

THE INFLUENCE OF PRICE, BRAND IMAGE, AND LIFESTYLE ON PURCHASING DECISIONS OF BRANDED SECONDHAND CLOTHING (THRIFTING) IN SAMARINDA CITY

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Abstract

This study aims to examine the influence of price, brand image, and lifestyle on purchasing decisions of branded secondhand clothing (thrifting) in Samarinda City. The background of this research is based on the growing interest in thrifting as an alternative fashion choice that is affordable, unique, and environmentally friendly. This study adopts a quantitative approach with purposive sampling. The sample consisted of 108 respondents who have purchased branded secondhand clothing from several popular thrift stores in Samarinda. Data were collected through questionnaires and semi-structured interviews. The data analysis was conducted using SPSS version 24, involving validity and reliability tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination. The results show that partially, price and brand image do not have a significant effect on purchasing decisions. However, lifestyle has a significant effect on purchasing decisions. Simultaneously, price, brand image, and lifestyle have a significant influence on consumers' decisions to purchase branded secondhand clothing in Samarinda. These findings indicate that consumers' lifestyle—particularly in terms of fashion preferences and the desire for uniqueness—plays a dominant role in influencing purchasing decisions in the context of thrifting.

Keywords: price, brand image, lifestyle, purchasing decision, thrifting.

INTRODUCTION

The increasing popularity of secondhand branded clothing, commonly known as “thrifting,” has emerged as a significant trend among consumers, especially in urban areas like Samarinda City. Thrifting is no longer seen merely as an economical option but has grown into a lifestyle choice that represents sustainability, individuality, and fashion consciousness. This shift in consumer behavior aligns with global movements toward more conscious consumption, driven by environmental awareness and the pursuit of unique fashion identities (Nugraha & Nurdyansyah, 2022).

Indonesia has seen a consistent rise in the volume of secondhand clothing imports. According to data from the Central Bureau of Statistics (BPS), the import value of used clothing reached 17.7 tons in 2022, valued at USD 272,000 (Badan Pusat Statistik, 2022). Although the practice of selling imported used goods is still considered illegal under Indonesian law, the high demand in urban areas like Samarinda suggests that consumers increasingly value affordable branded fashion, even when pre-owned. A preliminary survey conducted by the researcher revealed that most consumers consider lifestyle and product variety as the main reasons for purchasing thrifted branded items, followed by price and brand image. These findings indicate a shift in purchasing priorities, suggesting that psychological and social influences may outweigh traditional determinants such as price and product origin.

The core problem of this study lies in identifying which factors most significantly influence consumers' purchasing decisions for secondhand branded apparel in Samarinda. Although thrifting is widely practiced, there is limited research exploring its purchasing determinants in this specific regional context. Moreover, existing studies present conflicting results—some suggest price and brand image are strong predictors (Ardrarani & Rachmawati, 2023), while others highlight lifestyle as the key driver (Afiany & Fajari, 2022; Aswadana et al., 2022).

To address this gap, the study focuses on three key variables: price, brand image, and lifestyle. Price is commonly recognized as a critical factor in consumer decision-making, especially in price-sensitive markets. In the context of secondhand clothing, price relates to consumers' perception of affordability, value for money, and the balance between price and product quality (Kotler & Keller, 2016). A competitive price may encourage consumers to make purchasing decisions, particularly when compared to new, high-priced branded products.

Brand image refers to the perceptions and associations held by consumers about a particular brand. A strong and positive brand image can increase trust and influence consumer preferences, even for pre-owned products (Schiffman & Wisenblit, 2015). In thrifting, consumers may still consider the brand's perceived value, reputation, and symbolic appeal when deciding to purchase secondhand items.

Lifestyle, meanwhile, encompasses consumers' patterns of behavior, interests, and opinions that reflect their values and self-concept. It has become an increasingly influential factor in fashion-related decisions, particularly among younger consumers who seek

uniqueness and social identity through clothing (Solomon, 2018). For many thrift shoppers, lifestyle influences are closely tied to sustainable consumption, self-expression, and the desire to stand out through unconventional fashion choices.

Thus, the objective of this study is to examine the influence of these three independent variables—price, brand image, and lifestyle—on purchasing decisions of branded secondhand clothing. This research addresses an urgent need to understand the behavioral dynamics of thrifting consumers, particularly in Samarinda, where youth culture and fashion consciousness are rapidly evolving.

The findings of this research are expected to provide valuable insights for thrift shop entrepreneurs, marketers, and fashion retailers by identifying which factors consumers prioritize in their purchasing decisions. In a broader scope, the study contributes to consumer behavior literature in emerging markets and supports sustainable fashion practices.

The study builds upon consumer behavior theory as the grand theory (Schiffman & Wisenblit, 2015), supported by marketing theory (Kotler & Keller, 2016) and the theory of planned behavior (Ajzen, 1991). Variables such as price are assessed in terms of affordability, quality match, and competitive value; brand image through association strength and uniqueness; and lifestyle through activities, interests, and opinions. The aim is to analyze how these variables, both partially and simultaneously, influence the decision to purchase branded secondhand clothing in Samarinda.

METHODOLOGY

This research adopts a quantitative approach with an associative causal method to examine the influence of price, brand image, and lifestyle on consumers' purchasing decisions of branded secondhand clothing in Samarinda City. The quantitative method is used to test predetermined hypotheses and provide objective, measurable results that reflect relationships between variables (Sugiyono, 2016).

The population of this study comprises consumers in Samarinda who have purchased branded secondhand clothing. As the exact population size is unknown, the sample size was determined using the Lemeshow formula, which is suitable when population data are unavailable. Based on a 95% confidence level and 10% margin of error, the minimum required sample size was 96.04 respondents. To ensure more robust data and ease of calculation, the sample was rounded to 100 participants (Lemeshow et al., 1990). The

sampling technique applied in this study was purposive sampling, where respondents were selected based on the criteria of residing in Samarinda, aged between 17 and 30 years, and having purchased branded secondhand clothing at least once. This non-probability sampling method ensures that data are collected from individuals with relevant experiences to the research context (Sugiyono, 2016).

Data were collected through several techniques, including online questionnaires, observation, and documentation literature. The primary data were obtained via a Google Form questionnaire consisting of closed-ended statements measured using a four-point Likert scale, which excluded a neutral option to minimize ambiguous responses. Respondents evaluated each item based on the degree of their agreement, which ranged from “Strongly Disagree” to “Strongly Agree” (Sugiyono, 2016). Additional insights were gathered through observation in several popular thrift stores in Samarinda, as well as semi-structured interviews conducted with selected respondents online. These interviews were designed to support the quantitative findings by capturing deeper explanations about respondents’ motivations and preferences.

The instrument used in the questionnaire was developed based on validated indicators from previous studies, adapted to the context of thrifting behavior. Price was measured through affordability, quality-match, and price competitiveness. Brand image included strength of association, perceived benefits, and uniqueness. Lifestyle was measured through activities, interests, and opinions. Meanwhile, purchasing decision as the dependent variable was assessed based on five stages of consumer decision-making: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler & Keller, 2016; Schiffman & Wisenblit, 2015).

Data analysis was conducted using SPSS version 24. Validity and reliability tests were used to assess the quality of the research instrument. Hypothesis testing was performed through multiple linear regression, accompanied by t-tests to evaluate the partial influence of each independent variable, and an F-test to examine the simultaneous influence of all variables. The coefficient of determination (R^2) was also calculated to measure how much variation in purchasing decisions can be explained by the independent variables.

RESULTS AND DISCUSSION

Validity and Reliability Test

Before conducting hypothesis testing, the validity and reliability of the instrument were examined to ensure its appropriateness for data analysis. The validity test was conducted using Pearson's product-moment correlation, and the reliability test was measured using Cronbach's Alpha.

Table 1. Results of validity and reliability test

Price		Brand Image		Lifestyle		Purchase Decision	
Item	Correlation	Item	Correlation	Item	Correlation	Item	Correlation
1	0,776	1	0,63	1	0,785	1	0,497
2	0,724	2	0,762	2	0,618	2	0,711
3	0,682	3	0,754	3	0,693	3	0,511
4	0,721	4	0,751	4	0,719	4	0,662
5	0,692	5	0,674	5	0,679	5	0,637
6	0,726	6	0,695	6	0,573	6	0,667
7	0,803					7	0,613
8	0,695					8	0,569
						9	0,524
						10	0,545
Cronbach Alpha							
Price		0,873					
Brand Image		0,802					
Lifestyle		0,766					
Purchase Decision		0,792					

Source: Data was processed by author using the SPSS program version 27, 2025.

The results of the validity test in Table 1 indicate that all items from each research variable—price, brand image, lifestyle, and purchase decision—have a Pearson correlation coefficient greater than the r-table value of 0.187. This signifies that all items are valid and appropriately measure the constructs intended in this study. For example, item correlations in the price variable range from 0.682 to 0.803, while the lifestyle variable ranges from 0.573 to 0.785, exceeding the minimum threshold for significance at the 5% level.

In addition, the reliability test using Cronbach's Alpha shows that all variables meet the internal consistency standard. The alpha values for each variable are as follows: price (0.873), brand image (0.802), lifestyle (0.766), and purchase decision (0.792). These values are all above the acceptable threshold of 0.60, indicating that the instruments used in this research are reliable (Ghozali, 2016; Sugiyono, 2016). Therefore, the questionnaire is both valid and reliable for use in further analysis.

Multi Linear Regression Analysis

To examine the influence of price, brand image, and lifestyle on the purchase decision of branded secondhand clothing, a multiple linear regression analysis was

conducted. This test aims to determine the effect of each independent variable (X_1 = Price, X_2 = Brand Image, X_3 = Lifestyle) on the dependent variable (Y = Purchase Decision) simultaneously and partially.

Table 2. Multi Linear Regression Analysis Results

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	12,063	2,452		4,919	<0,001
Price	0,165	0,112	0,152	1,465	0,146
Brand Image	0,229	0,173	0,149	1,327	0,187
Lifestyle	0,582	0,134	0,433	4,337	<0,001

a. Dependent Variabel: Purchase Decision

Source: Data was processed by author using the SPSS program version 27, 2025.

The regression results, as presented in Table 2, show that the lifestyle variable (X_3) has a significant positive effect on purchase decisions, with a standardized coefficient of $\beta = 0.433$, $t = 4.337$, and a significance value of < 0.001 . This means that lifestyle is a strong predictor of consumers' decisions to buy branded secondhand clothing. In contrast, both price (X_1) and brand image (X_2) have no significant impact, with significance values of 0.146 and 0.187 respectively, both of which are above the standard threshold of $\alpha = 0.05$.

The regression model can be written as follows:

$$Y = 12.063 + 0.165X_1 + 0.229X_2 + 0.582X_3 + \epsilon$$

This equation suggests that when price, brand image, and lifestyle are held constant, the baseline purchase decision score is 12.063. Every one-unit increase in the lifestyle score contributes to an average increase of 0.582 units in the purchase decision, making it the most dominant factor among the three variables. These highlight that consumers in Samarinda are more influenced by lifestyle considerations—such as uniqueness, trend alignment, and self-expression—rather than the price or brand image of secondhand product.

Coefficient of Determination (R^2)

The correlation and determination coefficient test aims to assess the strength of the relationship between the independent variables (price, brand image, and lifestyle) and the dependent variable (purchase decision), as well as the proportion of the variance in purchase decisions that can be explained by the model.

Table 3. Coefficient Correlation and Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,647	0,419	0,403	3,539

Predictors: (Constant) price, brand image, lifestyle

Source: Data was processed by author using the SPSS program version 27, 2025.

As shown in Table 3, the correlation coefficient (R) is 0.647, indicating a moderately strong positive relationship between the three independent variables and the dependent variable. Meanwhile, the coefficient of determination (R^2) is 0.419, which means that 41.9% of the variance in purchase decision can be explained by the combined influence of price, brand image, and lifestyle. The remaining 58.1% may be influenced by other variables not included in this model.

The adjusted R^2 value of 0.403 further supports the model's reliability after adjusting for the number of predictors. This suggests that the model remains a good fit for explaining the purchase behavior of consumers in Samarinda toward branded secondhand clothing. These results confirm that the variables studied contribute meaningfully to the model, particularly lifestyle, which—as shown in the regression analysis—is the most influential predictor.

Partial Test (T-test)

The partial test (t-test) is used to determine whether each independent variable—price (X1), brand image (X2), and lifestyle (X3)—has a significant influence on the dependent variable, purchase decision (Y), when tested individually.

Table 4. Partial Test Results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	sig.
1. <i>Constant</i>	12,063	2,452		4,919	<0,001
Price	0,165	0,112	0,152	1,465	0,146
Brand Image	0,229	0,173	0,149	1,327	0,187
Lifestyle	0,582	0,134	0,433	4,337	<0,001

Dependent Variabel: Purchase Decision

Source: Data was processed by author using the SPSS program version 27, 2025.

Based on Table 4, the t-test results show that only the lifestyle variable significantly affects the purchase decision, with a t-value of 4.337 and a significance value of < 0.001 , which is below the α threshold of 0.05. This indicates that lifestyle has a statistically

significant impact on consumers' decisions to purchase branded secondhand clothing in Samarinda.

In contrast, the price variable has a t-value of 1.465 and a significance value of 0.146, while the brand image variable has a t-value of 1.327 and a significance value of 0.187. Since both significance values are greater than 0.05, these results suggest that price and brand image do not have a statistically significant partial influence on purchasing decisions. These findings imply that while consumers may consider price and brand image, lifestyle remains the dominant factor driving purchasing behavior for branded secondhand clothing.

Simultaneous Test (F-test)

The F-test is used to examine whether the independent variables—price (X1), brand image (X2), and lifestyle (X3)—simultaneously have a significant influence on the dependent variable, purchase decision (Y).

Table 5. Simultaneous Test Results

Model	<i>Sum of Squares</i>	df	<i>Mean Square</i>	F	Sig
1 <i>Regression</i>	940,349	3	313,450	25,027	<,001
<i>Residual</i>	1.302.568	104	12,525		
Total	2.242,917	107			

a. *Dependent Variable:* Purchase Decision

b. *Predictors:* (Constant), Lifestyle, Price, Brand Image

Source: Data was processed by author using the SPSS program version 27, 2025

As shown in table 5, the F-value is 25.027 with a significance level of < 0.001 , which is below the significance threshold of $\alpha = 0.05$. This result indicates that the regression model is statistically significant, and therefore, the independent variables collectively affect the purchase decision.

This finding confirms that while some variables may not be significant individually, their combined influence provides a strong explanation for variations in consumer purchase behavior for branded secondhand clothing. The high F-value also supports the strength of the overall model fit.

Price

The t-test results indicate that the price variable does not significantly influence the purchasing decision of branded secondhand clothing in Samarinda, with a significance value of 0.146, exceeding the threshold of 0.05. This suggests that, statistically, price does not play a dominant role in determining whether consumers proceed with a thrift purchase.

Consumers may perceive that secondhand products are already offered at lower prices compared to new ones, diminishing the price's influence as a differentiating factor.

This finding is in line with the research by Afiany and Fajari (2022), which concluded that price does not significantly influence interest in secondhand clothing purchases. However, it contrasts with the findings of Ambardi et al., (2023), who found that price had a significant impact in the context of online preloved fashion. These differences may stem from variations in the consumer environment, platform, or target market preferences.

Brand Image

The results of the t-test show that brand image has no significant effect on purchase decisions for branded secondhand clothing, with a significance value of 0.187 (greater than $\alpha = 0.05$). This implies that consumers in Samarinda may not place high importance on the prestige or familiarity of a brand when purchasing thrifted items. The decision to buy may instead be driven more by product appearance, condition, or uniqueness, rather than the brand label itself.

This could be explained by the fact that thrifting is often associated with personal style expression and affordability rather than brand loyalty. Consumers may view thrifted products as a way to explore fashion flexibly, with the brand itself being an added bonus rather than a primary motivation. Moreover, many consumers may not even recognize the brand of a secondhand item until after purchase, which reduces the brand's influence during the decision-making process.

The result contradicts prior research by Nugraha and Nurdyansyah (2022) and Ardrarani and Rachmawati (2023), both of which found that brand image significantly influenced consumer purchasing decisions. These previous studies were conducted in contexts where new or better-recognized branded products were more accessible, unlike thrift environments where item uniqueness and availability are more random. Hence, the role of brand image in purchasing decisions may be highly context-dependent.

Lifestyle

The t-test results show that lifestyle has a significant effect on purchasing decisions of branded secondhand clothing, with a significance value of < 0.001 , which is below the threshold of $\alpha = 0.05$. This means that consumers' lifestyle patterns strongly influence their

interest in thrifting. The regression coefficient of 0.582 further supports that lifestyle is the most dominant factor among the three independent variables in this study.

Consumers with a lifestyle that values uniqueness, sustainability, and self-expression are more likely to buy secondhand branded clothing. This trend aligns with the growing popularity of sustainable fashion and individualistic style choices, particularly among young adults in urban areas like Samarinda. The desire to appear fashionable without overspending also plays a role in encouraging thrift shopping as part of their lifestyle.

These findings are consistent with previous studies by Afiany and Fajari (2022) and Aswadana et al. (2022), which both highlighted lifestyle as a key factor influencing secondhand purchasing behavior. They found that thrifting was not only an economical activity but also part of a broader lifestyle movement embracing authenticity and environmental consciousness. Thus, lifestyle continues to be a reliable predictor of consumer behavior in the thrift fashion sector.

Influence of Price, Brand Image, and Lifestyle on Purchase Decision

The F-test results indicate that the independent variables—price, brand image, and lifestyle—have a significant simultaneous influence on purchase decisions for branded secondhand clothing. With an F-value of 25.027 and a significance level of < 0.001 , the regression model is statistically valid at the 5% significance threshold. This suggests that the combination of these three variables contributes meaningfully to explaining consumer behavior, even though only lifestyle showed a significant individual effect. The collective impact of the variables strengthens the overall model fit and confirms that consumer decisions are shaped by multiple interrelated factors, rather than a single dominant one.

CONCLUSION

This study aimed to examine the influence of price, brand image, and lifestyle on the purchase decisions of branded secondhand clothing in Samarinda. Using a quantitative approach with multiple linear regression analysis, the findings reveal that only lifestyle has a significant and positive effect on purchasing decisions. This suggests that consumers are more motivated by lifestyle-related factors, such as fashion preferences, individuality, and sustainability, rather than price or brand recognition.

Although price and brand image were hypothesized to influence purchase behavior, the results indicate that they do not have a statistically significant partial effect. However, the

F-test confirms that the three variables together have a significant combined influence, reinforcing the importance of considering multiple consumer factors in understanding thrifting behavior.

Overall, lifestyle stands out as the dominant factor, reflecting a shift in consumer values among the urban youth in Samarinda who engage in thrift shopping. These insights contribute to the understanding of consumer behavior in the preloved fashion market and offer guidance for retailers and marketers operating in this segment.

RECOMMENDATION

Based on the research findings, several practical recommendations can be offered. First, thrift store owners and marketers should focus on promoting products that align with the lifestyle preferences of their target consumers. Highlighting aspects such as fashion uniqueness, sustainability, and affordability can increase customer engagement and loyalty.

Second, businesses should consider leveraging digital marketing strategies that emphasize lifestyle-based storytelling rather than price or brand name. This may include content that resonates with youth culture, fashion individuality, and eco-conscious values, which are shown to influence purchase decisions more strongly.

Lastly, future researchers are encouraged to explore additional variables such as social media influence, peer recommendations, or environmental awareness, which may also contribute to thrifting behavior. Expanding the scope of respondents or comparing different cities could also enrich understanding of consumer preferences in the secondhand fashion industry.

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