

The multicollinearity test parameter is the VIF value. The VIF value was limited to 5.0 based on the values utilized in this inquiry. These results imply that multicollinearity is not a problem, allowing for more research.

The R-square value is used to quantify the extent to which exogenous variables affect variables (R2). Table 4 shows

Table 2. Measurement Model Evaluation

Variable	Indicator	Item	Loading Factor	Reliability	Ave
Lifestyle (Sari et al., 2020)	Activities	X1.1	.766	.794	.562
	Interest	X1.4	.747		
	Opinions	X1.5	.736		
Social Media Marketing (Sohaib & Han, 2023)	Entertainment			.843	.573
	Customization	X2.3	.760		
	Interaction	X2.6	.782		
	EWOM	X2.8	.733		
Customer Review (Putri & Wandebori, 2016)	Trendiness	X2.10	.753	.911	.561
	Perceived Usefulness	X3.1	.762		
	Source Credibility	X3.3	.785		
		X3.4	.731		
	Argument Quality	X3.6	.706		
	Valence	X3.7	.747		
		X3.8	.722		
Trust (Oliveira et al., 2017)	Volume of Review	X3.9	.783	.862	.611
		X3.10	.753		
	Competence	Y1.1	.727		
		Y1.2	.785		
	Integrity	Y1.3	.794		
	Benevolence	Y1.6	.818		
Impulsive Buying (Rook & Fisher, 1995)	Spontaneity			.879	.548
	Power Compulsion and Intensity	Y2.3	.714		
		Y2.4	.723		
	Excitement and Stimulation	Y2.5	.766		
		Y2.6	.766		
	Disregard for Consequences	Y2.7	.720		
	Y2.8	.751			

Source : Data Processed (2023)

Table 3. Discriminant Validity

Variable	Customer Review	Impulsive Buying	Lifestyle	Social Media Marketing	Trust
Customer Review	.749				
Impulsive Buying	.589	.741			
Lifestyle	.606	.602	.750		
Social Media Marketing	.776	.612	.654	.757	
Trust	.785	.652	.673	.765	.782

Source : Data Processed (2023)

that the R2 values for trust and impulsive buying are 0.703 and 0.482, respectively. That suggests that the 48.2% impulsive buying variable is influenced by lifestyle, social media marketing, customer reviews, and trust. Seventy-three percent of the characteristics affecting trust are related to lifestyle, social media marketing, and consumer reviews.

Table 5 shows that the Q2 value can be used to assess the precision of forecasts. If Q2 is greater than zero, a model is considered to have strong prediction accuracy; if Q2 is less than zero, a model is considered to have weak prediction accuracy. Table 5 demonstrates that trust and impul-

sive purchasing are the variables with Q2 greater than 0.

To evaluate research ideas and decide which ones to accept or reject, Smart-PLS is employed. The hypothesis can be accepted if the p-value is less than 0.05 and the path coefficient t-value is greater than 1.96. According to Table 6, the accepted hypotheses are as follows: trust and impulsive buying (t=2.771 and p=0.006); lifestyle and impulsive buying (t=2.989 and p=0.003); social media marketing and trust (t=4.211 and p=0.000); and customer reviews and trust (t=5.779 and p=0.000). Other hypotheses, such as social media marketing and impulsive buying (t=1.750

Table 4. R-Square

	R Square	R Square Adjusted
Impulsive Buying	.490	.482
Trust	.707	.703

Source : Data Processed (2023)

Table 5. Prediction Accuracy Test (Q2)

	SSO	SSE	Q ² (=1-SSE/SSO)
Customer Review	2016,000	2016,000	
Impulsive Buying	1512,000	1132,378	.251
Lifestyle	756,000	756,000	
Social Media Marketing	1008,000	1008,000	
Trust	1008,000	585,129	.420

Source : Data Processed (2023)

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDV)	t-statistics (O/STDEV)	p-values	Result
Customer Review -> Impulsive Buying	.075	.079	.103	.734	.463	Not Accepted
Customer Review -> Trust	.420	.423	.073	5.779	.000	Accepted
Lifestyle -> Impulsive Buying	.249	.240	.083	2.989	.003	Accepted
Lifestyle -> Trust	.233	.230	.060	3.906	.000	Accepted
Social Media Marketing -> Impulsive Buying	.164	.174	.094	1.750	.081	Not Accepted
Social Media Marketing -> Trust	.288	.291	.068	4.211	.000	Accepted
Trust -> Impulsive Buying	.300	.297	.108	2.771	.006	Accepted

Source : Data Processed (2023)

and $p=0.081$) and customer reviews and impulsive buying ($t=0.734$ and $p=0.463$), were rejected because the t coefficient value was less than 1.96 and the p -value was greater than 0.05.

Discussion

Impulsive purchases are those that are made on the spur of the moment without careful consideration. Impulsive purchases can be influenced by faith in a product that has demonstrated benefits in the past. The influence of x-brand customers on this can be attributed to numerous factors. Customers may be inspired to make impulsive purchases by the sense of relevance they have for a product (Bansal & Kumar, 2018). A product's comparative data or what is typically referred to as a customer review. Numerous elements, such as perceived benefits, argument quality, source reliability, polarity, and number of product evaluations, will affect customer reviews. The quantity of good customer reviews left on thrift store x-brand items may persuade other shoppers to visit and purchase them. If a product has received a lot of favorable feedback from past customers, then customers will feel more sure about it than if they buy it on a whim. Positive encounters have a significant impact on consumer behavior, which frequently leads to impulsive purchases. This suggests that reviewers must determine and track the degree of self-control exhibited by customers. They must understand that various consumers will typically react differently to the same social interaction stimuli, even though they are all likely to have distinct impulsive purchase behaviors (Xu et al., 2020).

A person's lifestyle is their viewpoint on how their activities, hobbies, and ideas about other things, including clothing, intersect to form their identity. Numerous consumers of X-brands use their beliefs and varying fashion preferences to drive

their requirements, and the range of products available to them stimulates impulsive action. To satisfy their curiosity about a product before they ultimately make a purchase, many customers make impulsive purchases (Chung et al., 2015). According to Gogoi & Shillong (2020) there is evidence that an increasing number of people choose to spend their time and money on shopping-related activities, including impulsive purchases. The greater a person's confidence in their product, the more likely they are to stick with trends when utilizing it. Based on the study's findings, trust and impulsive purchases are significantly impacted by lifestyle.

According to earlier studies (Agesti et al., 2021; Pratminingsih et al., 2021), social media marketing is the term for communication through online social channels that uses people or groups to support the marketing promotion process. According to Kim et al. (2012), a lot of consumers are frequently persuaded to use social media platforms to learn more about products and engage with others about them. Impulsive purchase behavior is said to benefit greatly from social media marketing in terms of self-identity benefits like prestige, social position, and lifestyle. Given their relative easiness, social media marketing may not always be linked to impulsive purchases (Ed & Goos, 2021).

The influence of social media marketing on respondents' impulsive purchases might have been smaller. X-brand retailers have attempted, but so far their efforts have not been successful in tailoring products to customer preferences. Social media can be used by businesses to monitor shifts in customer behavior and diverse points of view, even though there is no correlation between social media marketing and impulse purchases (Xiang et al., 2016). Engaging, contemporary, and fashionable social media platforms encourage consumer trust in a product, making customer interaction

more successful. When consumers gain confidence in a brand, they are more likely to depend on it for their needs. This might provide a company with a good perspective on how to use social media to defend itself against changes in the market. Customers will continue to have more faith in a product if they can meet their wants and learn from social media marketing (Zhang & Li, 2019; Mahmoud et al., 2020; Irshad et al., 2020) providing support for this research.

CONCLUSION AND RECOMMENDATION

The findings of the study demonstrate that social media marketing, lifestyle, and customer reviews all enhance trust. Furthermore, there is no significant correlation between social media marketing and customer reviews and impulse buying, although lifestyle and beliefs do have a beneficial effect. As a result, not all customers will buy this thrift product impulsively. This indicates that some customers are more likely to react differently to reviews and that social media thrift marketing may not fully satisfy customer needs. Investigating why social media marketing and customer reviews don't alter thrift store impulse buys would be an intriguing topic for future research. Thrift store owners should modify their merchandise according to consumer preferences too. To ensure that the thrift business survives the current market developments, it is advised that participants in the thrift sector modify their products to suit the needs of their customers. To better illustrate the factors behind the growth of thrift stores in Indonesia, additional research utilizing different variables and thrift stores is advised.

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