Thrift Hunter: Why Wear Used Clothes ?

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Abstract. *Trends in fashion change very quickly and make many people vying to get the latest fashion items from various brands. Developments in the fast fashion industry and ever-changing trends make 80 million clothes produced every year. This leads to an increase in the amount of fashion waste. One of the efforts to reduce the accumulation of fashion waste at this time is the existence of thrift shop that provides used clothes that are still worth using and sold at low prices but the quality provided is the same as new clothes. Procurement of used clothes or used clothes or second-hand clothes is through imports. However, the import of used clothes is prohibited in Indonesia. Anything that is forbidden is haram in Islam. This study examines the motivation of consumers in making purchasing decisions based on uniqueness, environmental consciousness and religiosity. The method used is quantitative. SmartPLS 24 was used as an analysis tool. The sample in this study is young people who buy used clothes as many as 100 respondents. The results of this study indicate that religiosity does not have a significant influence on purchasing decisions. Environmental consciousness and uniqueness have been shown to have a significant influence on purchasing decisions. Of the three latent variables presented, it is known that the environmental consciousness variable was the most influential factor in purchasing decisions made by second-hand clothing buyers.*

Keywords: Environment Consciousness, Purchase Decision, Religiosity, Uniqueness, Used Clothes

Introduction

Fashion trends in fashion change rapidly and cause people to compete to find the latest fashion items from various brands (Shinta, 2018). From 2000 to 2018, the production of clothing or garments in the world has doubled from before. The types of clothing purchased by consumers are usually jackets, pants and shirts, this amount of consumption has also increased by 60% compared to the early years of the 21st century (Sax, 2018). Changes in trends that occur quickly led to the emergence of the 'ready to wear' concept in the fast fashion industry (Leman, Soelityowati, & Purnomo, 2020). The fast development of the fashion industry and changing trends mean that 80 billion pieces of cloth are produced annually (cnnindonesia, 2019). The production of fast fashion is an effort of the fashion industry to adjust and complement the demands of consumers for fashion trends (Muhammad & Muslichah, 2018). Problems that arise because the fast fashion industry, namely the fashion industry always follows the development of trends in the world which continues to produce fashion products in large quantities (Thirumurugan & Mary, 2020).

The development of clothing models resulted in an increase in the amount of clothing waste. In some countries it is even common to find waste of used clothes which even ends up piling up

in landfills (Sax, 2018). Many of fashion products are thrown away and end up as non-biodegradable waste which can be toxic to the environment. Every time fashion trends change, every shop and consumer will change their fashion collection so that more and more clothes become waste (Leman, Soelityowati, & Purnomo, 2020). Data from The Waste and Resources Action Program (WRAP), clothes with a total price of up to 140 million pounds or Rp. 2.5 trillion were found in landfills. The disposal of these textiles releases toxins into the earth, microfibers into waterways, and methane emissions into the air. According to Zero Waste Indonesia, the fashion industry is the biggest polluter after oil in 2050 (cnnindonesia, 2019).

Study by McKinsey (Putri, 2021) mentioned that 5% of buyers agree to reduce environmental impact by making changes to lifestyle and 15% of buyers hope to buy clothes that are more environmentally and socially friendly. One of the innovative ways to reduce the existence of waste is by upcycling, which means utilizing existing goods. Upcycling often uses few resources to manufacture and actually keeps unwanted items from becoming waste. The way to reduce further waste is to recycle clothes that are no longer used (Kim, Jung, & Lee, 2021). However, recycling clothes is not recommended because the raw material for clothing is not thread, but synthetic materials (cnnindonesia, 2019).

The next effort to reduce the accumulation of industrial waste at this time is to have a thrift shop which is a provider of used clothing that is sold at more affordable prices but the quality offered is almost the same as new products sold in the market. Consumption of used clothing in Indonesia in 2018 reached 5 billion (Ministry of Industry). In 2019 it increased to 42.01 billion (Afriyadi, 2019). Used clothes are starting to be in demand by the younger generation, both men and women. The price offered is in the range of IDR 5,000 to IDR 200,000. The popularity of used clothing is increasingly in demand because it is considered to have a good and unique fashion style. Consumers establish their uniqueness through various uniqueness-seeking behaviors in response to environmental inputs that increase or decrease their perceptions of similarity to others (Tian, Bearden, & Hunter, 2001). Thrift shops are now very popular with various groups for the reason that the prices are affordable and the goods offered are not marketable and seem fashionable, not inferior to the new productions offered by certain brands. This is used as a way of campaigning for environmental consciousness by buying goods wisely and according to needs (Islamiati & Saputra, 2021).

One form of trend to campaign for environmental consciousness that is popular for consumption by the public is the green lifestyle trend. According to Kotler, a green lifestyle is a lifestyle that should have been applied in everyday life. Green Lifestyle or environmentally friendly lifestyle is a lifestyle that incorporates an element of concern for nature and the environment, in other words a person is expected to be able to maintain a balance between daily needs and natural preservation. An environmentally friendly lifestyle or green lifestyle is a lifestyle

that incorporates an element of concern for nature and the environment, in other words a person is expected to be able to maintain a balance between daily needs and natural preservation. In this case the green lifestyle becomes part of a lifestyle that is expressed as a fashion and is supported by habits that show you are carrying out new habits like an environmentally friendly life (Islamiati & Saputra, 2021).

Concern for the environmental consciousness is where individuals are aware of environmental problems and show support for efforts to grow and foster consciousness to preserve the environment based on values, namely the values of the environment itself with a philosophy of living in peace with the natural environment. (Shahira, Yusof, Putit, & Shah, 2016). Research conducted by Islamiati and Saputra (2021) concluded that the phenomenon of the green lifestyle trend is one of the ways or innovations to reduce the amount of landfill waste, especially industrial waste. Consciousness about the environment must be instilled in individuals in order to create a lifestyle that is more environmentally friendly in the future and can reduce production patterns that are excessive and do not emphasize environmental sustainability which can have a negative impact on human life.

Islam teaches human in addition to worshiping; it also teaches to do something related to human relationships. The strong relationship between morality, belief, worship, and *muamalah* is also arranged in Islam. The process of globalization and liberalization of international trade that is developing rapidly at the moment, where on the one hand it has encouraged the openness of the global market, but on the other hand it has also created a very tight market competition, has brought influence on the implementation of import activities in Indonesia which in the end can interfere with the interests of national economic development. This also happens in the import of used clothes. The Minister of Trade has issued Regulation Number 51/M/- DAG/PER/7/2015 concerning the prohibition of importing used clothing in Article 2 which reads, 'Used clothing is prohibited from entering the territory of the Unitary State of the Republic of Indonesia on or after the date this Ministerial Regulation comes into effec, must be destroyed".

This prohibition is because it can damage the domestic textile industry which can cause many other losses. Regulations for the import of used clothing are also contained in Law Number 7 of 2014 concerning Trade, in Article 47 paragraph (1) which states that every importer is required to import goods in new condition. Based on these provisions, imported used clothing can be said to be illegal goods in Indonesia (Dewi, Widiati, & Sutama, 2020).

The buying and selling used clothes or commonly known as preloved or thrift shop has in its development become one of the phenomena of business transactions. However, the practice of buying and selling used clothes does not yet have clarity in terms of its legal standing, and there are no rules regarding how it is carried out. In *muamalah fiqh* strictly prohibits buying and selling that contains elements of *gharar* (obscurity). The meaning of this *gharar* is any transaction that

contains things that are unclear and has gaps that open conflicts between the two parties or cause harm to one of the parties and cause injustice, even though both parties agree to the contract and both parties are equally willing. In buying and selling transactions that contain elements of gharar, this is not a reason for the prohibition of transactions, unless the nature and degree of ambiguity is very dominant in the basis of the transaction (Bahammam, 2017).

Consuming in Islam is basically *maslahah* (public interactor general human good) for needs and obligations. Meanwhile Yusuf Qardhawi mentions several moral variables in consumption, including; consumption for reasons and on good goods (halal), thrifty, not extravagant, stay away from debt, stay away from stinginess and miserliness. The role of faith is an important benchmark because faith provides a worldview that tends to influence human personality, in the form of behavior, lifestyle, tastes, attitudes towards fellow human beings, resources, and ecology. Faith greatly influences the nature, quantity and quality of consumption both in the form of material and spiritual satisfaction (Kurniati, 2016). Purchasing motives in the *sharia* approach need to pay attention to QS. Al-Furqan verse 67 which means 'And those who spend (wealth), they are not excessive, and not (also) stingy, and are (spending) in the middle between such'.

Research on the decision to purchase used clothing has been carried out a lot (Borusiak, Szymkowiak, Horska, Raszka, & Zelichowska, 2020; Fitriana, 2015; Silalahi & Susantri, 2018). However, there is still little research that reveals the motives for purchasing used clothing from a religious perspective, which clearly cares about the environment and obeys the law, such as obeying if it is forbidden to do so. Therefore, this research will reveal a person's motives for making purchases based on uniqueness, environmental consciousness and religiosity.

Research Method

This study used a quantitative method, namely by conducting a survey filling out a questionnaire (Susanti, Kurniati, & Dewi, 2022). Data analysis was carried out using the partial least squares (PLS) method using SmartPLS 24 which was used to test data collected through a questionnaire with a Likert scale with intervals of 1 to 5 to measure attitudes, perceptions and opinions of a person or group about a social phenomenon. (Sugiyono, 2013). A total of 100 respondents in this research are people who have bought second hand clothes. The determination of the sample size is based on the minimum sample size in the use of PLS (Partial Least Square) which is a minimum of 100 respondents (Ghozali, 2008). Questionnaires were distributed randomly (regardless of age and gender). The number of respondents in this study were 100 respondents with a proportion of 44 male respondents and 56 female respondents. This study uses a purposive sampling method as a sampling strategy. Purposive sampling is a sampling strategy for a data source with a certain point of view (Sugiyono, 2010). There are 28 indicators were used in this study consisting of 11 indicators of religiosity (Purwanto et al., 2022), 4 indicators of

environmental consciousness (Zaman et al., 2019), 5 indicators of uniqueness (Amaral & Spers, 2022) and 8 indicators of purchase decision (Huda et al., 2023). The data analysis techniques used in this study are (1) Outer Model, (2) Inner Model, and (3) hypothesis testing (Ghozali, 2008).

Result and Discussion

Outer Model

The outer model test was carried out with the aim of knowing the correlation between constructs and their indicators. This correlation shows the validity and reliability of a construct with its indicators.

Validity Test

Validity test was carried out using convergent validity and discriminant validity. Based on the results of the validity test, reflective indicators can be known from the loading value of the correlation between indicators and variables not less than 0.7. If there is an indicator with a value less than 0.7, it can be said that the indicator is invalid and must be removed from the model. The results of loading the validity of the model are shown in Figure 1 below:
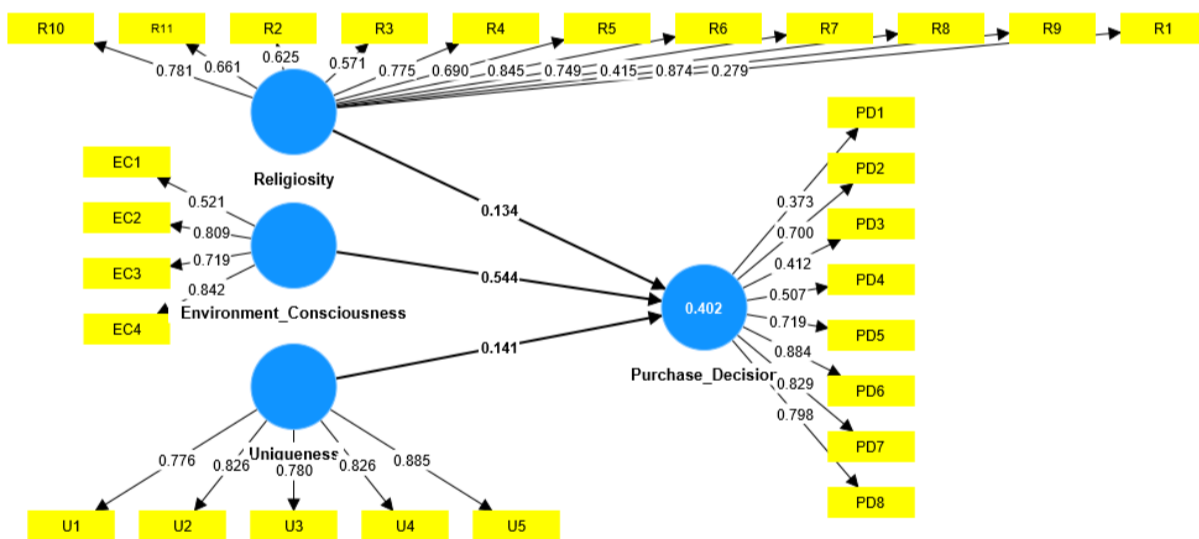

Figure 1. Outer Model

Figure 1 contains several items from the statement that must be removed because they do not meet the validity requirements. It can be seen that the indicators R1, R3, R5, R8, R11, EC1, PD1, PD3 and PD4 do not meet the requirements where the resulting values are 0.279, 0.571, 0.690, 0.415, 0.661, 0.521, 0.373, 0.412 and 0.507 respectively. Thus, the indicator must be removed before proceeding to the next analysis.
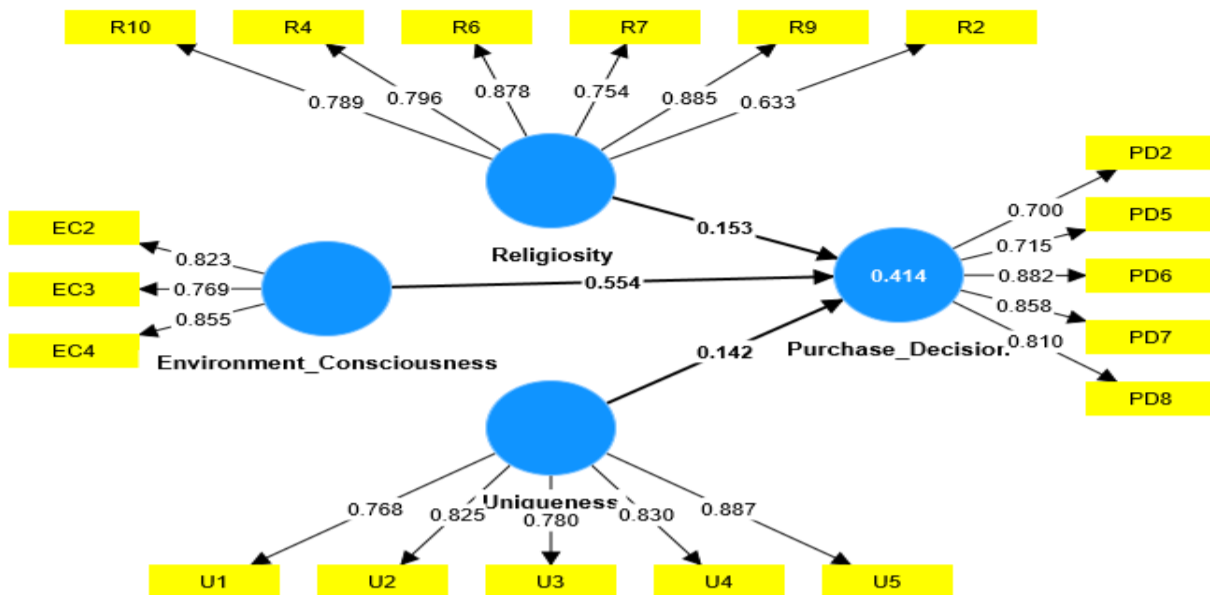
Figure 2. Outer Model after removing indicators that do not meet the requirements

Once it is known that the loading factor and indicators show a strong value above 0.7, then the next analysis is to look at the validity value possessed by each variable (AVE) from the reliability and validity constructs as follows:

Table 1. Result Construct Reliability and Validity Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Environment_Consciousness	0.754	0.783	0.857	0.666
Purchase_Decision	0.856	0.869	0.896	0.634
Religiosity	0.880	0.891	0.910	0.630
Uniqueness	0.887	0.966	0.910	0.671

Source: Results of data process (2023)

Table 1 shows the AVE value > 0.5 for all constructs in the study. These results indicate that the four variables meet the requirements of discriminant validity.

Reliability Test

In Table 1, it is known that the composite reliability value is > 0.7, which means that the construct is able to explain more than 50% of the indicator variance. The questionnaire is said to be reliable if the value of Cronbach's Alpha is greater than 0.60, it can be stated that all variable statements are reliable. (Ghozali, 2008).

Inner Model

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Evaluation of Structural Model

The first step in evaluating a structural model is to analyze and check for collinearity between the constructs and also the predictive ability of the model. Then measure the predictive ability of the model using the coefficient of determination (R2) to see the test values that only have exogenous variables as shown in Table 2 below:

Table 2. Result of Coefficient of Determinations

	R-Square	R-Square Adjusted
Purchase_Decision	0.414	0.398

Source: Results of data process (2023)

The test results in Table 2 show a value of 0.414 for the constructs of Religiosity, Environmental Consciousness and Uniqueness of Purchasing Decisions. This means that the ability of the purchasing decision variable of 0.414 or 41.4% to explain the dependent variant is at a moderate level. The coefficient of determination is expected to be in the range of 0 and 1. The R2 value shown in Table 2 is 0.398 which means moderate.

Hypothesis Test

Test the research hypothesis using the bootstrapping procedure. A confidence level of 95% is used in this study so that the level of precision or inaccuracy is 5% or 0.05. The hypothesis condition is accepted if t table > 1.658. The results of the bootstrapping analysis are shown in table 3 below:

Table 3. Results of Bootstrapping Test

	Original sample (O)	Simple mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Environment_Consciousness→ Purchase_Decision	0.554	0.560	0.062	8.991	0.000
Religiosity→ Purchase_Decision	0.153	0.156	0.073	2.097	0.036
Uniqueness→ Purchase_Decision	0.142	0.151	0.082	1.747	0.081

Source: Results of data process (2023)

Hypothesis 1 testing : Table 3 shows that the t-statistic for environmental consciousness is 8,991. This result is greater than 1.658 with an original sample value of 0.554. That is, environmental consciousness has a positive and significant effect on purchasing decisions.

Hypothesis 2 testing : Table 3 shows that the religiosity t-statistic is 2,097. This result is greater than 1.658 with an original sample value of 0.153. That is, religiosity has a positive and significant effect on purchasing decisions.

Hypothesis 3 testing : Table 3 shows that the t-statistic for uniqueness is 1,747. This result is greater than 1.658 with an original sample value of 0.142. That is, uniqueness has a positive and insignificant effect on purchasing decisions.

Discussion

The Effect of Environmental Consciousness on Purchase Decisions

Environmental consciousness has a positive and significant effect on the decision to buy second-hand clothes. The existence of fashion waste is increasingly troubling many parties. Second hand clothing buyers are no exception. Pollution caused by fashion waste is considered increasingly concerning. By buying second-hand clothes, you feel you have helped save the environment. Fashion waste that is difficult to decompose by nature is considered by buyers to be reduced by this purchase.

This research is in line with the results of research conducted by Zaman et al (2019) which stated that the highest score from the observations made was ecological consciousness. The same result is also known to be in line with the research of Armstrong and Park (2017) which states that buyers of second-hand online stores have a higher level of awareness when compared to buyers of used goods in conventional stores. Besides that, this research is not in line with research conducted by Irfanita, Listiana and Juniwati (2021) on respondents who use Tupperware in Pontianak which states that environmental consciousness has no significant positive effect on purchasing decisions, which means that the higher the respondent's environmental consciousness will not affect purchase decisions made.

The Effect of Religiosity on Purchase Decisions

Religiosity has a positive and significant effect on the decision to buy second-hand clothes. This shows that the higher a person's religiosity, the higher his decision to buy second-hand clothes. Religion teaches not to commit wasteful acts and destroy nature. By buying second-hand clothes, respondents can save, which results in reduced expenses. One's obedience to worship, life is more meaningful with the faith that is owned, an important part for someone is faith, one's relationship with God is important, one gets comfort from his faith and one's faith influences decision making. 57% of respondents answered that a person's decision to make a purchase is influenced by their faith.

The results of this study are not in line with research conducted by Sugibayashi (2019) which states that religiosity does not affect a person's decision to make a purchase. This is possible

because of the assumption that to buy these goods it is not necessary to have a high level of religiosity. Meanwhile, this research supports research conducted by Daga & Indiakarti (2022) which states that religious meaning is a symbol of individual belief in its creator. One's understanding of religion determines one's behavior. Therefore, religion also functions as social control in society.

The Effect of Uniqueness on Purchase Decisions

Uniqueness has no significant positive effect on purchasing decisions. That is, consumers buy second-hand clothes to create personal style and personality. Many consumers visit thrift stores to look for clothes that are out of style or exclusive models. This research is not in line with research conducted by Abosag et al (2020), Amaral & Spers and Zaman et al (2019) which state that purchasing decisions are positively and significantly influenced by needs of uniqueness.

This research is in line with research conducted by Poli, Kindangen and Ogi (2015) which states that product uniqueness partially or singly does not have a significant effect on purchasing decisions. Someone will stop buying a brand when the brand is widely used by people, someone will avoid brands that are bought by many people, when a well-known brand will rarely be used, when a very famous brand will not be purchased. This is due to one's needs in terms of uniqueness.

Conclusion

The results of the analysis as described above show that environmental consciousness and religiosity have a significant influence on purchasing decisions. Meanwhile, uniqueness has no significant effect on purchasing decisions. The indicators owned by these three variables can influence a person's decision to buy second-hand clothes. Of the three latent variables presented, based on table 13 it is known that the environmental consciousness variable is the most influential factor on purchasing decisions made by second-hand clothing buyers. From a business perspective, thrifting or thrifting is very promising because they get quite large profits, but from an environmental point of view, there are a lot of residues that are buried and uncontrolled from fashion waste which can cause environmental pollution. Meanwhile, the government through the ministry of industry and trade must establish a legal umbrella for sellers of used clothes.

Limitations

This research is inseparable from limitations that can be used as a basis for further research. Among them is the selection of respondents in terms of religion which only takes Muslim respondents.

Sugesstions

Due to the limitations of the research described above, a suggestion for future research is that future research is expected to examine not only Muslim respondents but also other religions. The number of respondents also needs to be taken into account. The greater the number of samples used, the better it will be able to represent the second-hand clothing consumer population.

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