

# PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASE INTENTION OF FASHION THRIFTING PRODUCTS

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*Abstract: This study investigates the effects of price, product quality, and brand image on the purchase intention of fashion thrifting products among Management Study Program students (Class of 2023) at Universitas Methodist Indonesia. A quantitative descriptive approach was employed, with a population of 250 students and a sample of 154 respondents selected using the Slovin formula. Data were gathered through Likert-scale questionnaires and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination. Findings reveal that price does not significantly influence purchase intention (sig. 0.266 > 0.05), whereas product quality exerts a positive and significant effect (sig. 0.003 < 0.05), and brand image demonstrates the strongest influence (sig. 0.000 < 0.05). Simultaneously, all three variables significantly predict purchase intention, yielding an F-value of 78.599 and an Adjusted R<sup>2</sup> of 60.3%. Brand image and product quality are identified as the primary drivers of student purchase intention toward fashion thrifting.*

*Keywords: Price, Product Quality, Brand Image, Purchase Intention, Fashion Thrifting.*

**Abstrak:** Penelitian ini bertujuan menganalisis pengaruh harga, kualitas produk, dan citra merek terhadap minat beli produk fashion thrifting pada mahasiswa Program Studi Manajemen Angkatan 2023 Universitas Methodist Indonesia. Metode penelitian bersifat kuantitatif deskriptif dengan populasi 250 mahasiswa dan sampel 154 responden menggunakan rumus Slovin. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan regresi linear berganda, uji t, uji F, dan koefisien determinasi. Hasil menunjukkan bahwa harga tidak berpengaruh signifikan terhadap minat beli (sig. 0,266 > 0,05), kualitas produk berpengaruh positif dan signifikan (sig. 0,003 < 0,05), dan citra merek memberikan pengaruh paling dominan (sig. 0,000 < 0,05). Secara simultan, ketiga variabel berpengaruh signifikan terhadap minat beli dengan F-hitung 78,599 dan Adjusted R<sup>2</sup> sebesar 60,3%.

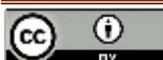
**Kata Kunci:** Harga, Kualitas Produk, Citra Merek, Minat Beli, Fashion Thrifting.

## INTRODUCTION

The global fashion industry has undergone a profound transformation in how consumers select and acquire clothing. Beyond following mainstream trends, modern consumers especially young adults increasingly factor in economic, social, and environmental considerations into their purchasing behavior. One of the most visible manifestations of this shift is the rapid rise of fashion thrifting, a practice centered on purchasing pre-owned or second-hand garments. Thrifting offers not only cost-effective access to stylish apparel but also a sense of uniqueness, sustainability, and participation in the circular economy (Hasan & Utami, 2024).

Historically derived from the English word "thrift," meaning frugality and economy, the practice of trading second-hand goods dates to the fourteenth century. In Indonesia, the thrifting phenomenon began in earnest during the 1980s and 1990s, with imported pre-owned clothing arriving through border ports such as Batam and Tanjung Pinang, originating from Japan, South Korea, Singapore, and various European nations. What began as donated goods gradually evolved into a viable commercial commodity, propelled by high consumer demand. Today, digital platforms particularly Instagram, TikTok, and Facebook have amplified thrifting's reach considerably, transforming it from a niche market activity into a mainstream lifestyle trend especially embraced by Millennials and Generation Z (Nurazizah & Firmansyah, 2023).

According to Statistics Indonesia (BPS), import volumes of pre-owned clothing surged dramatically in 2024, rising approximately 302-fold compared to the previous year. This spike exerts competitive pressure on domestic textile manufacturers while simultaneously reflecting the robust and growing appetite for affordable, branded fashion alternatives. Survey data by Jakpat (2024) indicate that



81% of Millennial and 67% of Generation Z consumers identify price as a primary consideration when purchasing fashion products. However, as thrifting has grown in popularity, prices at many thrift shops have risen substantially, creating tension between consumer price expectations and actual market offerings.

Within the student population, fashion thrifting holds particular appeal due to the intersection of limited financial resources and strong desire for self-expression through fashion. Three variables are posited as central determinants of student purchase intention toward thrifted fashion: price, product quality, and brand image. Price encompasses the monetary amount consumers are willing to pay relative to perceived value. Product quality refers to the physical condition, durability, cleanliness, and functional integrity of thrifted items factors that carry heightened importance given the inherent variability of second-hand goods and documented health risks such as skin conditions linked to inadequately sanitized apparel (Saputro et al., 2024). Brand image, defined as the consumer's holistic perceptual evaluation of a brand formed through associations, experience, and marketing communication, is particularly salient in thrifting because much of the market's appeal derives from the availability of recognized international labels such as Nike, Adidas, Uniqlo, and Patagonia.

Existing literature presents contradictory findings regarding these relationships. Saputro and Irawati (2023) found a significant positive relationship between price and purchase intention, while Haby et al. (2023) reported no significant effect. Hayati and Prasojo (2024) confirmed a significant product quality purchase intention link; Hasan and Utami (2024) found no such effect. Zahra and Fadilla (2024) established a positive significant brand image effect, whereas Purnomo and Lutfianwari (2025) found no significant influence. These inconsistencies constitute a meaningful research gap that this study seeks to address within the specific context of Management students at Universitas Methodist Indonesia (UMI), Class of 2023.

### **Research Objectives**

1. To analyze the partial effect of price on purchase intention of fashion thrifting products among Management students (Class of 2023) at UMI.
2. To analyze the partial effect of product quality on purchase intention of fashion thrifting products among Management students (Class of 2023) at UMI.
3. To analyze the partial effect of brand image on purchase intention of fashion thrifting products among Management students (Class of 2023) at UMI.
4. To analyze the simultaneous effect of price, product quality, and brand image on purchase intention of fashion thrifting products among Management students (Class of 2023) at UMI.

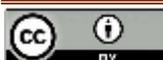
## **THEORETICAL FRAMEWORK**

### **Marketing Management**

Marketing management constitutes a set of planned activities encompassing analysis, planning, execution, and control aimed at enabling organizations to achieve their objectives effectively and efficiently. Armstrong & Kotler (2021) define it as the process of designing programs to create, build, and sustain mutually beneficial exchanges with target buyers, incorporating strategic planning, resource organization, plan execution, team direction, and overall performance control. In the context of fashion thrifting, marketing management is instrumental in identifying consumer preferences, positioning products, and crafting communication strategies that resonate with price-conscious, brand-aware university students.

### **Purchase Intention**

Purchase intention is the psychological predisposition or behavioral tendency that motivates a consumer to acquire a particular product following a process of evaluation and consideration. Kotler & Armstrong (2020) describe purchase intention as consumer behavior characterized by the desire to buy or select a product based on prior experiences of choosing, using, or desiring it. Schiffman & Kanuk (2023) further characterize purchase intention as a manifestation of positive affect toward a product that impels an individual to seek it through monetary expenditure, time investment, or other effort. In the thrifting context, purchase intention is shaped by perceived economic value, quality assessments, and brand associations representing a composite motivational state that researchers can decompose into transactional, referential, preferential, and explorative dimensions (Tjiptono, 2022)



The AIDA model (Attention, Interest, Desire, Action) provides a useful sequential framework for understanding how consumers progress from initial exposure to a fashion thrift offering toward actual purchase behavior. Attention is captured through distinctive visual content on social media; Interest is aroused by aligning the product's unique attributes with the consumer's aspirations; Desire is cultivated by emphasizing the value-for-money proposition and exclusivity of branded thrifted items; and Action is triggered when the consumer makes a purchase decision (Chandra & Sari, 2022).

### **Price**

Price represents the sum of value that consumers exchange for the benefit of possessing or using a product or service (Kotler & Armstrong, 2023). In marketing, price is the sole element of the marketing mix that generates direct revenue, while simultaneously functioning as a signal of product quality and brand status. In the fashion thrifting market, price dynamics are uniquely complex: the traditional low-price advantage of second-hand goods has been partially eroded by growing demand, with many thrift shops now pricing items comparably to newly manufactured local garments. Research by Liu et al. (2022) demonstrates that price sensitivity among young consumers varies considerably based on perceived product exclusivity when a product carries strong brand associations, price becomes a secondary consideration relative to uniqueness and prestige. Key price indicators include affordability, price-to-quality alignment, price-to-benefit correspondence, and competitive pricing relative to comparable offerings (Kotler & Armstrong, 2023).

### **Product Quality**

Product quality encompasses a product's capacity to fulfill consumer needs and expectations through its performance, durability, reliability, and ease of use (Kotler & Armstrong, 2022). For thrifted fashion specifically, product quality takes on heightened importance because consumers cannot assume consistency across items each piece is unique and subject to varying degrees of wear. Indicators of product quality include physical form and appearance, functional performance, perceived quality based on brand reputation, and durability under normal usage conditions (Kotler & Keller, in Rahmawati et al., 2023). Empirical evidence from Adnyana and Damayanti (2024) confirms that product quality significantly predicts purchase intention in the fashion thrifting context, as consumers are willing to purchase used items only when they are convinced of adequate physical integrity and hygiene. Park et al. (2021) similarly demonstrate that perceived product quality mediates the relationship between sustainability concerns and purchase intention for second-hand fashion.

### **Brand Image**

Brand image refers to the perceptual constellation of beliefs, impressions, and associations that consumers hold regarding a brand, formed through accumulated experience and marketing communication (Kotler et al., 2021). In fashion thrifting, brand image carries exceptional weight because the presence of internationally recognized labels such as Nike, Adidas, Carhartt, and Uniqlo serves as a primary quality heuristic and social currency for status-conscious young consumers. Surachman (2020) identifies brand image as encompassing not only the visual identity of a brand but also the experiential and symbolic meanings consumers attach to it. Key dimensions of brand image include prestige and status associations, corporate reputation, aesthetic appeal, and consumer loyalty (Shintiani, 2023). Keller et al. (2023) argue that strong brand image reduces perceived purchase risk, making it a particularly influential driver in markets characterized by product uncertainty precisely the conditions that define fashion thrifting.

### **Conceptual Framework and Hypotheses**

Drawing on consumer behavior theory and empirical evidence, this study proposes that price ( $X_1$ ), product quality ( $X_2$ ), and brand image ( $X_3$ ) each exert distinct partial effects and a combined simultaneous effect on purchase intention ( $Y$ ) among university students. The following hypotheses are tested:

H<sub>1</sub>: Price partially and positively affects purchase intention of fashion thrifting products.

H<sub>2</sub>: Product quality partially and positively affects purchase intention of fashion thrifting products.

H<sub>3</sub>: Brand image partially and positively affects purchase intention of fashion thrifting products.

H<sub>4</sub>: Price, product quality, and brand image simultaneously exert a significant effect on purchase intention of fashion thrifting products.

## **RESEARCH METHOD**



This study employs a quantitative research design with a descriptive-verbatim approach. Quantitative methodology is grounded in the positivist philosophical tradition, utilizing structured instruments and statistical analyses to test pre-specified hypotheses (Sugiyono, 2020). The descriptive component characterizes respondent profiles and variable distributions, while the verificative component tests directional hypotheses about inter-variable relationships.

The research was conducted at the Faculty of Economics, Universitas Methodist Indonesia, Medan (Jl. Hang Tuah No. 8, Medan Polonia). The study population comprised all 250 active Management students in the Class of 2023. Using the Slovin formula at a 5% margin of error, a sample size of 154 respondents was determined. Proportional purposive sampling was applied to ensure representation across eight classes (MA through MH), with eligibility criteria requiring: (1) active enrollment in the 2023 cohort; (2) age between 18–24 years; and (3) at least one thrifting purchase within the preceding 12 months.

Primary data were collected through a structured Likert-scale questionnaire (1–5), measuring four variables: Price ( $X_1$ , 6 items), Product Quality ( $X_2$ , 6 items), Brand Image ( $X_3$ , 6 items), and Purchase Intention ( $Y$ , 6 items). Secondary data were obtained from academic literature, institutional student enrollment records, and national statistical databases. All instruments were pre-tested for validity ( $r\text{-count} > r\text{-table} = 0.1572$  at  $df = 152$ ) and reliability (Cronbach's Alpha  $\geq 0.60$ ).

Data were processed using IBM SPSS 27. The analytical sequence comprised: (1) validity and reliability testing; (2) classical assumption testing—normality (Kolmogorov-Smirnov), multicollinearity (Tolerance/VIF), and heteroscedasticity (Glejser test); (3) multiple linear regression analysis; (4) partial t-tests; (5) simultaneous F-test; and (6) coefficient of determination ( $R^2$ ) analysis. The regression model is expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where  $Y$  = Purchase Intention;  $a$  = Constant;  $b_1, b_2, b_3$  = Regression coefficients;  $X_1$  = Price;  $X_2$  = Product Quality;  $X_3$  = Brand Image;  $e$  = Error term.

## RESULTS AND DISCUSSION

### Respondent Profile

Of the 154 respondents, 61 (39.61%) identified as male and 93 (60.39%) as female, reflecting the predominantly female consumer base typically observed in fashion markets. Age distribution showed that the 20–21 years cohort was the largest group (57.79%), followed by 18–19 years (27.27%) and 22–23 years (14.94%). The dominance of female respondents aged 20–21 is consistent with demographic profiles found in fashion thrifting research (Zahra & Fadilla, 2024), affirming the representativeness of the sample for the study's objectives.

### Validity and Reliability Tests

All questionnaire items demonstrated validity, with  $r\text{-count}$  values exceeding the  $r\text{-table}$  threshold of 0.1572 ( $df = 152, \alpha = 5\%$ ) across all four variables. Specifically,  $r\text{-count}$  values ranged from 0.554 to 0.780 for Price; 0.589 to 0.777 for Product Quality; 0.638 to 0.818 for Brand Image; and 0.707 to 0.800 for Purchase Intention. Reliability testing confirmed Cronbach's Alpha values of 0.794 (Price), 0.763 (Product Quality), 0.829 (Brand Image), and 0.833 (Purchase Intention), all exceeding the minimum threshold of 0.60 (Ghozali, 2021). These results confirm the measurement instruments as valid and internally consistent.

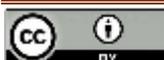
**Table 1. Reliability Test Results**

| Variable                   | Cronbach's Alpha | Threshold | Status   |
|----------------------------|------------------|-----------|----------|
| Price ( $X_1$ )            | 0.794            | 0.60      | Reliable |
| Product Quality ( $X_2$ )  | 0.763            | 0.60      | Reliable |
| Brand Image ( $X_3$ )      | 0.829            | 0.60      | Reliable |
| Purchase Intention ( $Y$ ) | 0.833            | 0.60      | Reliable |

Source: Processed Data from IBM SPSS 27, 2026

### Classical Assumption Testing

Normality: The Kolmogorov-Smirnov test yielded a test statistic of 0.086. While the Asymp. Sig. (2-tailed) was 0.007, the Monte Carlo Sig. of 0.188  $>$  0.05 confirms normal distribution of residuals under the more robust Monte Carlo simulation appropriate for samples of this size (Hair et al., 2021).



Multicollinearity: All independent variables exhibited Tolerance values above 0.10 and VIF values below 10 (Price: Tolerance = 0.614, VIF = 1.628; Product Quality: Tolerance = 0.602, VIF = 1.661; Brand Image: Tolerance = 0.496, VIF = 2.018), confirming the absence of problematic multicollinearity.

Heteroscedasticity: Glejser test results showed significance values of 0.386 (Price), 0.171 (Product Quality), and 0.063 (Brand Image), all exceeding 0.05. The scatterplot further confirmed random distribution of residuals, satisfying the homoscedasticity assumption required for the Best Linear Unbiased Estimator (BLUE) condition.

**Multiple Linear Regression Analysis**

The regression equation derived from analysis is:

$$Y = 3.052 + 0.077X_1 + 0.191X_2 + 0.616X_3$$

**Table 2. Multiple Linear Regression Coefficients**

| Model                             | B     | Std. Error | Beta | t     | Sig. |
|-----------------------------------|-------|------------|------|-------|------|
| (Constant)                        | 3.052 | 1.605      | -    | 1.901 | .059 |
| Price (X <sub>1</sub> )           | .077  | .069       | .073 | 1.117 | .266 |
| Product Quality (X <sub>2</sub> ) | .191  | .064       | .195 | 2.972 | .003 |
| Brand Image (X <sub>3</sub> )     | .616  | .075       | .598 | 8.273 | .000 |

Source: Processed Data from IBM SPSS 27, 2026

The constant value of 3.052 represents the baseline purchase intention when all independent variables are equal to zero. The regression coefficient for Price (b<sub>1</sub> = 0.077) is statistically non-significant, indicating negligible practical effect. The coefficient for Product Quality (b<sub>2</sub> = 0.191) indicates that a one-unit improvement in product quality perception increases purchase intention by 0.191 units. Most substantially, the Brand Image coefficient (b<sub>3</sub> = 0.616) indicates that a one-unit increase in brand image perception raises purchase intention by 0.616 units, establishing brand image as the most influential predictor.

**Partial t-Test Results**

The t-table value at α/2 = 0.025 with df = 149 is 1.976.

**Table 3. Partial t-Test Summary**

| Variable                          | t-count | t-table | Sig.  | Hypothesis     | Decision |
|-----------------------------------|---------|---------|-------|----------------|----------|
| Price (X <sub>1</sub> )           | 1.117   | 1.976   | 0.266 | H <sub>1</sub> | Rejected |
| Product Quality (X <sub>2</sub> ) | 2.972   | 1.976   | 0.003 | H <sub>2</sub> | Accepted |
| Brand Image (X <sub>3</sub> )     | 8.273   | 1.976   | 0.000 | H <sub>3</sub> | Accepted |

Source: Processed Data from IBM SPSS 27, 2026

**Simultaneous F-Test**

The ANOVA results produced an F-count of 78.599, substantially exceeding the F-table value of 2.66 (df<sub>1</sub> = 3, df<sub>2</sub> = 150), with a significance level of 0.000 < 0.05. This confirms that price, product quality, and brand image jointly and significantly predict purchase intention, thereby accepting H<sub>4</sub>. The exceptionally high F-value underscores the collective explanatory strength of the proposed model.

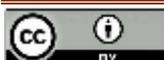
**Coefficient of Determination**

The coefficient of determination R = 0.782 indicates a strong positive relationship between the independent variables and purchase intention. R<sup>2</sup> = 0.611 signifies that 61.1% of variance in purchase intention is attributable to the three predictors. The Adjusted R<sup>2</sup> of 0.603 confirms that after accounting for sample size and number of predictors, the model explains 60.3% of purchase intention variation. The remaining 39.7% reflects influences of other variables not captured in this study, such as social media influence, lifestyle factors, peer effects, and environmental consciousness.

**DISCUSSION**

**Effect of Price on Purchase Intention**

Price fails to exert a significant partial effect on purchase intention for fashion thrifting products among UMI Management students (t-count = 1.117 < t-table = 1.976; sig. 0.266 > 0.05), leading to the rejection of H<sub>1</sub>. This finding reveals that price sensitivity is not a primary psychological driver of



purchase intention in this consumer segment. Several explanations converge to account for this result. First, as the thrifting market has matured and demand has grown, price differentiation between thrift shops and conventional retail has narrowed considerably many thrifted items now command prices comparable to new locally-manufactured fashion goods. Consequently, the distinctive price advantage that originally defined thrifting's appeal has diminished, rendering price a less discriminating variable in purchase decisions.

Second, thrifting consumers particularly university students who are intrinsically motivated by sustainability and uniqueness tend to prioritize value-for-money and experiential dimensions over absolute price levels. Arora and Sahney (2021) found that eco-conscious consumers exhibit reduced price elasticity when purchasing sustainable fashion, as the perceived ethical and hedonic value of the product overshadows cost considerations. Third, the thrift market's characteristic unpredictability means consumers have adapted to price variability as an inherent feature of the shopping experience rather than a decision-critical signal. These findings corroborate Haby et al. (2023) and Purnomo and Lutfianwari (2025), who similarly documented non-significant price effects in thrifting contexts.

#### **Effect of Product Quality on Purchase Intention**

Product quality exerts a significant positive partial effect on purchase intention ( $t\text{-count} = 2.972 > t\text{-table} = 1.976$ ; sig.  $0.003 < 0.05$ ), confirming H<sub>2</sub>. This finding positions product quality as a meaningful predictor of student purchase decisions in the fashion thrifting context. Unlike the abstract quality signals available for new products, thrifted items require active quality assessment by consumers evaluating stitching integrity, fabric condition, cleanliness, and functional components such as zippers and buttons. When thrift products consistently meet or exceed these quality benchmarks, consumers develop greater confidence, which translates into purchase intention.

The health and safety dimension adds particular salience to this relationship. Saputro et al. (2024) documented that inadequately sanitized thrifted items may harbor harmful bacteria and cause dermatological conditions, a concern that heightens the importance of verifiable product quality for health-aware students. Accordingly, thrift shops that invest in rigorous quality control and transparent product condition disclosure can leverage product quality as a competitive differentiator. These results are consistent with Hayati and Prasojo (2024), Adnyana and Damayanti (2024), and Park et al. (2021), all of whom confirm product quality as a significant driver of purchase intention in second-hand fashion markets.

#### **Effect of Brand Image on Purchase Intention**

Brand image is the most influential predictor of purchase intention in this study ( $t\text{-count} = 8.273 \gg t\text{-table} = 1.976$ ; sig.  $0.000 < 0.05$ ), confirming H<sub>3</sub>. The regression coefficient of 0.616 is substantially larger than those for Price (0.077) and Product Quality (0.191), indicating that brand-related perceptions are overwhelmingly dominant in shaping student purchase intentions toward thrifted fashion. This finding reflects the symbolic role that brand consumption plays in young consumers' identity formation and social positioning: acquiring a recognized international brand even in its pre-owned form confers prestige, status, and social visibility that generic or unbranded items cannot replicate.

Keller et al. (2023) emphasize that strong brand image reduces perceived purchase risk, a mechanism that is particularly operative in second-hand fashion where product uncertainty is inherently high. The ability to identify and authenticate a recognized brand name in a thrift shop provides a quality heuristic that mitigates concerns about product condition and provenance. Furthermore, students motivated by sustainable consumption find that branded thrift purchases allow them to simultaneously express environmental values and maintain aspirational brand associations at lower cost what Guiot and Roux (2020) term the "smart shopper" self-concept. These findings are consistent with Zahra and Fadilla (2024), Kiptiyah et al. (2025), and Adnyana and Damayanti (2024).

#### **Simultaneous Effect**

Price, product quality, and brand image collectively exert a highly significant simultaneous effect on purchase intention ( $F\text{-count} = 78.599 > F\text{-table} = 2.66$ ; sig.  $0.000 < 0.05$ ), confirming H<sub>4</sub>. The high F-value and Adjusted R<sup>2</sup> of 60.3% demonstrate that the proposed three-variable model provides substantial explanatory power for purchase intention variance in the fashion thrifting context. The findings imply that effective marketing strategy for thrift businesses must address all three dimensions holistically: competitive pricing that recognizes diminished price sensitivity, rigorous product quality



assurance, and deliberate brand-image cultivation through curated inventories and social media positioning.

## CONCLUSION

Based on the analysis, the following conclusions are drawn:

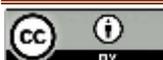
1. Price does not significantly influence purchase intention of fashion thrifting products among UMI Management students (Class of 2023). The t-count of 1.117 is below the t-table of 1.976, with a significance value of  $0.266 > 0.05$ ; thus  $H_0$  is accepted and  $H_1$  is rejected.
2. Product quality positively and significantly influences purchase intention of fashion thrifting products. The t-count of 2.972 exceeds the t-table of 1.976, with a significance value of  $0.003 < 0.05$ ; thus  $H_0$  is rejected and  $H_2$  is accepted.
3. Brand image positively and most dominantly influences purchase intention of fashion thrifting products. The t-count of 8.273 substantially exceeds the t-table of 1.976, with a significance value of  $0.000 < 0.05$ ; thus  $H_0$  is rejected and  $H_3$  is accepted.
4. Price, product quality, and brand image simultaneously and significantly influence purchase intention. The F-count of 78.599 exceeds the F-table of 2.66, with a significance value of  $0.000 < 0.05$ ; thus  $H_0$  is rejected and  $H_4$  is accepted.
5. The Adjusted  $R^2$  of 0.603 (60.3%) indicates that the three independent variables collectively account for 60.3% of the variance in purchase intention; the remaining 39.7% is explained by factors outside the scope of this study.

## Suggestions

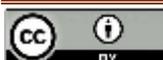
1. Thrift business operators should prioritize building a strong and consistent brand identity through curated product selections, active social media engagement, authentic customer testimonials, and distinctive visual branding. Brand image investment yields the highest returns in terms of purchase intention stimulation.
2. Product quality management including rigorous pre-sale inspection, professional cleaning, transparent condition disclosure, and regular quality audits should be institutionalized as a core operational practice. Demonstrated product quality reduces consumer uncertainty and supports repeat purchase behavior.
3. Thrift shop operators should reframe their competitive strategy away from price-led positioning toward value-based differentiation, emphasizing product exclusivity, vintage rarity, sustainability narratives, and the experiential dimension of thrift shopping.
4. Future researchers are encouraged to expand the variable set to include social media influence, environmental consciousness, peer influence, and consumer trust. Mixed-method approaches combining surveys with in-depth interviews would enrich understanding of the motivational complexity underlying fashion thrifting purchase decisions.

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