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Consumer Buying Behavior Over Thrift Shopping

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ABSTRACT

Thrift shopping is an economic course of action between youngsters nowadays, as the wants and desires are increasing day by day but the income of consumers are not increasing consistently. Thrift shopping perceives an immediate flash in popularity in the past few years which is a combination of different economic groups, cultural backgrounds and environmental conditions. Thrift shopping has added numerous benefits whereas less no. of drawbacks. In the recent years it has been overviewed by its affordability amongst consumers who are not ready to pick up the expensive clothes rather they want good looking attires at discounted price, thrift shopping is undoubtedly a sustainable alternative as it scale down the pollution.

The aim of this research is to study the buying behavior over thrift shopping amidst the youngsters aged between 18-24years of the Bhopal, Madhya Pradesh. This will be done through survey method by interviewing people through a questionnaire. The outcome of this research will be economic accessibility for the consumers as they can save money for their future endeavors.

KEYWORDS

Thrift shopping, consumers, buying behavior, survey, affordability

INTRODUCTION

A. Global Scenario

Thrift shopping also termed as second hand clothing is globally accepted by all the income groups and many people are encouraging this trend, there are numerous factors affecting thrift shopping as per the wants and desires of people. Thrift shopping is undoubtedly an affordable option for the people who don't want to spend large amount of money on clothing. This gives variety of clothing after spending small amount of money. With the help and encouragement of the government, people are growing more conscious of environmental conservation and thrift shopping reduces pollution so people are buying second hand products. There are some vintage items available at thrift stores, which adds to the nostalgic vibe. Additionally, it sells clothes that was formerly popular but is now regarded as vintage. Japan is a country that encourages bargain shopping, and its inhabitants are inspired by bohemian fashion. Additionally, it supports the Harajuku, a vibrant and cheerful street fashion trend. When it comes to vintage or thrift store shopping, London is the fashion capital. Designer items as well as certain locally branded goods are welcome at this store. Some niche markets are well-known for their antique apparel and goods from thrift stores. Thrift shopping in USA creates a big confusion between opulent and the pre-owned goods.

B. National Scenario

Thrift shopping is widely spreading in India due to its numerous benefits and enjoys the encouragement amongst youngsters specially the Gen Z. In India, thrift stores first appeared on websites, apps, and social media platforms like Facebook, Instagram, and others. Thrift store openings have also been encouraged by small local businesses. One of the

prevalent and the chief element of thrift shopping is affordability, every nationality have some people who are not ready to purchase the goods at their original price but the wants and desires are unchanging. Sustainability nowadays is at its boom, nearly 71% of people are following environmentally accepted goods and products. Thrift stores also provide antique products which were popular formerly and now they are admired as vintage or museum made products. Thrift stores and thrift shopping are getting famed over social media, apps and people are promoting them through every means. Thrift shopping is prominent in clothing, accessories, home décor, books, electronics, automobiles, books

and are gaining popularity also through mouth publicity, social media and apps. These products are easily available in flea markets and now it has reached upto online platforms also. Thrift shopping in India is encountering obstacles regarding societal issues, people are embarrassed about its publicity. Some people are not sure about the quality of second hand products whereas few of them are not aware of thrift shopping.

C. State Scenario

Thrift shopping is accepted nationwide so in Madhya Pradesh also and is gaining popularity amongst the people of middle income groups and increasing in the low income groups. A recapitulation has been done over the scenario in the state of Madhya Pradesh: An overview of three major cities of the state has been done: Bhopal, Indore and Gwalior, all the cities are promoting thrift shopping. Citizens are engrossed in procuring vintage products, branded products and accessories available at cut-price. These are easily available at rummage sale. Variety of stores is available in Madhya Pradesh to bring to standstill the markets and to glance the most extravagant products out of it. The state is elevating some online platforms also to cater the people who are attentive over apps and digital media more. Apps like Instagram, Facebook, OLX, Quiker are widely used and scrolled by the people and feel commodious in purchasing online. Some people have online groups associated with thrift shopping

D. REVIEW OF LITERATURE

S.NO.	TOPIC	DEP ART ME NT	LINK	AUTHOR NAME	YEAR OF PUBLI CATION	AIM AND OBJECTI VE	METH OD	TYPE OF STUDY	OUTCOME	GAP
1	Let's go thrift shoppin g: Explorin g circular business model innovati on in fashion retail	Fashion	https://www.sciencedirect.com/science/article/pii/S0040162523006856	Daniel Hellstrom, John olsson	Jan-24	To obtain Circular business model innovation and advances	Quantita tive research	Data Analysis	the research reveals that consumer centricity drives circular business model innovation, and logistics services act as a catalyst accelerating this process	The study is limited upto only clothing sector

2	Conscious Enjoyment for Thrifting: A quantitative study of how Generation Z balances hedonic shopping values and sustainability in second-hand shopping online.	Fashion	https://www.diva-portal.org/showRecord.jsf?pid=diva2%3A1862541&dswid=-1904	Petersson Eid Lisa, Sundell Lovisa, Svensson Ellen	2024	This study investigates the hedonic shopping values of Generation Z in the context of online second-hand fashion shopping.	Qualitative research	Data Analysis	The results showed that all four hypotheses were accepted, with Hypothesis 3 having the weakest connection regarding the hedonic shopping value in the context of online second-hand purchases.	Research is limited upto only Generation Z, millennials could also be included
3	The future of circular economy: second-hand clothing in Spain	Fashion	https://ruc.uu.se/dspace/handle/2183/32157	Pintor March, Sofia	2022	Firstly, to analyse the situation of second-hand clothing in Spain. Secondly, to find out the position adopted by buyers with respect to the second-hand clothing market. And finally, to determine whether the second-hand market would be a viable option for the circular economy in Spain.	analytical-synthetic method, hypothetical-deductive method	Data Analysis	The empirical evidence shows that in Spain more than half of the people interviewed are consumers of second-hand clothes and that even non-buyers would be willing to buy second-hand if certain conditions were met.	The study could also compare between the thrift stores of Spain
4	Conscious Enjoyment for Thrifting: A quantitative study of	Fashion	https://www.diva-portal.org/showRecord.jsf?pid=diva2%3A1862541&dswid=-1717	Petersson Eid, Lisa Sundell, Lovisa Svensson, Ellen	2024	This study delves into the existing research gaps by examining the	quantitative data	Data Analysis	The results showed that all four hypotheses were accepted, with Hypothesis 3 having the weakest	The study is limited only upto the young consumer s

	how Generati on Z balances hedonic shoppin g values and sustaina bility in second-hand shoppin g online.					complex interplay between hedonic values and pro-environme ntal behaviors, especially among younger consumers .			connection regarding the hedonic shopping value in the context of online second- hand purchases.	
5	The Effect of Brand Image, Product Quality, and Price on Thriftsh op Clothing Purchasi ng Decisio ns in Medan City (Case Study @cchas e.id)	Fashion	http://reposit ory.uinsu.a c.id/24279/	Irsyad Danish Gunawan,	2025	To study and examine how brand image, quality, and price affect buying decisions.	quantitat ive data	Data Analysis	The t-test results for the price variable indicate a significance level of 0.000 < 0.05 and a t-count value of 3.753 > 1.655. Thus, brand image, quality, and pricing influence purchases	The study can also examine the factors like season, climate, finance
6	Thriftin g Trends: A Concept ual Framew ork for Online Second- Hand Shoppin g Using SOR Theory	Fashion	https://kwpu blications.co m/papers_su bmitted/139 13/thrifting-trends-a-conceptual-framework-for-online-second- hand-shopping-using-sor-theory.pdf	Putri Zahra Azizah1 , Zuraidah Sulaiman2 , Nornajihah Nadia Hasbullah3 , and Joe Lo Ying Tuan4	2024	This conceptual paper reports the preliminar y work of the research that aims to identify the characteris tics that influence young consumers' purchase of second- hand clothing via social commerce sites.	quantitat ive data	This empirica l study	It is anticipated that the study will reveal the relationship among the attributes of young consumers' purchase intention (eWOM) information adoption, attitude, online engagement, ego involvement, and the fun of treasure hunting) towards second-hand clothes via social commerce.	The study is limited upto only social media platform whereas it can be extended to the physical stores also

7	How second-hand stores are impacting the fashion retail industry	Fashion	https://repositorio.iscte-iul.pt/handle/10071/33871	Cunha, Beatriz Alexandra Lopes	2024	The objective of this research is to understand how the increase in popularity of this market, which has now become a part of many household s' lives, impacted the perception and the strategies of already well-established traditional fashion retailers	Interview method	Data Analysis	Change of strategy to a more sustainable approach, creation of a marketplace to resell clothes, investment in the technology that makes most in quantitative clothes more and recyclable, and bet on repairing clothes are some of the actions mentioned as part of a plan to make the industry more environmentally friendly.	Data should be collected in quantitative and qualitative method also as it will give the actual figures
8	Sustainable Lifestyle: Indonesian Consumer's Behavior Toward Sustainable Fashion Consumption	Fashion	https://jurnal.polibatam.ac.id/index.php/JABA/article/view/8604	Dewi Kurniaty, Aris Subagio, Ayu Andriani Simatupang, Nada Fathimah Nursaffanah	2024	The study used binary logistic regression to assess the impact of factors such as age, income, shopping preference s, and the use of TikTok for gathering information about thrifting	quantitative data	Data Analysis	Results revealed that only the use of TikTok significantly influences thrifting intentions, while other factors like age, income, and shopping methods were not significant.	The data has been collected from only one online platform.
9	Influence of Thrifting Products Purchasing Behavior: Cases of young adults in Indonesia	Fashion	https://ebpj.iph.co.uk/index.php/EBProceedings/article/view/5713	Rohana Sham, Nooraneda Mutalip Laidey, Max Clifford Eagen Soetjipto, Mohammad Arif Kamal	2024	This study investigate s the purchasing behavior of young adults in Indonesia, focusing on thrift products.	quantitative data	Data Analysis	it finds no significant correlation with environmental concerns, emphasizing the need for nuanced marketing strategies to address sustainability issues in this market segment.	The target audience can be specified to like

E. RESEARCH METHODOLOGY**1. Count of Gender**

S.NO.	GENDER	PERCENT	RATIO
1.	MALE	33	33:100
2.	FEMALE	66	66:100
3.	OTHER	1	1:100
TOTAL			100

As per the findings from count of 100 participants 66 percent were females respondents and were interested in survey of thrift shopping whereas 33 percent were male respondents which are just half of the female respondents and only 1 percent of interviewee was from others category.

2. Count of Family income level

S.NO.	FAMILY INCOME LEVEL (PER MONTH)	PERCENT	RATIO
1.	BELOW 25000	22	22:100
2.	25000-50000	28	28:100
3.	50000-100000	22	22:100
4.	ABOVE 100000	28	28:100
TOTAL			100

The findings tells that 28 percent of respondents have their family income around above 100000 per month so that they may be not likely to purchase second hand clothes and 28 percent people own between Rs. 25000-50000 so they can purchase clothes from thrift stores but not much , 22 percent of respondents family income is in the middle of Rs. 50000-100000 but 22 percent of people have their family income below 25000 per month so there is a high possibility of doing thrift shopping.

3. How often you do shopping for your clothes?

S.NO.	DURATION OF FREQUENTLY SHOPPING	PERCENT	RATIO
1.	WEEKLY	6	6:100
2.	MONTHLY	33	33:100
3.	QUARTERLY	48	48:100
4.	ONCE IN A YEAR	13	13:100
TOTAL			100

According to the data collected 48 percent people do shopping quarterly as they are from middle income group, 33 percent of people do shopping every month as they are interested in buying new clothes, 6 percent of people do shopping weekly because they are shopaholic and 13 percent of people do shopping once in a year may be because of their financial condition.

4. Have you ever did thrift shopping?

S.NO.	PERCENTAGE OF PEOPLE DOING SHOPPING	PERCENT	RATIO
1.	YES	60	60:100
2.	NO	40	40:100
TOTAL			100

According to the findings 60 percent of people have already done thrift shopping which is a positive sign for the thrift stores to grow but 40 percent of people have not done thrift shopping may be they didn't got their choice of clothing or they are not interested in buying second hand clothing.

5. What is the percentage of clothes you buy come from thrift stores?

S.NO.	PERCENTAGE OF CLOTHES SHOPPING FROM THRIFT STORES	PERCENT	RATIO
1.	0-25	57	57:100
2.	26-50	25	25:100
3.	51-75	14	14:100
4.	76-100	4	4:100
TOTAL			100

According to the survey 14 percent of people buy second hand clothes as they don't want to spend extra money over clothes, 25 percent of people have clothes of about 26-50 percent from thrift stores as they want to do sustainable shopping, 57 percent of people have second hand clothes of about 0-25 percent where there is a possibility of 0 also as they don't want to wear second clothes or they are more likely to spend money over clothing whereas 4 percent of people have second clothes of about 76-100 percent as they don't want to spend money over clothing and are happy to buy old clothes.

6. Do you prefer shopping online or in physical thrift stores?

S.NO.	PREFERENCE OF SHOPPING PLATFORM	PERCENT	RATIO
1.	ONLINE	8	8:100
2.	PHYSICAL STORES	40	40:100
3.	BOTH EQUALLY	52	52:100
TOTAL			100

The findings show the preference of people doing shopping physically or online. 8 percent of people do shopping online as they have trust over the websites, 40 percent of people do shopping from physical stores as they want to look over the clothing before being purchased, and 52 percent of people are ready to buy products from online as well as physical stores as they are ready to explore both the platforms according to their availability of time.

7. What motivates you the most to do thrift shopping?

S.NO.	TYPE OF MOTIVATION FOR SHOPPING	PERCENT	RATIO
1.	AFFORDABLE PRICES	52	52:100
2.	UNIQUE OR VINTAGE ITEMS	28	28:100
3.	SUSTAINABILITY	7	7:100
4.	OTHER	13	13:100
TOTAL			100

According to the data collected 52 percent of people do thrift shopping because of affordability, customers can enjoy high end brands at cheap rates. 28 percent of people purchase unique or vintage items because they are fond of purchasing items of ancient times. 7 percent of people do thrift shopping due to sustainability as clothing industry is hazardous for environment. 13 percent of people do shopping for some other reasons.

8. How much satisfied you are from thrift shopping?

S.NO.	SATISFACTION LEVEL	PERCENT	RATIO
1.	MORE SATISFIED	11	11:100
2.	EQUALLY SATISFIED	70	70:100
3.	LESS SATISFIED	19	19:100
TOTAL			100

According to the findings 11 percent people are very satisfied with thrift shopping as they get clothes at the affordable prices, 70 percent people are equally satisfied with thrift shopping as they are aware about pros and cons of thrift shopping 19 percent people are less satisfied as they don't find the products hygienic.

9. Which type of purchasing you generally do from thrift stores?

S.NO.	TYPE OF SHOPPING DONE FROM THRIFT STORES	PERCENT	RATIO
1.	CLOTHING	55	55:100
2.	ACCESSORIES	22	22:100
3.	HOME DÉCOR/ FURNITURE	7	7:100
4.	BOOKS	26	26:100
5.	OTHER	10	10:100
TOTAL			100

According to the data 55 percent of people are interested in purchasing clothes as it is the most demanding product amongst the people, 22 percent of respondents purchase accessories like bags, belts, jewelry etc. as there is no need of cleanliness and maintenance, 26 percent people purchase books as there's not a problem of hygiene. 7 percent people purchase home décor products and furniture as most of the people take new items because furniture gets damage after some years, 10 percent people are interested in purchasing other products like automobiles, electronics etc.

10. What challenges do you face while thrift shopping?

S.NO.	CHALLENGES FACED WHILE SHOPPING	PERCENT	RATIO
1.	LIMITED AVAILABILITY OF SIZES	29	29:100
2.	QUALITY CONCERS	25	25:100
3.	TIME CONSUMING	9	9:100
4.	HYGIENE CONCERNS	27	27:100
5.	OTHER	10	10:100
TOTAL			100

According to the data 29 percent of people face challenge of limited availability of sizes as at thrift stores all the sizes are not available, 25 percent respondents are concerned about the quality as every item is not of a good quality, 9 percent of people feel that the shopping is very time consuming, 27 percent people don't like the cleanliness and maintenance factor as they must be very hygienic, 10 percent of people have other problems while shopping.

11. Have you ever regretted a purchase from a thrift store?

S.NO.	EXPERIENCE OF RESPONDENTS	PERCENT	RATIO
1.	YES	48	48:100
2.	NO	50	50:100
3.	REARLY	2	2:100
TOTAL			100

According to the data 48 percent of people have regretted the thrift purchase as they are concerned about hygiene, or they are concerned about the quality of fabrics. 50 percent of people don't regret purchases from thrift stores as they are satisfied with the affordability of items at low prices, 2 percent of people rarely regretted the purchases as they might have found the store not organized.

12. How likely are you to recommend thrift shopping to others?

S.NO.	EXPERIENCE OF RESPONDENTS	PERCENT	RATIO
1.	LIKELY	46	46:100
2.	NEUTRAL	48	48:100
3.	UNLIKELY	6	6:100
TOTAL			100

As per the findings 46 percent people will recommend thrift shopping to those who haven't done or are not aware of the same, but 6 percent of the respondents will not recommend thrift shopping as they are not satisfied, 48 percent people are neutral about recommendation as they are not sure everytime about the quality and cleanliness.

13. What upgrades or adjustments might motivate you to buy at thrift stores more often?

S.NO.	MOTIVATION FOR BUYING SECOND HAND PRODUCTS	PERCENT	RATIO
1.	IMPROVED ORGANISATION IN STORES	23	23:100
2.	MORE VARIETY IN PRODUCTS	41	41:100
3.	BETTER HYGIENE STANDARDS	21	21:100
4.	ONLINE PLATFORMS WITH BETTER FILTERS/SORTING	15	15:100
TOTAL			100

Data showing 23 percent gets motivated by improved organization in stores for purchases, 41 percent of people believe that there should be more variety in products, 21 percent of people want better hygiene standards.

F. SCOPE AND LIMITATIONS

The survey is limited only to the Bhopal city of Madhya Pradesh to gather large number of data it might be extended upto some more cities or town, the survey could be done on the basis of borrowing products from friends and relatives also. There's a lot of scope in thrift shopping over social media platforms so more and more websites should be launched which can promote second hand clothing.

G. CONCLUSION

This research describes that out of hundred participant's majority of them are interested in thrift shopping and they are also aware about the value of it. Many of them responded positively on the context of variety, sustainability, vintage items but some of them countered it negatively as they are disappointed from the organizations because most of the stores are not organized and there is low maintenance of cleanliness but on an average half of participants are likely to purchase second hand clothes either from the online platform or from the physical stores as this is an affordable options to purchase high end brand clothing.