

THE INFLUENCE OF LIFESTYLE, PRICE, AND PRODUCT QUALITY ON PURCHASE DECISIONS AT THRIFT SHOPS IN PADANG

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Abstract

Fashion has become one of the emerging industries in Indonesia with the increasing purchasing power of the society, social media exposure, and globalization, which drives the society to make it a means of self-expression and lifestyle manifestation. Amid fast-fashion trends, thrift fashion appears as an alternative for sustainable and affordable clothing consumption and grows popular, especially among young groups. Although the ban on the import of second-hand clothing has been imposed, the thrift shop phenomenon continues to grow in many different cities, including Padang. This research analyzes the influence of lifestyle, perceived price, and product quality on consumer purchase decisions at thrift shops in Padang. A quantitative approach with a cross-sectional design was invoked. Data were collected through an online-based questionnaire with a 1-5 Likert scale distributed to 320 respondents, who were selected using the purposive sampling technique. The respondent criterion was consumers who previously purchased thrift products. Data analysis was carried out using the Structural Equation Modeling (SEM) technique with SmartPLS version 4.0 software. Results demonstrated that lifestyle, price, and product quality significantly and positively affected purchase decisions at thrift shops, confirming that thrift fashion consumptions were impacted by not only economic considerations but also lifestyle preferences and perceived quality, particularly among young groups, who were considered the latest trend-sensitive.

Keywords: *Lifestyle, Price, Purchase Decision, Product Quality, Thrift Shop*

INTRODUCTION

The fashion industry in Indonesia has been burgeoning rapidly in recent years. Increasing purchasing power, coupled with social media exposure and the globalization phenomenon, fashion is no longer understood as a basic need only, but also a means of self-expression which exhibits an individual's social identity and lifestyle (Syafa'ati & Khusyairi, 2024). It is hence not surprising if some people perceive urgency in wearing the most appropriate attire, making them willing to spend more on clothing. And yet, while there is a high fashion consumption due to the fast-fashion trend, people are offered an alternative fashion consumption which highlights value-awareness, sustainability, and affordability, i.e., thrift fashion or second-hand wearable clothing consumption. Second-hand clothing consumption from thrift shops, either online or offline, is referred to as thrift fashion. Thrifting is a practice of seeking valuable second-hand items, and the term also connotes a frugal lifestyle. Thrift shops, which are now ubiquitously found on digital platforms, offer second-hand clothing which is in good condition. At present, thrift fashion has become a lifestyle trend among young people.

Imports of second-hand clothing increased drastically, from 108 tons in the previous year to 392 tons in 2019, as reported by Statistics Indonesia (BPS). However, the number declined in 2021 but increased by 26 tons in 2022. These phenomena indicate a significant shift in the habit of consumption. Nevertheless, the growth of thrift shops raises environmental and regulatory concerns, as it is considered to violate several laws, including Law Number 18 of 2008 concerning Waste Management, issued to mitigate the adverse impact of B3 waste on the environment and public health. Additionally, because imported used clothing is considered to pose potential health risks, it is then banned under Ministry of Trade Regulation (Permendag) No. 51/m-DAG/per/Juli 2015. Notwithstanding this, the operation of thrift shops continues to thrive as a result of poor oversight and weak legal enforcement. Despite a number of regulatory limitations from the central government, the thrift shop phenomenon consistently exhibits significant growth across regions, indicating gaps between regulations and used clothing consumption among the community. For example, the mushrooming thrift shop phenomenon is clearly evident in Padang, one of the economic and educational hubs in West Sumatra. The observation results pinpoint a growing

number of thrift shops distributed in various strategic areas in Padang, e.g., university surroundings, shopping centers, and social media platforms. Additionally, the results point out that several areas, covering Bypass Padang, Pasar Raya, Gunung Pangilun, Pasar Ambacang, Ampang, Marapalam, Lubuk Begalung, Tabing, and Simpang Tinju, are famed for recommended thrift shops. Second-hand shirts, t-shirts, jeans, jackets, sweaters, hoodies, blouses, blazers, knitwear, and outerwear are some imported items commonly sold in Padang. Some shops also offer imported used bags, belts, hats, and shoes. In spite of the growing popularity of thrift shops in Padang, the topic continues to raise insignificant discussions, specifically concerning the key factors determining purchase decisions among consumers, including lifestyle, perceived price, and product quality. It is widely believed that sensitivity toward quality and price-based considerations greatly influence consumer purchase decisions. A study by Dermawan (2021) presents evidence of how lifestyle has a significant effect on what people decide to buy. In examining behavior patterns of used clothing consumers, understanding the concept of lifestyle is crucial. In addition, second-hand item suppliers should set a competitive price to remain competitive in the related market. Elliot (2012) shines a light on strong correlations between consumer evaluation of a product and their impression of the price.

Besides price, product quality is another key factor influencing purchase decisions. When a product is able to satisfy customer demand and expectations, the product is considered high-quality. It is reasonable that customers are expecting to acquire high-quality items which are commensurate with the cost they spend (Marcellyna & Usman, 2020). Five female informants who frequently visited a thrift shop in Padang and participated in our preliminary survey expressed that lifestyle, price, and product quality were the main factors determining their purchase decisions, with lifestyle being the determinant when related to their decision to employ thrift shops as the most ideal place for self-expression. Furthermore, all respondents agreed with the argument that a fair price could boost consumer intention for purchasing, and subsequently, four of them exhibited satisfaction with the quality of the items they bought, including their fit and appeal. These findings emphasize how it is essential to be concerned about these three elements when inspecting purchase habits among thrift shop customers in Padang. Therefore, in conducting this research, we aim to investigate (1) how lifestyle influences purchase decisions at thrift shops in Padang, (2) the extent to which price influences purchase decisions at thrift shops in Padang, and (3) to what extent product quality influences purchase decisions at thrift shops in Padang.

LITERATURE REVIEW

Lifestyle

Lifestyle refers to behavioral patterns, intentions, and opinions which reflect how individuals live their lives, use their time, spend their money, and interact with their social environment (Hawkins et al., 2000; Sumarwan et al., 2015). Lifestyle is also part of self-expression, on which individual experiences, personality, and environment have influences (Tampanatu et al., 2014). In terms of lifestyle studies, the issue is commonly observed using psychographic approaches, which measure AIO (Activity, Interest, and Opinion) dimensions. According to Ahmadi and Herlina (2017), the three dimensions describe how individuals perform their activities, what interests them, and how they perceive a range of issues. These approaches are effective for understanding consumer behaviors deeply.

Price

Price is an important element in marketing strategies because it both determines profitability and affects company competitiveness and market share (Arinda, 2020). As demonstrated by Elliot (2012), consumer perceptions of price are the most influential on their evaluation of product values. Li (2013) exhibits that price reflects consumers' perceived values based on the benefits they acquire. If the perceived benefits exceed the paid price, consumer utility increases. Kotler dan Keller (2016) define three primary dimensions of pricing, i.e., fair price, which reflects a balance between product quality and price consumers find to be reasonable; fixed price, which refers to uniform price applicable for all consumers without any discrimination; and relative price, which constitutes price determined by consumers' perceived quality and services sellers deliver.

Product Quality

Product quality is indicated by the degree to which a product or service fulfils customer demand and expectations (Kotler & Armstrong, 2008). As pinpointed by Saputra et al. (2022), products can be either tangible items or tangible services which benefit and satisfy customers. Tjiptono (2012) points out that quality encompasses all elements which create utility, while Qiana and Lego (2021) associate quality with levels of benefits which meet consumer expectations. Durability, appeal, and aesthetics are additional factors consumers take into account when evaluating the quality of products, especially fashion products (Dhurup, 2014). As a conscious trigger for information

and behaviors, perceived quality is also a significant subjective attribute (Lita et al., 2021). Performance, features, reliability, fit, durability, service efficiency, aesthetics, and quality value are among the indicators for product quality invoked in this study, following Tjiptono et al. (2008).

Purchase Decision

The final step in the purchase decision process consumers undertake is making a purchase decision, where they decide on buying items or services based on their needs, preferences, and business incentives (Kotler & Armstrong, 2016). Perceived values, emotional attachment, and shifting demand over time all contribute to individual purchase decisions (Tjiptono et al., 2020). Product selection, brand preference, vendor choice, timing of purchase, quantity purchased, buying habits, as well as product satisfaction and trust are the indicators representing purchase decisions (Pratiwi et al., 2019).

The Influence of Lifestyle on Purchase Decisions

Consumer interest, preference, and attitude they show on a daily basis are reflected through their lifestyle, and these factors have a huge impact on their purchase decisions (Kusumodewi & Sudarwanto, 2016; Dermawan, 2021). Considering lifestyle is directly correlated with consumer habits and tendency in product preference, understanding the factor will help us analyze consumer behaviors (Peter, 2013). Lifestyle is changing over time because of individual desires for modified appearance and behaviors. As shown by Méndez et al. (2013), marketing communication techniques also capitalize on lifestyle insights well. Many studies advocate the notion that lifestyle has a significant and positive influence on purchase decisions, as suggested by Rahmadika and Tatiana (2018) and Khalik and Permatasari (2018). Hence, H1 is proposed as follows:

H1: Lifestyle significantly and positively influences purchase decisions.

The Influence of Price on Purchase Decisions

Hasan (2014) defines price as the quantity of money consumers must spend on earning the benefits of an item or service. Consumer perceptions of price are affected by some factors, e.g., affordability, competitiveness, and product quality fit. Price not only conveys the value of a product but also creates an impression of it (Kotler & Keller, 2016). Particularly for frequently purchased products, price has a significant effect on consumer preference and purchase decisions (Faith & Agwu, 2014). Price also constitutes consumers' main considerations when purchasing (Komaladewi & Indika, 2017; Djatmiko & Pradana, 2015). Therefore, we propose H2 as follows:

H2: Price significantly and positively influences purchase decisions.

The Influence of Product Quality on Purchase Decisions

Product quality is instrumental in attracting new customers and retaining the old ones; thus, lower product quality will likely demotivate them and cause them to choose other products (Malau, 2016). In other words, customer loyalty and trust can be boosted by high-quality products. Consumer preference is influenced by product quality (Kahuru & Budiarti, 2016). Additionally, Waworuntu et al. (2022) convey that a high-quality product drives consumers to make repeated purchases. Accordingly, while product quality is increasing, customer perceptions toward the product value also increase (Dadwal, 2017; Razak et al., 2016; Mbango, 2019). The necessity of being mindful of product quality is also highlighted in Marcellyna and Usman's (2020) research, since it affects customer satisfaction and purchase decisions. As such, H3 is proposed as follows:

H3: Product quality significantly and positively influences purchase decisions.

Based on the literature review and hypothesis development we carried out, a research model has been constructed, as displayed in Figure 1.

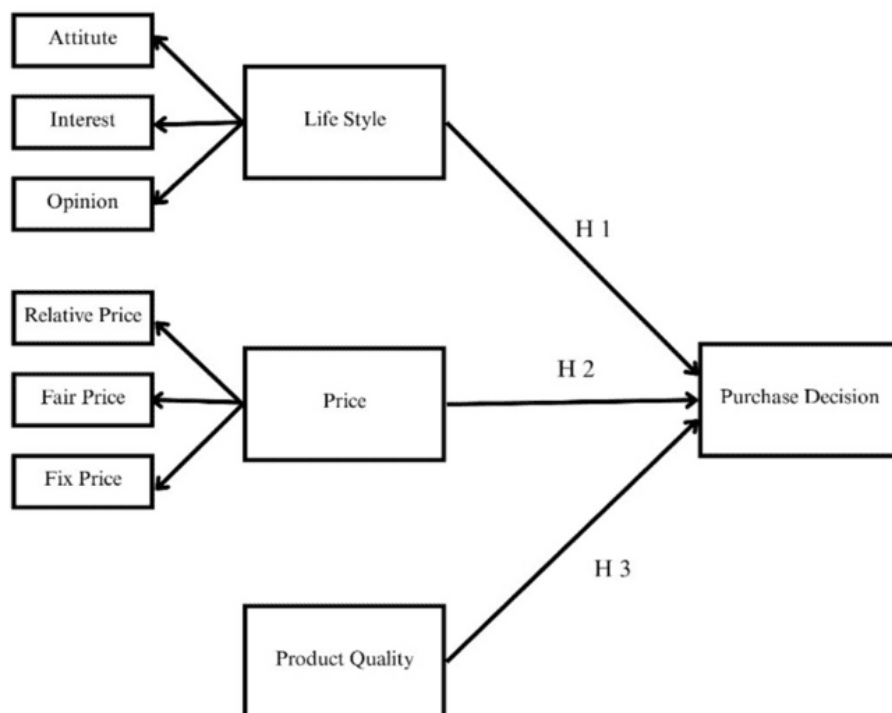


Figure 1. Research Model

METHODS

This research applied a one-shot (cross-sectional) data collection strategy, wherein data were gathered at a single point in time, and adopted a quantitative methodology with an explanatory research design. It is aimed at analyzing the causal relationship between research variables and potential indirect impacts. With the assistance of SmartPLS version 4.0 software, the analysis method deployed was Partial Least Squares Structural Equation Modeling (PLS-SEM). This approach was selected by virtue of its tolerance for non-normally distributed data and its ability to accommodate complex research models involving multiple components and indicators. Regardless of a relatively small sample size, the approach remained effective.

Research participants included thrift shop visitors in Padang. Following the criteria set by Hair et al. (2017), 310 respondents were the minimum number of samples required because this research came with 31 indicators. And yet, we extended the sample size to 320 respondents to account for potential errors or data inaccuracy. Non-probability sampling combined with purposive sampling techniques—a sampling method based on specific criteria—was employed. Respondents were required to be at least 18 years old, reside in Padang, and have visited a thrift shop or made a purchase at a thrift shop. Social media, local community networks, and online surveys using a 1-5 Likert scale were employed to collect data from respondents in Padang. The operational definitions of the variables were derived from the literature review previously conducted and served as the foundation for the questionnaire design, as demonstrated in Table 1.

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Table 1. Research Questionnaire Design

	Question Items
Activity	Lifestyle influences the frequency of my purchases at thrift shops. Lifestyle influences my shopping duration at thrift shops. Lifestyle influences my shopping activity at thrift shops.
Interest	Lifestyle influences my purchase preference at thrift shops. Lifestyle influences my social interaction when deciding to purchase items at thrift shops. Lifestyle influences the way I draw on technology to purchase items at thrift shops.
Opinion	Lifestyle influences me to read customer comments on the products and services offered at thrift shops. Lifestyle influences my loyalty to purchase items at thrift shops. Lifestyle influences my attitude when observing the types of product innovations found at thrift shops.
Fair Price	Affordable prices influence me to make a purchase at thrift shops. Prices which are appealing to a wide range of consumers influence me to make a purchase at thrift shops. Prices acceptable for all consumer segments influence me to make a purchase at thrift shops.
Fixed Price	A fixed price list influences me to make a purchase at thrift shops. Prices which are equal to the product benefits influence me to make a purchase at thrift shops. A relatively fair price influences me to make a purchase at thrift shops. Market-consistent prices encourage me to make a purchase at thrift shops.
Relative Price	A more economical price encourages me to purchase at thrift shops. A competitive price encourages me to purchase at thrift shops. A relatively lower price encourages me to purchase at thrift shops.
Product Quality	I evaluate the functions of items sold at thrift shops. I evaluate the features of items sold at thrift shops. I evaluate the reliability of items sold at thrift shops. I evaluate the fit of items sold at thrift shops. I evaluate the durability of items sold at thrift shops. I evaluate the performance of items sold at thrift shops. I evaluate the aesthetic value of items sold at thrift shops. I perceive valuable quality in items sold at thrift shops.
Purchase Decision	I consider my needs before deciding to purchase at thrift shops. I consider the quantity of products to buy before deciding to purchase at thrift shops. My habits influence my decision to purchase at thrift shops. The satisfaction I experience increases my trust in purchasing at thrift shops.

RESULTS AND DISCUSSION

Descriptive Analysis

To gain a more elaborate description of our thrift shop consumer profiles, our respondent characteristics are exhibited in Table 2.

Table 2. Data on Respondent Characteristics

Characteristics	Item	Frequency	%
Age	18-28 years	281	87.81%
	28-43 years	32	10.00%
	44-59 years	7	2.19%
Gender	Female	244	76.25%
	Male	76	23.75%
Educational Level	Senior high/vocational school or equivalent	214	66.88%
	Diploma (D1/D2/D3)	9	2.81%
	Bachelor (S1)	94	29.38%
	Master (S2)	2	0.63%
	Doctoral (S3)	1	0.31%
Occupation	University student	228	71.25%
	Private employee	32	10.00%
	Freelancer	12	3.75%
	Civil state employee (PNS)	6	1.88%
	Teaching personnel, teacher, and lecturer	9	2.81%
	Housewife	6	1.88%
	Health worker (doctor, nurse, pharmacist)	2	0.63%
	Workers in the technology and IT sector	1	0.31%
	Entrepreneur	4	1.25%
	Others	20	6.25%
Income	< IDR1,000,000.00	127	39.69%
	IDR1,000,001.00-IDR3,000,000.00	145	45.31%
	IDR3,000,001.00-IDR5,000,000.00	28	8.75%
	IDR5,000,001.00-IDR10,000,000.00	11	3.44%
	> IDR10,000,000.00	9	2.81%
Expenditure	< IDR1,000,000.00	120	37.50%
	IDR1,000,001.00-IDR3,000,000.00	169	52.81%
	IDR3,000,001.00-IDR5,000,000.00	20	6.25%
	IDR5,000,001.00-IDR10,000,000.00	11	3.44%
Frequency of Visits	1-2 times a month	109	34.06%
	1-2 times a week	17	5.31%
	3-5 times a month	9	2.81%
	Rarely	185	57.81%
Way of Purchasing	Purchase via social media	100	31.25%
	Direct purchase at shops and via social media	29	9.06%
	Direct purchase at shops	191	59.69%

Source: Primary Data (2025)

Based on the survey on 320 consumers at thrift shops in Padang, most respondents belonged to female groups (76.25%) and an age group of 18-28 years (87.81%), thereby being categorized as Generation Z and early Millennials. Most of them were university students (71.25%), with the latest educational levels senior high/vocational schools (66.88%) and bachelor's (29.69%), and came from lower-middle to lower economic groups, as implied by their monthly income predominantly less than IDR3,000,000.00 (85%). Besides, the majority of respondents spent IDR1,000,001.00-IDR3,000,000.00 on a monthly basis (52.5%), reflecting cautious consumption behavior and sensitivity to price. In terms of shopping behaviors, respondents were apt to shop rarely (37.5%) or 1-

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3 times a week (32.81%) based on shopping information mainly derived from social media (31.25%). However, they preferred making a direct purchase at shops (59.69%). These findings indicate that consumers at thrift shops in Padang were generally young individuals from the lower-middle class and sought budget-friendly shopping alternatives without adverse impacts on their style.

Measurement Model Evaluation (Outer Model)

An outer model reflects the relationship between indicators and their latent construct (Ghozali, 2015). This evaluation ensures that the research instruments are valid and reliable, and accordingly, data reflect the actual conditions. Convergent validity examines whether the indicators can accurately measure the intended construct. According to Hair et al. (2017), this testing considers the outer loading, AVE, and composite reliability.

Table 3. Outer Loading, Average Variance Extracted (AVE), and Composite Reliability (CR) Testing Results

Item		Code	OL	AVE	CR	Conclusion
Lifestyle (X1)	Activity	LSA 1	0.855	0.775	0.912	Valid and Reliable
		LSA 2	0.900			
		LSA 3	0.885			
	Interest	LSI 1	0.880	0.73	0.89	Valid and Reliable
		LSI 2	0.843			
		LSI 3	0.841			
Opinion	LSO2	1.000			Valid and Reliable	
Price (X2)	Relative Price	RP1	0.937	0.884	0.938	Valid and Reliable
		RP3	0.943			
	Fix Price	FXP1	0.833	0.718	0.884	Valid and Reliable
		FXP2	0.886			
	Fair Price	FXP3	0.823	0.754	0.902	Valid and Reliable
		FP 1	0.829			
		FP 2	0.889			
Product Quality (X3)		FP 3	0.887			
		PQ1	0.831	0.66	0.939	Valid and Reliable
		PQ2	0.842			
		PQ3	0.779			
		PQ4	0.849			
		PQ5	0.836			
		PQ6	0.810			
		PQ7	0.717			
PQ8		0.828				
Purchase Decision (Y)	PD1	0.796	0.638	0.876	Valid and Reliable	
	PD2	0.775				
	PD3	0.799				
	PD4	0.824				

Source: Data Processing Using SmartPLS 4.0 Software (2025)

From Table 3, after eliminating non-valid indicators, i.e., LSO1, LSO3, RP2, and FXP4, all variables in this research satisfied standards for validity and reliability. Each outer loading (OL) > 0.70, with RP3 exhibiting the highest loading (0.943) and PG7 indicating the lowest one (0.717), both within acceptable thresholds. As all Average Variance Extracted (AVE) > 0.50, convergent validity was also found to be satisfactory. The Relative Price construct pinpointed the highest AVE (0.884), while the Purchase Decision construct pointed out the lowest one (0.638). With composite reliability (CR) > 0.70, all constructs presented strong reliability. Purchase Decisions showed the lowest CR (0.876), whereas Product Quality signified the highest (0.939). Hence, all constructs in this model were claimed to be valid and reliable, making them suitable for subsequent structural analysis. Discriminant validity testing in this research was performed using the HTMT (Heterotrait-Monotrait) ratio approach. When the HTMT value is below a

threshold of 0.90, discriminant validity is established (Hair et al., 2017). In Table 4, all HTMT values were above the threshold of 0.90, signifying that discriminant validity was achieved using this method.

Table 4. HTMT Testing Output

Dimension/Variable	Activity	Fair Price	Fix Price	Interest	Opinion	Product Quality	Purchase Decision	Relative Price
Activity								
Fair Price	0.398							
Fix Price	0.351	0.806						
Interest	0.876	0.548	0.512					
Opinion	0.580	0.450	0.335	0.683				
Product Quality	0.285	0.609	0.756	0.435	0.290			
Purchase Decision	0.387	0.713	0.731	0.551	0.402	0.819		
Relative Price	0.337	0.743	0.772	0.445	0.334	0.612	0.618	

Source: Data Processing Using SmartPLS 4.0 Software (2025)

Structural Measurement Model Evaluation (Inner Model)

As posited by Sekaran and Bougie (2016), the inner model, or structural model, is invoked to analyze the causal relationship between latent variables which cannot be directly observed. Among the methods of evaluating this model is through the R-Squared of the endogenous constructs, which demonstrates the proportion of variance in the dependent variables which can be explained by the independent ones. Meanwhile, Chin (1998) classifies the R-Squared into three, namely substantial (0.67), moderate (0.33), and weak (0.19).

Table 5. R-squared Testing Output

Endogen Variable	R-Squared
Purchase Decision	0.586

Source: Data Processing Using SmartPLS 4.0 Software (2025)

The endogenous construct Purchase Decision exhibited an R-squared of 0.586 and an adjusted R-squared of 0.582, as indicated in Table 5. This value was classified as moderate, following Chin (1998). It implies that the independent variables in the model could explain 58.6% of the variance in Purchase Decision, with other factors outside the model explaining the rest. F-squared (f^2) was also applied in testing the effect size between constructs in this model. An f^2 of 0.02 pinpoints a small effect, while 0.15 and 0.35 point out medium and large effects, respectively, as required by Cohen's (1988) criteria. Table 6 presents that most of the relationships between constructs in the model showed a small effect, such as the effect of Lifestyle on Purchase Decision ($f^2 = 0.040$) and the effect of Price on Purchase Decision ($f^2 = 0.078$). Moreover, only one relationship fell within the medium effect category, which was the effect of Product Quality on Purchase Decision ($f^2 = 0.326$).

Table 6. F-Squared Testing Output

Relationship	F-Squared
Lifestyle -> Purchase Decision	0.040
Price -> Purchase Decision	0.078
Product Quality -> Purchase Decision	0.326

Source: Data Processing Using SmartPLS 4.0 Software (2025)

Hair et al. (2017) remark that hypothesis testing is undertaken by evaluating t-statistics in the relationship between variables through the bootstrapping technique. A relationship is deemed statistically significant when the resulting t-value exceeds the critical value of 1.96 at a 5% significance level (t-value > 1.96).

Table 7. Path Coefficient Testing Results

Hypotheses	Original Sample	T-Statistic	P-Value
Lifestyle -> Purchase Decision	0.147	2.788	0.005
Price -> Purchase Decision	0.255	4.342	0.000
Product Quality -> Purchase Decision	0.493	7.821	0.000

Source: Data Processing Using SmartPLS 4.0 Software (2025)

By taking into account the hypothesis testing results in Table 7, each path in the model suggested a positive and substantial effect. When the t-statistic > 1.96 and the p-value < 0.05 , it signifies that all hypotheses oriented to purchase decisions were accepted. First, with a t-value of 2.788 and a p-value of 0.05, lifestyle had a positive and substantial effect on purchase decisions. Second, with a t-value of 4.342 and a p-value less than 0.05, price also had a positive and significant effect on purchase decisions. Third, with a statistically significant t-value of 7.821 and a p-value less than 0.05, product quality had the largest effect in the model. Therefore, the three independent variables were proven to significantly influence purchase decisions in this model. The results of our statistical analysis demonstrated that all research hypotheses were accepted. Thus, the findings proved that lifestyle positively and significantly influenced consumer purchase decisions for items available at thrift shops in Padang. The findings are aligned with other findings, including those in research by Khalik and Permatasari (2018) and Rahmadika and Tatiana (2018), which exhibit how lifestyle has a positive and substantial impact on purchase decisions. This research also pinpoints that consumer purchase decisions are influenced by lifestyle, measured through activity, interest, and attitude. The findings also considered characteristics of respondents, the majority of whom belonged to Generation Z, a group known for their dynamic, exploratory, and trend-sensitive lifestyles. Consequently, they become the key drivers in thrift product purchase in Padang.

Furthermore, this research points out that price significantly and positively impacted consumer decisions to make a purchase at thrift shops in Padang. It comports with a study by Djatmiko and Pradana (2015), presenting findings that price significantly contributes to consumer purchase decisions. Our investigation on respondents who were mainly university students with a monthly income under IDR3,000,000.00 bolstered this conclusion, which supported the argument that thrift shops are considered more appealing since they provide a selection of stylish clothing at affordable prices. Additionally, this research shows the positive and significant impact of product quality on consumer decisions for purchasing at thrift shops in Padang, hence supporting Marcellyna and Usman (2020), who suggest the significance of product quality considering its effect on customer satisfaction and purchase decisions. It is also corroborated by respondent characteristics, which demonstrated that most respondents assessed product quality firsthand at thrift shops by touching the material, examining its condition, and even trying on the garments before making a purchase decision.

CONCLUSION

This research demonstrated that consumer purchase decisions at thrift shops in Padang were positively and significantly influenced by lifestyle, price, and product quality, exhibiting that lifestyle choice and perceived quality, especially among young groups who were sensitive toward the latest fashion trends, could affect their purchase decisions along with economic considerations. Theoretically speaking, this research enriches consumer behavior literature by confirming the relevance of the lifestyle variable within the context of fashion products, a topic which is rare in studies related to Padang. This research has practical implications, emphasizing the urgency of adjusting marketing strategies thrift shop business actors should perform with the characteristics of Generation Z as their potential consumers. Among the strategies are building an image which can represent consumer lifestyle, maintaining product quality, and offering consistently competitive prices.

And yet, this research comes with several limitations. To begin with, data collection was only undertaken using closed-ended questionnaires, and accordingly, the collected data did not fully capture the underlying reasons behind consumer purchasing decisions. Additionally, all respondents were domiciled in one city, which was Padang, resulting in limited generalizability of the findings to consumers in other regions with distinctive social and economic conditions. Hence, considering those aspects, we recommend that future researchers adopt a mixed-method approach to further analyze motivations or rationales motivating consumer preferences. We also see fit to carry out larger-scale studies in order to elevate the generalizability of the findings and include brand image of second-hand fashion labels sold at thrift shops or prior purchasing experiences as research variables.

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