

## Thrift shopping intention: Understanding determinant of second-hand apparel shopping behavior

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi perilaku konsumen terkait niat berbelanja pada produk pakaian bekas (thrift). Populasi penelitian ini adalah masyarakat Indonesia yang memiliki keinginan untuk melakukan pembelian produk pakaian bekas. Total populasi dalam penelitian ini adalah konsumen barang bekas sebanyak 200 orang. Penelitian ini menggunakan data primer yang diperoleh dengan menyebarkan kuesioner menggunakan Google form dan menggunakan skala Likert. Metode analisis menggunakan SEM dengan perangkat lunak AMOS (Analysis of Moment Structure). Hasil penelitian ini menunjukkan bahwa dukungan sosial berpengaruh signifikan terhadap niat berbelanja, sedangkan motivasi hedonis dan persepsi risiko tidak berpengaruh signifikan terhadap niat berbelanja. Perkembangan dunia industri khususnya di bidang produk pakaian bekas (thrift) untuk meningkatkan minat belanja masyarakat dapat didasarkan pada faktor-faktor yang memiliki pengaruh signifikan seperti dukungan sosial. Keterbatasan penelitian ini adalah dalam penelitian ini data yang dihasilkan hanya dari instrumen angket yang berdasarkan persepsi jawaban responden sehingga ditarik kesimpulan hanya berdasarkan data yang dikumpulkan melalui penggunaan instrumen angket tertulis tanpa dilengkapi dengan wawancara.

### ABSTRACT

This study aims to determine the factors that influence consumer behavior related to shopping intention in used clothing products (thrift). The population of this study is Indonesian people who desire to purchase used clothing products. The total population in the study was 200 thrift consumers. This study used primary data obtained by distributing questionnaires using the Google form and a Likert scale. The analytical method uses SEM with AMOS

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(Analysis of Moment Structure) software. The results of this study indicate that social support has a significant effect on shopping intention. In contrast, hedonic motivation and perceived risk do not significantly affect shopping intention. The development of the industrial world, especially in the field of used clothing products (thrift) to increase people's shopping intention, can be based on factors that have a significant influence, such as social support. The limitation of this research is that the data produced is only from a questionnaire instrument based on the perception of respondents' answers, so conclusions are drawn only based on data collected through a written questionnaire instrument without being equipped with interviews.

## INTRODUCTION

Due to changes in work systems, such as the shift of labor-intensive tasks to those performed by machines or robots (automation), industrial innovations have reduced the cost of production and consumption in both the manufacturing and consumption sectors (Adha *et al.*, 2020). Productivity capability in producing a product is related to the product's selling value, which is more in line with purchasing power (Razak & Nirwanto, 2016). Technology implementation in the manufacturing sector impacts product availability in the market and efficient operational costs. The highly automated industry runs in harmony with production output, which has increased to impact increasing products marketed on the market. The high circulation of products has resulted in a high impact of used product waste. However, in the current era, used product waste has been developed into a business opportunity where traders have emerged who resell used goods they obtain from the public to other consumers, especially used goods suitable for use (Nair, 2019), one of the usable waste products that are developing in the business world is the used clothing business (thrift). Clothing is a primary human need. Clothing is an icon that is currently very concern for every age group (Suarningsih *et al.*, 2020). Thrift has become one of the fashion trends that is developing in Indonesian society. The trend of thrift fashion is gaining media attention and increasing consumer interest (Corrêa & Dubeux, 2015). The trend of thrift fashion arises as an effort to use a product to overcome consumption behavior in the fashion sector so that it is not excessively sustainable due to higher demand from consumers in line with increased production rates (Gabriella *et al.*, 2021).

Humans tend to get something in return for what is given, and exchange rates in thrift fashion where they want the loss to be as minimal as possible. With low prices and decent quality, of course, there is no difference compared to new clothes. So, with the price of these new clothes, consumers can get some used imported clothes with a quality that is not much different (Rorong *et al.*, 2021). Thrift fashion consumers aim to get branded products at affordable prices (Gerber *et al.*, 2014). As a used product, thrift fashion has several risks, including the condition of the clothes that are slightly faded or have small or faint stains that can be annoying to those who wear the clothes

(Zhang & Yu, 2020). Risk is uncertain and there is no certainty of profit or loss. The existence of risk considerations can hinder consumers from fulfilling their desire to shop (Nguyen *et al.*, 2021). Rachmawati *et al.* (2016) explained that the low-risk perception that a person has makes him not feel afraid when buying and selling used clothing transactions both online and offline.

Social factors cannot be separated from a person's conduct while adopting a new fashion trend. It has the power to alter someone's attitudes, behaviors, and thoughts. People who enjoy utilizing a product in a group setting will push the individual to actively participate in purchasing and using the product in order to be accepted in that setting (Hu *et al.*, 2019). Social support includes four aspects: emotional support, instrumental, informational, and appreciation (Bazi *et al.*, 2022), where each aspect is utilized optimally, influencing individuals in deciding something. Someone else's information support for them can boost their confidence in a product they are interested in (Liu *et al.*, 2019). Especially in the current era where all business and social activities are integrated online, the existence of informational support is a step that supports its sustainability. Consumers have diverse shopping behavior based on their personalities, while the role of personality traits is still vague and understated in buying a product (Bazi *et al.*, 2022). They tend to experience an increase in their shopping interest in thrift fashion products. For thrift products users, using thrift fashion with the perception that thrift has value for them. For example, the brand of the thrift product can encourage them to become public attention. This relates to one of human nature, namely hedonism, which leads to a person shopping for products with popular brands but at affordable prices (Fitriana, 2015).

Humans tend to get something in return for what is given, and exchange rates in thrift fashion where they want the loss to be as minimal as possible. Thrift fashion consumers aim to get branded products at affordable prices (Gerber *et al.*, 2014). As a used product, thrift fashion has several risks, including the condition of the clothes that are slightly faded or have small or faint stains that can be annoying to those who wear the clothes (Zhang & Yu, 2020). Risk is uncertain, and there is no certainty of profit or loss. The existence of risk considerations can hinder consumers from fulfilling their desire to shop (Nguyen *et al.*, 2021). Rachmawati *et al.* (2016) explained that the low-risk perception that a person has makes him not feel afraid when buying and selling used clothing transactions both online and offline. Another factor that is also able to encourage consumers to want to use thrift fashion is social support. With social support, consumers will feel they belong to the same social group. Social support has a profound influence on efforts to build the quality of relationships between buyers and sellers which ultimately influences the buyer's intention to buy the product (Istiqomawati *et al.*, 2022). Consumers who have received various social supports and perceived minimal risk will ensure that thrift fashion is not as bad as it is understood and can accept existing risks tend to experience an increase in their ability to buy thrift fashion products.

Apart from these two things, hedonic motivation can drive interest in buying thrift fashion. Thus, it will arise impulsive behavior and hedonism in shopping. Thrift fashion is known for products that have well-known brands and affordable prices (Fitriana, 2015), motivating someone to have hedonic behavior that feels that these products are a need and must be owned, not just the desired product (Handayani *et al.*, 2021). There is a significant relationship between impulsive behavior and hedonism, where materialistic individuals have a greater tendency to make impulsive purchases (Açan *et al.*, 2020). Hedonism relates to one's fantasies and emotions through shopping experiences that lead to new views. So, thrift fashion trends can increase rapidly in a short period of time (Korry & Suartini, 2019).

The used clothing market contains used or unused clothes for resale by their owners for charitable or business purposes (Corrêa & Dubeux, 2015). To satisfy customer buying needs, used clothing vendors select out items still acceptable for resale. Every year, there is an increasing percentage of interest in used clothing. Many people are unaware of how the used clothes industry is perceived in relation to fashions that are still new and popular. The Ponorogo region has a variety of used clothes shops, including those inside malls and night markets as well as shop houses. Bukabenak Thrift Store Ponorogo is one of the shops in Ponorogo that sells thrift clothing. Bukabenak Thrift Store Ponorogo products are dominated by types of hoodies, sweaters, crewnecks, jackets, and t-shirts, where the products are unisex (can be worn by men or women). The market share of this thrift store is young people or adults. The products sold are well-known imported brands and originally imported jerseys. Therefore, they can attract customers' shopping interest well. Some people find it challenging to purchase imported brands of clothing, especially those who come from middle-class or lower socioeconomic backgrounds. Bukabenak Thrift Store Ponorogo's availability makes it simpler for someone to satisfy their fashion-related desires or aspirations. This research discusses people's interest in shopping for used clothes, shopping attitudes, the risks of shopping for used clothes, and social support. Most individuals purchase used clothing to satisfy their fashion needs since it is very inexpensive and they value well-known national and international brands over quality, which may seem outdated. Even though it's not uncommon for there to be lots of used clothes that still look like new and have price tags on them. Social influence plays an important role for consumers of used clothes. Quality is not expected to be the main indicator for used clothing consumers, but the perceived value/brand is very important to them. The hedonistic nature attached to consumers of used clothes is why consumers choose clothes at low prices for well-known brands.

The research gap underlies controversial findings from several previous studies. Then, the methodology gap and limitations are also described in Table 1.

**Table 1**  
**Research Gap**

No.	Type of Gap	Description
1	Research controversy	<p>a. Pekerti &amp; Briliana (2016) state that hedonic shopping motivation significantly affects online buying behavior. Meanwhile, Zahra &amp; Sanaji (2021) stated that hedonic motivation has no significant effect on sales promotion where it is not a major factor that each individual has in repurchasing OVO Payments.</p> <p>b. Haekal &amp; Widjajanta (2016) state that perceived risk simultaneously influences shopping intention online for classifieds website visitors in Indonesia. Meanwhile, Rachmawati <i>et al.</i> (2016) stated that perceived risk negatively and significantly affects shopping intention in online buying and selling transactions through social media. It can be assumed that when the respondent's perceived risk is high, it will lead to low shopping interest and vice versa.</p>
2	Methodology gap	Handayani <i>et al.</i> (2021) use a simple regression analysis method. However, Nguyen <i>et al.</i> (2021) use multiple regression methods. In contrast with Acan <i>et al.</i> (2020), which use SEM (Structural Equation Modeling).
3	Limitation gap	No previous research examines social support, perceived risk, and hedonic motivation influencing shopping interest in used clothes. Previous research has limited references related to social support in marketing management science. So, it is necessary to develop research regarding these variables.

A Ponorogo thrift shop's owners claimed that the hedonistic behavior currently prevalent among young people is what influences shoppers at the store based on simple observations and interviews. This hedonistic behavior triggers someone to shop according to the ongoing trend at an affordable price. In addition, most buyers at the store purchase thrift products because of the advice and influence of those closest to them. The thrift business owner takes advantage of the influence of those closest to him who have made purchases at his store to expand his market share. The challenge many businesses actors face in the thrift sector face is product quality where many ordinary people think that second-hand products have many deficiencies. For consumers who wish to purchase second-hand clothing products, it takes a little longer to ensure that the product is still worth buying so they do not feel disadvantaged. There are still some that can be accepted, such as a color that has slightly changed or a few stains that do not impair the product's quality.

Based on the explanation of the gaps and phenomena, the researchers argue that hedonic motivation, social support, and perceived risk can influence consumer shopping interest in thrift fashion. So, this research will answer the following questions: 1) how can hedonic motivation influence consumer shopping interest in thrift fashion? 2) how can social support influence consumer shopping interest in thrift fashion? and 3) how can perceived risk influence consumer shopping interest in thrift fashion? The objectives of this study are: 1) examine the influence of hedonic motivation on consumer shopping interest in thrift fashion; 2) examine the effect of

social support on consumer shopping interest in thrift fashion; and 3) examine the effect of perceived risk on the shopping interest of thrift fashion consumers. The goal of this study is to advance our understanding of the factors that influence someone's interest in shopping, especially in thrift stores.

## **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### **Consumer Culture Theory**

In order to make and carry out decisions regarding consumption, one must have the necessary capacity, authority, and/or impact (Maniya & Crawford, 2002). Market capitalism, the system's dominating global economy, and its concurrent evolution and change are fundamental to the consumer as an identity. The theory of consumer culture is defined as everything that consumers do and believe in a character (Arnould *et al.*, 2019). Companies must understand the culture and behavior of consumers in order to effectively meet their demands, as well as their demand patterns and the motivating factors for consumers (Oke *et al.*, 2016). The stimulus model is separated into four parts: stimulus input, communication channels, buyer characteristics relevant to the choice process, and output of the purchase. Based on the influence of stimuli on each of these four parts, consumers will react differently (Oke *et al.*, 2016). Silva *et al.* (2020) explained that there is a new perspective related to Consumer Culture Theory (CCT) covering four dimensions, such as (1) Consumer Identity Projects. It consists of cooperative, constructive ways for customers to interact with marketing materials, provide a feeling of coherence even when they are varied, and frequently fragment themselves. Personality plays an important role in explaining a person's shopping interest. In hedonistic behavior, there is a role for certain personality traits (Tarka *et al.*, 2022). (2) Marketplace Cultures. It is the aspect of the market-culture nexus that stands out the most. This dimension explores how consumers create social bonds and forge a new global culture. Utilization of the marketplace in the buying and selling system has several influences on an individual's shopping interest where they feel that buying and selling on the marketplace has some disadvantages that they might get later (Rahmi *et al.*, 2022). (3) The Socio-Historic Patterning of Consumption. It consists of institutional and social structures that systematically influence consumption, such as class, community, ethnicity, and gender. This dimension is related to social support where social elements influence a person's level of consumption (Somba *et al.*, 2018). (4) Mass-Mediated Marketplace Ideologies and Consumers' Interpretive Strategies. It has to do with the dimension that looks at consumer ideology, which has tendency to channel and replicate consumer thoughts and behaviors in order to uphold the prevailing interests in society. Its relationship with social support also influences an individual's shopping interest, both strategically and ideologically (Ariani *et al.*, 2019).

### **Shopping Intention**

Shopping intention is defined as a hidden desire in the minds of consumers

who are veiled towards a product and encourage them to make purchases (Amelia, 2016). A buyer's intention to acquire goods from a certain brand is expressed in their mental statement of consumer buying interest. Additionally, information regarding product purchases that consumers want to make that marketers need to know in order to forecast consumer behavior (Wereh *et al.*, 2019). Customers are more likely to purchase when they are satisfied with the information they receive through certain media, which can include both entertaining and educating content (Agra & Prakoso, 2022). Consumer shopping interest is influenced by two factors: the attitudes of other people who can reduce one's preference and unexpected situations that may arise and change one's shopping interest (Nora & Minarti, 2016). Shopping interest indicators include transactional, referential, and explorative (Amelia, 2016), preferential interest, and explorative interest (Andrew, 2019). Table 2 shows the measurement of shopping intention.

**Table 2**  
**Shopping Intention and the Measurement**

No.	Dimension	Source
1	Attitudes of other people <u>Unexpected situations</u>	(Nora & Minarti, 2016)
2	Transactional interest Referential interest Preferential interest Explorative interest	(Andrew, 2019)

### **Hedonism Motivation**

Hedonism is a way for people to get pleasure and make themselves happy because of prestige or recognition (Korry & Suartini, 2019). Hedonistic motivation is one's motivation in shopping to gain recognition and interest (Handayani *et al.*, 2021). According to Acan *et al.* (2020), hedonistic motivation tends to be closely related to impulsive behavior, resulting in shopping for things that are not needed. Nurvitria (2015) explains that hedonism includes individual activities, interests, and opinions. Hedonism motivation consists of 6 categories: adventure shopping, social shopping (Kaczmarek, 2016), gratification shopping, idea shopping, role shopping, and value shopping (Handayani *et al.*, 2021). Table 3 summarizes the measurement of hedonism motivation.

**Table 3**  
**Hedonism Motivation and the Measurement**

No.	Hedonism Motivation's Dimension	Source
1	Adventure Shopping Social Shopping Gratification Shopping Idea Shopping Role Shopping Value Shopping	(Handayani <i>et al.</i> , 2021; Kaczmarek, 2016)
2	Activity Interest Individual opinion	(Nurvitria, 2015)

Previous research explains that hedonism positively and significantly affects individual shopping interest (Korry & Suartini, 2019). A different opinion was conveyed by Acan *et al.* (2020) that hedonism has a negative and significant effect on one's shopping intention. Hedonistic motivation increases curiosity about thrift fashion products and makes consumers enthusiastic when shopping (Handayani *et al.*, 2021). This explanation suggests that there is a relationship between hedonism and a person's interest in shopping. Therefore, the first hypothesis can be proposed as follows:

**H1:** Hedonism motivation has a positive effect on shopping intention.

### Social Support

Social support is a public perception of those who are responsible and care about a problem that occurs which is studied in various disciplines (Liu *et al.*, 2019). Theoretically, notions of social support are accepted alongside those of social commerce development and information systems. It explores how the trading system is impacted by specific social interactions that are made possible by social media (Liu *et al.*, 2019). The social support provided can be in the form of emotional support, instrumental support, informational support, and appreciation support (Bazi *et al.*, 2022). Other research states that social support consists of two dimensions: informational social support related to assistance (knowledge and opinions) and emotional social support related to expressing inner feelings (understanding and concern) (Hu *et al.*, 2019). Table 4 highlights the measurement of social support.

**Table 4**  
**Social Support and the Measurement**

No.	Dimension	Source
1	Emotional support Instrumental support Informational support Appreciation support	(Bazi <i>et al.</i> , 2022)
2	Informational social support Emotional social support	(Hu <i>et al.</i> , 2019)

According to the previous research, social support positively and significantly influences one's shopping intention (Hu *et al.*, 2019). In line with research by Makmor *et al.* (2018), social support has a positive and significant effect on shopping intention in the era of social trading. A research by Hu *et al.* (2019) explained social support's impact can reduce customer reluctance to make decisions and increase their propensity to buy. It enables a person to verify the reliability of information sources they used to gather, which boosts their trust when shopping. According to this statement, social support affects a person's intention to shop. So, the second hypothesis can be proposed as follows:

**H2:** Social support has a positive effect on shopping intention.

## Perceived Risk

To achieve psychological recovery, risk must be adequately minimized. Risk is a complicated theoretical construct with numerous dimensions, ranging from a cognitively directed informational component to an emotionally oriented experiencing component (Jaspal & Breakwell, 2022). A person's subjective appraisal of the possibility of an event occurring and their level of anxiety for its consequences is known as perceived risk (Haekal & Widjajanta, 2016). Risk perception affects a person's behavior, such as his buying habits (Jaspal & Breakwell, 2022). Product, convenience, financial, and non-delivery hazards are all perceived as risks by consumers while making purchases, particularly online (Prastiwi & Fitria, 2021). According to Yonaldi & Defita (2019), perceived risk is measured based on 3 indicators, such as certain risk, experiencing a loss, and thinking that it is risky. Table 5 explains the measurement of perceived risk.

**Table 5**  
**Perceived Risk and the Measurement**

No.	Dimension	Source
1	Risk of product	(Prastiwi & Fitria, 2021)
	Risk of convenience	
	Risk of financial	
	Risk of non-delivery	
2	A certain risk	(Yonaldi & Defita, 2019)
	Experiencing a loss	
	Thinking that it is risky	

According to Gerber *et al.* (2014), perceived risk positively and significantly affects one's shopping intention with a significant value (Sample = 200) = 31.304. In line with the previous research, perceived risk positively influences a person's shopping intention (Zhang & Yu, 2020). Perceived risk is specifically felt by consumers when making purchases. When the business can effectively address the anxiety, consumers who were previously reluctant to make a purchase decide to do so in the future (Gerber *et al.*, 2014). According to this explanation, one's desire in shopping is influenced by perceived risk. Therefore, the third hypothesis can be proposed as follows:

**H3:** Perceived risk has a positive effect on shopping intention.

## RESEARCH METHODS

This study used a quantitative approach with a survey method by distributing questionnaires to Thrift Fashion consumers in Ponorogo. This method is a collection of information from members of the population that is easy to obtain and can provide that information (Sugiyono, 2016). The sample in this study was obtained through the convenience sampling method. Determining the number of samples in this study used the Isaac table (Hill, 1998) to obtain a sample of 200 respondents. The research

instrument was measured using a Likert scale with intervals of 1 to 5, where scale 1 stated Strongly Disagree, scale 2 stated Disagree, scale 3 stated Neutral, scale 4 stated Agree, and scale 5 stated Strongly Agree.

Data analysis techniques are used to answer the formulation of the problem or hypotheses testing. This research data is processed using the SEM (Structural Equation Modeling) method with AMOS (Analysis of Moment Structure). The analytical techniques used in this study include determination test, hypothesis testing, and mediation testing.

## FINDINGS AND DISCUSSION

### Characteristics of Respondents

**Table 6**  
**Profile of Respondents**

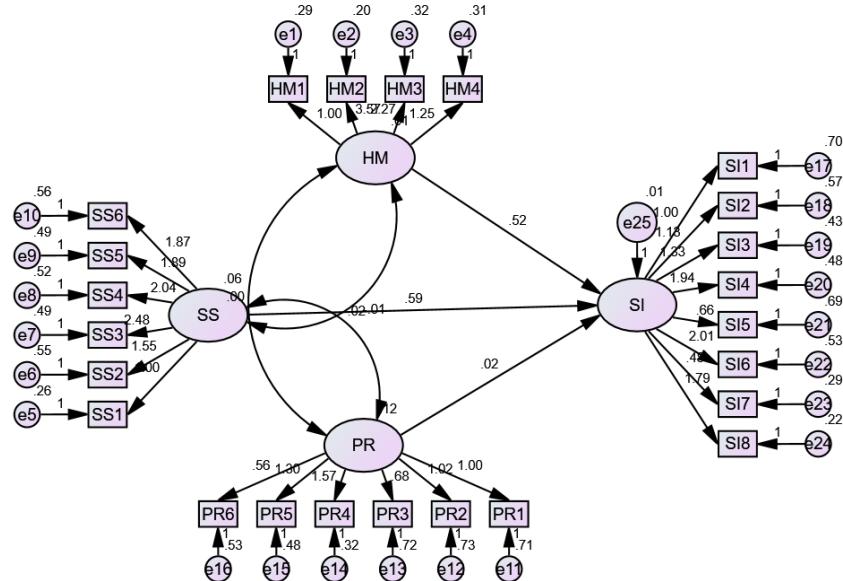
Element	Frequency	Percentage (%)
<b>Age</b>		
16-20 years old	58 respondents	29.0
21-25 years old	97 respondents	48.5
26-30 years old	38 respondents	19.0
31-35 years old	7 respondents	3.5
<b>Gender</b>		
Male	100 respondents	50.0
Female	100 respondents	50.0
<b>Education</b>		
Junior High School	5 respondents	2.5
Senior High School	102 respondents	51.0
College	93 respondents	46.5

Note: number of respondents (n = 200)

Based on Table 6, most respondents are aged 21-25 years old (48.5%) with a high school equivalent (51.0%). The age of 21-25 years old is the final phase of adolescence, with changes in attitudes and behavior, most of which are ambivalent towards any changes (Mahendra & Ardani, 2015). Late adolescents tend to have a social environment that is mutually supportive. So, it influences shopping interest in used clothing products (thrift) (Zulfikar & Mayvita, 2017). Similarly, respondents' levels of trust are higher at the equivalent high school education level than they are at the level of university degree, showing some variation based on education. The explanation is that people who are more educated tend to behave better while making purchasing decisions (Zulfikar & Mayvita, 2017).

### Development of path diagrams

A path diagram is a visual representation of a model that describes all the relationships between its variables. The development of the path diagram can be seen in the following Figure 1.



**Figure 1**  
**Path Diagram of Structural Equation Modeling**

This research investigates the variables that affect a person's purchasing intention, particularly when they buy at thrift stores. The factors are limited to hedonism motivation, social support, and perceived risk. Based on Figure 1, hedonism motivation, social support, and perceived risk act as exogenous variables while shopping intention variables act as endogenous variables.

#### Analysis of Goodness of Fit Criteria

An analysis of the goodness of fit criteria will be carried out on the values of chi-square, probability, df, CMIN/DF, GFI, TLI, CFI, RMSEA, and NFI. The chi-square value is a value that describes the level or condition of the research being conducted. All the test results show a good fit (good fit) because most of the compatibility tests show a fit model. Therefore, the model can be employed as a basis for analyzing the data (Table 7).

**Table 7**  
**Recapitulation of Goodness of Fit Evaluation**

Criteria	Cut of Value	Result	Evaluation
Chi-square	Expected small	266.739	Good (fit)
Probability	$\geq 0.05$	0.174	Good (fit)
CMIN/DF	$< 2.00$	1.084	Good (fit)
GFI	Approaching 1	0.902	Good (fit)
TLI	$> 0.90$	0.941	Good (fit)
CFI	Approaching 1	0.947	Good (fit)
RMSEA	$< 0.08$	0.021	Good (fit)
NFI	Approaching 1	0.600	Good (fit)

Source: Data Processing, 2022

Based on Table 7, the Goodness of Fit Indexes from all criteria is fit. So, it can be said that the model was created by taking into account the observational data.

## SEM method test results

Furthermore, the hypothesis testing with the SEM method, was carried out to determine whether or not the effect of exogenous variables on endogenous variables. This hypothesis can be accepted if the probability value is  $p < 0.05$  and the Critical Ratio (CR)  $> 1.96$ . This can be seen on Table 8.

**Table 8**  
**Regression Weights Estimates**

Path		Estimate	S.E.	C.R.	p	Decision
SI	←	HM	0.518	0.469	1.106	0.269
SI	←	SS	0.586	0.272	2.150	0.032
SI	←	PR	0.016	0.063	0.255	0.799

Source: Data Processing, 2022

Based on Table 8, p-value as  $0.269 > 0.05$ . This value is bigger than 0.05. It means the hypothesis is rejected. Therefore, there is no positive and significant influence of hedonism motivation on shopping intention. Similarly, p-value as  $0.799 > 0.05$ . This value is bigger than 0.05. It means that the hypothesis is rejected. So, there is no positive and significant influence of perceived risk on shopping intention. Different with the previous findings, p-value as  $0.032 < 0.05$ . This value is smaller than 0.05. It means the hypothesis is accepted. Thus, social support has a positive and significant influence on shopping intention.

## The Effect of Hedonism Motivation on Shopping Intention

Based on the hypothesis testing, hedonism motivation has no positive and significant effect on shopping intention. It is known that motivational hedonism in Ponorogo's community tends to be stable. Due to the influence of popular trends or events, certain indices of hedonistic motivation, such as shopping excursions and Ponorogo's shopping fervor, do not demonstrate substantial variations. Psychologically, the fashion tastes of some Ponorogo people have different needs. Consequently, they are sometimes unaffected by current trends. Like the thrift fashion trend, not all Ponorogo people are interested in this trend. Many people think wearing their clothes or buying new clothes with nametags is more comfortable. As explained by Acan *et al.* (2020), motivational hedonism tends to be closely related to impulsive behavior which results in shopping for things that are not needed. Impulse buying is an unplanned decision due to stimulation from the shopping environment (Kosyu, 2014). Hedonism motivation is related to fantasy and individual emotions that increase shopping interest which tends to be impulsive (Korry & Suartini, 2019). According to Oke *et al.* (2016), consumers respond differently depending on the stimuli obtained. One dimension in consumer culture theory (consumer identity projects) shows how personalities with certain characteristics form hedonism towards one's shopping interest (Tarka *et al.*, 2022). As a consumer, shopping interest increases along with social-emotional needs and the emergence of a sense of pleasure, thus giving rise to hedonism motivation (Anggraeni & Patrikha, 2021). Conversely, Pranatika & Albari (2022) stated that hedonism motivation is not a factor in strengthening or weakening

one's shopping interest. The results that have no positive and significant effect are in line with the research by Acan *et al.* (2020). It is also in line with To *et al.* (2007) that stated hedonism motivation does not significantly influence purchase intention. Pranatika & Albari (2022) reinforce the findings that hedonism motivation does not significantly affect purchase intention.

### **The Effect of Social Support on Shopping Intention**

Based on the hypothesis testing, social support affects shopping intention. This shows that residents of the Ponorogo Regency have solid social bonds. So, their decisions are always influenced by their social environment. The social context has a significant impact on how people behave when they have a desire to purchase used clothes (thrift). Liu *et al.* (2019) explain that social support is embraced with social commerce development and the idea of information systems. Social support studies on the impact of personal social connection on purchasing decisions made through social media. Social support is consistent with the elements of consumer culture theory, including the socio-historical patterns of consumption, marketplace beliefs (such as those found in traditional markets or supermarkets), and consumers' interpretive strategies. Consumers with social support feel in the same social group. Social support has a profound influence on efforts to build the quality of relationships between buyers and sellers which ultimately influences the buyer's intention to buy the product (Istiqomawati *et al.*, 2022). The results are in line with Hu *et al.* (2019); Lestari & Suzana (2020); Makmor *et al.* (2018) that social support has a positive and significant effect on one's purchase intention.

### **The Effect of Perceived Risk on Shopping Intention**

Based on the hypothesis testing, risk perception does not have a positive and significant effect on shopping intentions. People in Ponorogo Regency know that thrift fashion clothes definitely have a risk attached to their thrift fashion. As stated by several consumers in interviews, thrift fashion consumers are very aware and understand that buying used clothes carries risks such as slight damage to the clothes, small stains, or slightly faded colors. Even so, buying used clothing products still attracts interest, considering there are currently lots of good quality clothes. A person's perception of risk is an introspective appraisal of the possibility that something negative will happen to him (Haekal & Widjajanta, 2016). Perceive risk affects consumers toward shopping (Jaspal & Breakwell, 2022). This is in line with the dimensions of consumer culture theory (marketplace cultures). One's interest in shopping is influenced by the usage of markets and media for buying and selling, yet there are some drawbacks that one could encounter (Rahmi *et al.*, 2022). Risk must be considered in buying and selling transactions (Fajarratri, 2010). Despite considerable price variations between private-label food goods and national brand products, perceived risk does not significantly affect purchase intention (Santoso *et al.*, 2016). Istiqomah & Usman (2021) also show that perceived risk doesn't affect one's shopping intention. According to Rizkitasari & Nugroho (2013), perceived risk has a significant and negative effect on purchase intention. It means that consumers with low perceived

risk are not directly proportional to high consumer shopping interest.

## CONCLUSIONS

This research was conducted to determine the factors that influence consumer behavior related to shopping interest in used clothing products (thrift). These facts focused on 3 (three) variables: hedonic motivation, social support, and perceived risk. Based on the findings, the factor that influences shopping interest in used clothing products is social support. Meanwhile, hedonic motivation and perceived risk do not significantly influence purchase intention (shopping intention) for used clothing products (thrift). The findings have several important implications. For industrial development, people can refer to factors that have a significant influence, such as social support. For further research, the other independent variables which are considered to have a more significant influence on the intention to buy used clothing products (thrift). This study found limitations in that the factors that influence purchase intention (shopping intention) are limited to three variables, namely hedonic motivation, social support, and perceived risk. The research sample is only 200 respondents with a broad scope. So, it cannot be used to generalize as a whole. Moreover, the data generated was only from the questionnaire instrument which was based on the perception of the respondent's answers. Therefore, the conclusions were drawn only based on data collected using a written questionnaire instrument without being equipped with interviews and interviews.

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