

Thrifting Lifestyle: Exploring Urban Consumers' Intentions and Attitudes toward Preloved Branded Goods

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Abstract

This study aims to analyze consumer behavior in purchasing preloved branded goods using the Theory of Planned Behavior (TPB) approach. This study was conducted through in-depth interviews with ten respondents with diverse age, gender, and domicile backgrounds in Bali. The interview results indicate that respondents' attitudes toward purchasing preloved goods are generally very positive, driven by considerations of more affordable prices, good quality, and the uniqueness or vintage value of the product. Subjective norms have varying influences; some respondents stated that their social environment is supportive or neutral towards this behavior, while others said they are not too influenced by the opinions of others. Perceived behavioral control is dominated by ease of access through social media and online platforms, although challenges such as quality uncertainty, limited sizes, and the risk of counterfeit goods remain obstacles. Behavioral intention to continue purchasing preloved goods in the future is very strong among almost all respondents, especially for the clothing, bags, shoes, and accessories categories. The main factors influencing purchasing decisions are price, seller reputation, and ease of transaction. Social media plays a crucial role in promotion, information seeking, and building consumer trust. These findings indicate that the TPB can explain consumer behavior in purchasing preloved branded goods, with positive attitudes and high behavioral control as dominant factors, while subjective norms play a lesser role. This study recommends marketing strategies that emphasize economic aspects, product uniqueness, and consumer education to support the growth of the sustainable fashion market.

Keywords: Preloved, Consumer behavior, Sustainability fashion, Social media, Thrifting

1. Introduction

The phenomenon of thrifting, or buying used goods, especially preloved branded items, has become an increasingly popular lifestyle trend among urban consumers, including in Indonesia. Historically, the activity of buying used clothing has actually been going on since the 14th century in Europe, with the term thrift meaning "thrifty" or "thrifty" (Rizal, 2024). In the 19th century, thrifting began to be commercially organized through the establishment of charitable organizations such as the Salvation Army and Goodwill, which sold used goods for social fundraising (Shinta, Dharmawan, Zahro, 2022).

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In Indonesia, the thrifting culture is thought to have begun to develop in the 1980s and 1990s, particularly in coastal areas bordering neighboring countries such as Sumatra, Batam, Kalimantan, and Sulawesi (Kappa, 2023). These areas became the primary entry point for imported used clothing, which then spread to Java and major cities such as Bandung, Jakarta, Yogyakarta, and Surabaya (Alamin, 2023). Initially, these items were often labeled "imported goods" rather than "used goods" to increase market appeal (Sibarani, 2023).

The development of information technology and social media platforms has encouraged the proliferation of thrifting through online stores and organized thrifting events, expanding reach and increasing consumer trust through testimonials and reviews (Regina et al., 2025). Besides being a way to save money, thrifting is also defined as part of a sustainable lifestyle that supports the reduction of textile waste in the fashion industry, which is widely recognized as a major contributor to global environmental pollution (Syafitri, 2025).

In the context of consumer behavior, the Theory of Planned Behavior (TPB) developed by Ajzen (1991) provides an appropriate framework for understanding the psychological and social factors that shape the intention and action to purchase preloved goods. The TPB asserts that positive attitudes toward behavior, subjective norms supported by the social environment, and perceived behavioral control over ease or barriers significantly influence consumer purchase intentions and actual behavior (Mauliate & Kusumastuti, 2024).

This study focuses on exploring the attitudes, subjective norms, perceived behavioral control, and intentions of urban consumers in Bali in purchasing preloved branded goods, in order to capture the socio-economic dynamics and the role of social media in these behaviors. Given the significant growth of the preloved market and the push to adopt sustainable fashion, a deep understanding of consumer behavior is crucial for developing effective marketing strategies and formulating policies that support the sustainable fashion movement.

As awareness of sustainability and the environmental impact of the fashion industry increases, the phenomenon of thrifting, or purchasing sustainable goods, especially preloved branded goods, is increasingly popular among urban consumers. This activity not only offers a more affordable economic alternative but also becomes part of a lifestyle that values the uniqueness and vintage value of products (Lutfiana, 2023). The Theory of Planned Behavior (TPB) developed by Ajzen (1991) has been widely used to analyze consumer behavior, including in the context of purchasing preloved goods. TPB states that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). By utilizing this framework, this study aims to further explore the intentions and attitudes of urban consumers in Bali in the context of thrifting preloved branded goods (Pohan, 2024; Amanda, 2024).

The fashion industry is one sector that makes a significant contribution to environmental pollution and global textile waste (Utami et al., 2024). Sustainability awareness has driven the rise of the thrifting trend, which involves purchasing preloved or secondhand goods, especially branded items. Urban consumers are increasingly attracted to preloved items due to their price, quality, and unique aesthetic value.

The Theory of Planned Behavior (TPB) developed by Ajzen (1991) provides a theoretical framework for understanding consumer intentions and behavior. TPB emphasizes three main factors—attitudes, subjective norms, and perceived behavioral control—that influence behavioral intentions and ultimately actual behavior. This study focuses on exploring the attitudes and intentions of urban consumers in Bali toward preloved branded goods using qualitative in-depth interviews. This study also explores how social media has become an important tool in preloved consumer behavior.

2. Literature Review

Thrifting and Sustainability in Fashion. Thrifting is a sustainable fashion strategy that helps reduce textile waste and extend product life cycles (Tumangger, 2023, 2020). This trend has increased due to consumer awareness of environmental and economic issues (Suryahanjaya, 2023).

Theory of Planned Behavior (TPB). The TPB is a theoretical model that explains how psychological factors influence individual intentions and behavior (Ajzen, 1991). In the context of preloved products, positive attitudes toward the product, social support, and ease of access are key predictors of consumer intention (Adnan, 2024).

The Role of Social Media in Preloved Consumer Behavior. Social media serves as a primary platform for selling preloved items, providing information, and building consumer trust through digital reviews and testimonials (Lou & Yuan, 2019; Wibowo et al., 2022).

3. Research Method

This study used a descriptive qualitative approach with in-depth interviews with ten purposively selected respondents from urban consumers in Bali. The respondents had diverse demographic backgrounds (aged 20-40, male and female, and were located in various regencies in Bali). Interview data were analyzed using thematic analysis techniques to identify attitudes, the influence of subjective norms, perceived behavioral control, and intentions to purchase preloved goods.

4. Finding and Discussion

Attitudes towards Purchasing Preloved Goods. The results show a very positive attitude supported by considerations of more affordable prices, still good quality, and the unique value of vintage.

Respondent 3: "I feel very happy to be able to get branded goods at a much cheaper price than new."

Respondent 7: "Preloved items have a vintage value that new items don't have."

Subjective Norms. The influence of social norms varies; friends and the environment are sometimes supportive, sometimes neutral, and some respondents do not pay much attention to the opinions of their environment.

Respondent 1: "Many of my friends also like to buy preloved items, so I feel comfortable and supported."

Respondent 9: "I usually don't care what other people think about me buying preloved."

Perceived Behavioral Control. Ease of access through social media and online marketplaces is very helpful. Risks such as improper sizing, counterfeit goods, and uncertain quality are major obstacles.

Respondent 6: "Sometimes it's difficult to get the right size and you're afraid you'll get a fake item."

Respondent 10: "If there's a guarantee or COD, I'm more confident buying preloved items."

Behavioral Intentions. Most of them have a strong intention to continue buying preloved branded goods, especially in the clothing, bags, shoes, and accessories categories.

Respondent 4: "I will continue to buy preloved items as long as the prices are reasonable and the quality is maintained."

Respondent 8: "If there's a limited edition branded item, I'll definitely go for it, even if it's preloved."

Purchasing Decision Factors. Price, seller reputation, other buyers' testimonials, and ease of transaction are the main factors that influence decisions.

Respondent 7: "Price is the main factor, but the seller's reputation is also important."

Respondent 1: "I checked other buyers' testimonials to ensure trustworthiness."

5. Conclusion

This study confirms that the Theory of Planned Behavior is a relevant framework for explaining preloved branded purchasing behavior among urban Balinese consumers. Positive attitudes toward economic aspects and product value are the primary factors, while subjective norms have a smaller influence. High behavioral control is primarily supported by easy access to social media and marketplaces, although the risk of quality uncertainty remains a challenge. Social media plays a

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crucial role in building trust and supporting transactions. The recommended marketing strategy is to emphasize economic aspects, product uniqueness, and consumer education to reduce concerns regarding product quality and authenticity in order to better support the sustainable fashion market.

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