Factors That Influence Generation Z's Purchase Intention Towards Imported Secondhand Clothes In Indonesia

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Abstract

The development of fashion trends continues to move from time to time. In Indonesia itself, the fashion trend that is currently emerging is thrifting or buying and selling imported secondhand clothes. This raises a problem: so far, the import of secondhand clothing has cut the MSME market share in the fashion industry by 15-20%. Therefore, this study aims to find out what factors influence Generation Z's purchase intention towards imported secondhand clothing. Based on previous studies and preliminary research results, the authors used 8 factors that influence purchase intention: frugality, eco-consciousness, need for status, uniqueness, fashion involvement, reference group, perceived quality, and bargain hunting. The research used an online questionnaire and analyzed using descriptive text and PLS-SEM with SmartPLS. A total of 356 respondents filled in the questionnaire, which Generation Z, living in Indonesia with the requirement that they have bought imported used clothes at least twice in the past 3 years. This study found that the need for uniqueness, fashion involvement, reference group, perceived quality, and bargain hunting significantly influence the intention to buy imported used clothing. Eco-consciousness and the need for status indirectly affect the intention to buy imported used clothing through a mediating variable, which is bargain hunting. Frugality has a significant direct effect on the intention to buy imported used clothing and has a significant indirect effect through bargain hunting. These findings provide insight into local fashion brands regarding factors influencing Generation Z's purchase intention towards imported secondhand clothes.

Keywords: Generation Z; Secondhand Clothes; Purchase Intention.

A. INTRODUCTION

Individual fashion needs will always change and evolve, particularly among the younger generation; thus, customers must always work to suit their fashion needs (Widodo & Devica, 2022). The evolution of fashion is strongly linked to what is called a trend. Anything that rotates and moves from the trendsetters until afterward widely adopted by his followers is considered a trend (Handayani, 2022). The thrifting trend is one of the new fashion industry trends that is now highly popular among Indonesians. Thrifting is searching for secondhand goods at certain stores that offer secondhand items (Gulfira, 2015). A Goodstats survey on the fashion preferences of young Indonesians, conducted in 2022, with 261 participants, found that most respondents—roughly 49.4%—acknowledged having bought secondhand items from thrift stores (Naurah, 2022). The Minister of Cooperatives and Small and Medium Enterprises said that one factor that makes the thrifting business grow fast in Indonesia is so many thrifting enthusiasts, especially the younger generation, which is Generation Z (Rizky, 2023). According to a survey found on the Thrift World page, Generation Z (1997–2012) and Millennials (born 1981–1996) purchase imported secondhand clothing 250% more quickly than earlier generations. 40% and 38%, respectively, of the two generations are prepared to pay more for environmentally friendly apparel (Heppy & Puspita, 2023). Based on Badan Pusat Statistik (BPS) export-import data, the import value of secondhand clothes increased significantly by 607.6% (yoy) in January-September 2022 (Mutia, 2022).

However, thrifting or importing secondhand clothes brings an issue to the development of MSMEs in the fashion industry or local fashion brands. Thrifting activities related to the import of used clothing are prohibited by the government. Used clothes with tariff heading HS 6309 are prohibited from being imported, as regulated in the regulation of the Minister of Trade Number 51/M-DAG/PER/7/2015 concerning Prohibition of Import of Used Clothing and Regulation of the Minister of Trade Number 18 of 2021 concerning Export Prohibited Goods and Import Prohibited Goods. According to Indonesia's trade minister, this regulation aims to protect the nation's

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textile industry (Lubis et al., 2023). Based on (Kompas, 2023), the Republic of Indonesia President also stated that the used clothing import business was very disruptive to the domestic textile industry (Bramasta, 2023). However, this rule is not accurate in practice because there are still many secondhand imported clothes across Indonesia that could be bought and sold.

Center for Indonesian Policy Studies (CIPS) stated that small and micro industries dominate 80% of clothing manufacturers in Indonesia, and imports of used clothing or thrifting activities have so far cut their market share by 12%-15% or 250,000 SMEs market share of the total production of apparel is 2.8 million pieces of clothing per month (Gunawan, 2022; Lubis et al., 2023). The data is also supported by the Ministry of Cooperatives and SMEs; according to the Ministry of Cooperatives and SMEs, the local or domestic market has been reduced by 15-20% because of the rising sales of secondhand clothing that has been imported (Zahira, 2023). In addition, based on the preliminary research interview conducted by the writer with fourteen Generation Z in Indonesia, twelve out of fourteen respondents say that, before they start interested in thrifting or buying imported secondhand clothes products, they often buy local brand clothes. However, since thrift has become popular in Indonesia, they rarely buy local brand clothes and have started to switch to buying thrift clothes instead of local brands clothes.

According to (Cervellon et al., 2012), frugality is one factor that encourages individuals to buy secondhand products. People concerned with their financial situation will choose to purchase secondhand apparel instead of newly produced one since it is frequently less expensive. The study also found that eco-consciousness encourages individuals to purchase secondhand clothes. Recently consumers across the globe have been more conscious of the need to protect the environment and find answers to pressing social problems, including child labor and unsafe working conditions. As a result, consumers see secondhand shops as more desirable (Cozer, 2018).

Need for status is the next crucial aspect of secondhand apparel; those who care about their social standing but lack financial resources will purchase secondhand apparel rather than regular new apparel (Cervellon et al., 2012). The need for status was described by (Eastman et al., 1999) as the "tendency of buying goods and services for the reputation or socially prestigious value that they give to the owner." According to Han, Nunes and Drèze (2010), those with a strong demand for status-like brands signify their position as members of affluent and elite groups, such as high-end brands with recognizable logos.

The unique value of secondhand clothing is also one of the reasons why individuals choose to buy it. By doing so, they can get clothing matching their personal style (Guiot & Roux, 2010). Consumers' need for uniqueness is described as the characteristic of seeking distinction from others through the purchase, use, and disposal of consumer products to foster and increase one's sense of self and social identity (Tian et al., 2001). In the case of secondhand clothes, people who shop for secondhand clothing hope to discover a unique item they cannot obtain at department or specialty stores. They then look forward to a wonderful feeling when they finally get those items (Hansson & Morozov, 2016).

Being knowledgeable about fashion, current, and in step with fashion trends are strongly related to fashion involvement (O'Cass, 2000). Currently, thrifting or buying imported secondhand clothes has become a trend. Therefore, fashion involvement might influence people's intention to purchase imported secondhand clothes. Furthermore, research by Kembau and Mekel (2014) shows that consumers' purchase intentions are affected by the external factor, the reference group. According to previous research (Amaral & Djuang, 2023), social influence strongly impacts consumers' intention to buy secondhand clothes. Perceived quality also influences people's intention to purchase imported secondhand clothes. The term "perceived quality" refers to a customer evaluation of a brand's general quality based on extrinsic (brand name) and intrinsic (performance and durability) indicators (Asshidin et al., 2016).

The last motive for buying secondhand clothes is bargain hunting. People who shop for secondhand products frequently look for a deal that suits their financial situation (Cervellon et al., 2012). According to the study, bargain hunting searches for items at incredible pricing or the lowest possible costs. The desire to make payments less and spend less on purchases is another definition of bargain hunting (Roux & Guiot, 2008). When looking at secondhand clothing, consumers are affected by their sensitivity to prices and frugalness; as a result, they will look for a deal before making a purchase (Cervellon et al., 2012).

Imported secondhand clothes have become a trend in Indonesia and disrupt the development of local fashion industry, which has already cut their market share to 20%. Therefore, knowing the factors that make people interested in buying secondhand clothes is essential. Ultimately, this study will give new insights to local fashion industy players and the government regarding what makes Generation Z interested in purchasing imported secondhand clothes.

B. RESEARCH METHODS

The preliminary research is completed as the first stage prior to performing the investigation. The aim was to learn what was happening regarding the research's context and topic matter. In-depth semi-structured interviews will be utilized for the preliminary research in this study. In qualitative research, between 10 to 20 respondents is an adequate quantity, according to InterQ Research (2022). The respondents in this study's semi-structured interview are Generation Z, who lived in Indonesia and have bought secondhand clothes at least twice in the past three years. This preliminary research aims to find the support evidence regarding the issue of imported secondhand clothes cutting the market share of SMEs in the fashion industry or local fashion brands.

After conducting the preliminary research, the writer conducts the main research with a quantitative approach which is a survey method by spreading an online questionnaire. In order to accomplish the aim of this research, which is to know about the factors that drive Indonesian Generation Z's purchase intentions for secondhand clothing, a theoretical framework is needed; theoretical frameworks may direct the whole research process and provide information about the study itself by articulating the theory established in the study, including the theory's inception (Ngulube et al., 2015). The theoretical framework and hypotheses that will be used are:
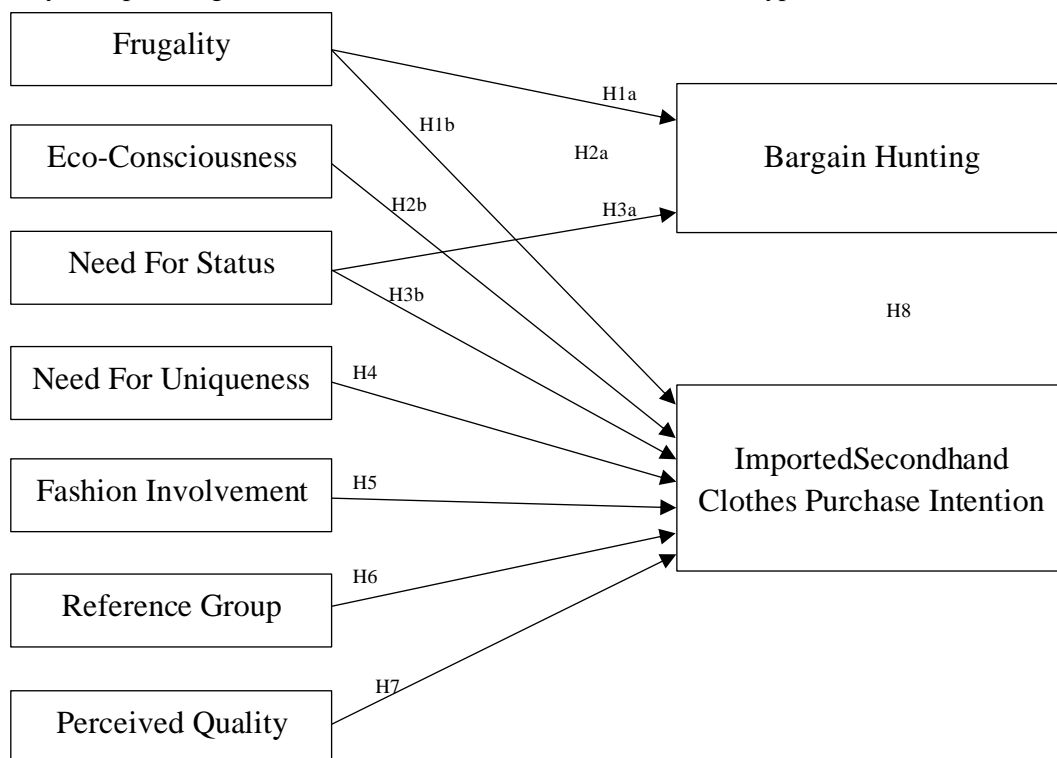

Figure 1. Theoretical Framework

Based on the theoretical framework, the proposed hypotheses are:
H1a: Frugality Influences Bargain Hunting
H1b: Frugality Influences Imported Secondhand Clothes Purchase Intention
H2a: Eco-Consciousness Influences Bargain Hunting
H2b: Eco-Consciousness Influences Imported Secondhand Clothes Purchase Intention
H3a: Need For Status Influences Bargain Hunting
H3b: Need For Status Influences Imported Secondhand Clothes Purchase Intention
H4: Need For Uniqueness Influences Imported Secondhand Clothes Purchase Intention
H5: Fashion Involvement Influences Imported Secondhand Clothes Purchase Intention
H6: Reference Group Influences Imported Secondhand Clothes Purchase Intention
H7: Perceived Quality Influences Imported Secondhand Clothes Purchase Intention
H8: Bargain Hunting Influences Imported Secondhand Clothes Purchase Intention

The questionnaire has a total of 31 questions. The writer used Google Forms as their main tool to generate the survey, which uses a 7-point Likert scale with "strongly disagree" as the first and "strongly agree" as the seventh response option. The Operational Definition of Variables for frugality is generated by (Lastovicka et al., 1999), eco-consciousness is generated by (Roberts & Bacon, 1997), the need for status is generated by (Eastman et al., 1999), the need for uniqueness is generated by (Tian et al., 2001), for fashion, involvement is generated from (O'Cass, 2000), for reference group is generated from (Edwards & Eriksson, 2014), for perceived quality are generated from (Edwards & Eriksson, 2014), for bargain hunting are generated from (Roux & Guiot, 2008), for purchase intention are generated from (Khan et al., 2014). The minimum amount of samples required for marketing research is 200 (Malhotra, 2010). Therefore, at least 200 Generation Zs who live in Indonesia that have bought imported secondhand clothes at least twice in the past three years make up this survey sample.

To analyze the data and determine the correlation between each variable, SmartPLS is being utilized. The data can be considered valid and reliable if the findings satisfy the requirements for outer loadings, Composite Reliability, and the square root of Average Variance Extracted (AVE). Outer loadings values are preferable to be greater than 0.70 or higher, although 0.4 or higher were also approved to assess the indicator reliability (Kwong & Wong, 2013). For composite reliability, the value should be more than 0.7, according to Kwong and Wong (2013). In order to pass the validity test, the convergent validity with AVE numbers must be more than 0.5, and the discriminant validity with AVE numbers and latent variable correlation requires that the square root be greater than the correlations between latent variables (Fornell & Larcker, 1981).

The SmartPLS bootstrapping technique may provide T-statistics to measure the importance of inner and outer models (Kwong and Wong, 2013). As an outcome, this hypothesis-setting technique may be used to determine the significance level for each variable. The T-statistics are significant if the score is more than 1.96 when using a two-tailed t-test with a 5% significance threshold.

C. RESULTS AND ANALYSIS

Of 356 respondents, the majority are men, with a percentage of 64.9% or 231 are men, and 35.1% or 125 are women. The majority of the respondents are from DKI Jakarta, with a total of 124 respondents or with a percentage of 34.8%. The next is from West Java, with a total of 113 respondents or 31.7%; from Central Java, 33 respondents or 9.3%; from East Java, with 30 respondents or 8.4%; from Bali, with 28 respondents or 7.9%; from Banten 24 respondents or 6.7%, from Lampung 2 respondents or 0.6%, from South Sumatra 1 respondent, and North Sulawesi 1 respondent. The majority of the respondents are students, with a total of 204 respondents or 57.3%; the next is freelancers 58 respondents or 16.3%, employees with 48 respondents or 13.5%, and entrepreneurs with 46 respondents or 12.9%

For the behavior of the respondents, most of the respondents purchased imported secondhand clothes 5 times in the previous year, with a total response of 107 responses; the next is 3 times in the last year, with a total response of 86 responses; the next is four times in the past year with the total response 65 responses, after that 7 times in the past year with the total response 49 responses, the next is 6 times in the past year with the total response 43 responses, and the last is 1 time and 2 times, respectively 3 responses. When searching for places to buy secondhand imported clothing, offline thrift stores come out on top with the most results with 126 responses, the second is Instagram with 124 responses, and the last is a marketplace with a total response of 110. Next will be the reliability and validity check.

Table 1. Outer Loading Value

Variable	Indicator	Outer Loading
Frugality (FG)	FG1	0.947
	FG2	0.954
	FG3	0.948
Eco-Consciousness (EC)	EC1	0.941
	EC2	0.941
	EC3	0.943
Need For Status (NS)	NS1	0.872
	NS2	0.818
	NS3	0.867
	NS4	0.876
	NS5	0.883
Need For Uniqueness (NU)	NU1	0.938

Variable	Indicator	Outer Loading
	NU2	0.946
	NU3	0.942
Fashion Involvement (FI)	FI1	0.915
	FI2	0.901
	FI3	0.907
Reference Group (RG)	RG1	0.914
	RG2	0.913
	RG3	0.908
Perceived Quality (PQ)	PQ1	0.890
	PQ2	0.869
	PQ3	0.744
Bargain Hunting (BH)	BH1	0.892
	BH2	0.875
	BH3	0.893
	BH4	0.696
	BH5	0.798
Purchase Intention (PI)	PI1	0.928
	PI2	0.914
	PI3	0.898

Sumber: research data, 2023

Outer loadings should have a score of 0.7, although anything greater than 0.4 is acceptable (Kwong and Wong, 2013). The loading factor is a concept used in the outer model. All the indicators in each variable have outer loading higher than 0.4, which makes all of them reliable according to the result of the indicator reliability test.

Table 2. Construct Validity and Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
Frugality (FG)	0.946	0.902
Eco-Consciousness (EC)	0.937	0.887
Need For Status (NS)	0.920	0.746
Need For Uniqueness (NU)	0.937	0.887
Fashion Involvement (FI)	0.894	0.824
Reference Group (RG)	0.898	0.831
Perceived Quality (PQ)	0.884	0.700
Bargain Hunting (BH)	0.906	0.696
Purchase Intention (PI)	0.901	0.834

Sumber: research data, 2023

The recommended composite reliability value score is more than 0.7, according to the research by Kwong and Wong (2013). Based on Table 1, all variables passed the reliability test since the composite reliability value of each variable is greater than 0.7. In SmartPLS, there is a measurement called Average Variance Extracted (AVE). Scores of 0.5 or above for AVE are considered acceptable (Kwong and Wong, 2013). Based on Table 4.4, all variables are considered valid since the AVE rating score met the minimal criterion score.

Table 3. Discriminant Validity

	BH	EC	FG	FI	NS	NU	PI	PQ	RG
BH	**0.834**								
EC	0.729	**0.942**							
FG	0.650	0.898	**0.950**						
FI	0.683	0.852	0.886	**0.908**					
NS	0.573	0.360	0.180	0.279	**0.864**				
NU	0.616	0.885	0.939	0.870	0.133	**0.942**			
PI	0.694	0.871	0.903	0.867	0.227	0.900	**0.913**		

	BH	EC	FG	FI	NS	NU	PI	PQ	RG
PQ	0.346	0.336	0.308	0.312	0.050	0.318	0.406	**0.837**	
RG	0.668	0.863	0.895	0.844	0.311	0.876	0.864	0.242	**0.912**

Sumber: research data, 2023

As seen in Table 3 above, for every row and column of the latent variables, the square root values of the AVE are bigger than the correlation values. All the variables might be regarded as passing the discriminant validity test.

The study's hypotheses are put to the test via bootstrapping. Using this hypothesis-setting technique makes it possible to calculate each variable's level of importance. If the score exceeds 1.96, the T-statistics are significant when employing a two-tailed t-test with a 5% significance level (Kwong & Wong, 2013). Additionally, the model's quality is evaluated using the coefficient of determination (R2) and cross-validated redundancy (Q2).

Table 4. Hypotheses Check

Hypotheses	Structural Path	T Values	P Values
H1a	FG → BH	3.062	0.001
H1b	FG → PI	2.984	0.001
H2a	EC → BH	4.365	0.000
H2b	EC → PI	1.210	0.113
H3a	NS → BH	12.027	0.000
H3b	NS → PI	0.372	0.355
H4	NU→ PI	3.878	0.000
H5	FI → PI	2.774	0.003
H6	RG → PI	3.583	0.000
H7	PQ → PI	5.068	0.000
H8	BH → PI	2.560	0.005

Sumber: research data, 2023

Table 5. R^2 and Q^2

	R^2	Q^2
BH	0.655	0.651
PI	0.877	0.870

Sumber: research data, 2023

Based on the hypothesis testing in Table 4, this study discovered that frugality impacts bargain hunting, which means hypothesis 1a is accepted. The previous studies (Setiawan & Kusumawardani, 2020) found that frugality significantly influences bargain hunting. (Cervellon et al., 2012) Discovered that customers who are price sensitive and have a frugality characteristic will look for bargains if they want to purchase. This study also discovered that frugality significantly influences Generation Z's intention to purchase secondhand clothes, leading to the acceptance of hypothesis 1b. According to (Almeida, 2019), frugality is the primary driver of consumers' motives to buy used clothing to obtain luxury while saving cash. As a result, the previous studies support this research's hypothesis on Indonesian Generation Z's frugality and tendency or intention to purchase secondhand clothes.

Hypothesis 2a, which claims eco-consciousness influences bargain hunting, is accepted. The study also supports this hypothesis (Setiawan & Kusumawardani, 2020), which shows that eco-consciousness affects bargain hunting. Consumers are beginning to understand the importance of living an ecologically responsible lifestyle, such as avoiding wasting things and buying used products, which is both cost-effective and thoughtful of the environment, according to Cervellon, Carey, and Harms (2012). Hypothesis 2b, which claims eco-consciousness influences secondhand clothes purchase intention, is rejected. This result is the same as the findings from Cervellon, Carey and Harms (2012), which show no direct impact or significant influence between eco-consciousness and secondhand clothes purchase intention.

The need for status significantly influences bargain hunting, which leads to the acceptance of hypothesis 3a. The findings from Setiawan and Kusumawardani (2020) and Cervellon, Carey and Harms (2012) support this hypothesis. Which also found that the need for status significantly influences bargain

hunting. The need for status directly correlates with bargain hunting, indirectly affecting secondhand purchase intention. Hypothesis 3b, which claims the need for status influences imported secondhand clothes purchase intention, is rejected. (Cervellon et al., 2012) also found that the need for status does not directly impact secondhand clothes purchase intention. Based on the results of this study, consumers who require status tend to do bargain hunting first to look for clothes at low prices; from bargain hunting then, they find one of the options to fulfill their status needs in society is to buy secondhand clothes.

This study found that the need for uniqueness influences imported secondhand clothes' purchase intention. Therefore, hypothesis 4 is accepted. The study (Setiawan & Kusumawardani, 2020) shows that originality significantly influences secondhand clothes purchase intention. Originality means being original and being different from others. (Roux & Guiot, 2008) discovered that the need for uniqueness is one characteristic that affects consumers' purchasing intention on secondhand garments. In addition, according to (Hansson & Morozov, 2016), one of the things that individuals consider while buying secondhand clothing is its uniqueness

Hypothesis 5, which claims fashion involvement influences imported secondhand clothes purchase intention, is accepted. According to (Cervellon et al., 2012), fashion involvement significantly influences the intention to purchase vintage clothes. Vintage clothes are also part of imported secondhand clothes. Many secondhand clothes stores sell vintage clothes. According to statistika.com (2023), common reasons for shopping for secondhand clothes in Indonesia, there is a characteristic that shows 31% share of respondents say, "I like the style of secondhand fashion such as vintage clothes" (Nurhayati, 2023). Thrifting or buying imported secondhand clothes has become a trend in Indonesia. Therefore, people who have high fashion involvement will certainly follow fashion trends. According to a Civic Science survey conducted in 2022, 61% of thrift clothing fans believe they would be able to shop twice as frequently due to fashion trends.

Hypothesis 6 is accepted; this study found reference group significantly influences imported secondhand clothes purchase intention. A study by (Amaral & Djuang, 2023) shows that social influence such as reference group, family, role, and status significantly impacted customers' intentions to buy secondhand clothes. The most common reasons for purchasing secondhand clothes in Indonesia, data from (statistika.com, 2023), shows that 25% share of respondents bought secondhand clothes because of the influence of their friends/family (Nurhayati, 2023). From these, the writer can conclude that external factors can encourage Indonesian people's intention to purchase imported secondhand clothes; one of them is the reference group factor.

Hypothesis 7, which claims perceived quality influences imported secondhand clothes purchase intention, is accepted. According to (Edwards & Eriksson, 2014), the views on quality substantially impact consumers' decisions to buy secondhand apparel. The majority of respondents preferred that the clothing be in near-perfect condition. In addition, the most crucial factor in acquiring secondhand clothing online was the availability of information on the clothes on the platform. Trust the online platform regarding clear information, such as the item's information and pictures (Edwards and Eriksson, 2014). These findings show that view on quality is important and affects consumer purchase intention towards imported secondhand clothes.

Acceptance of hypothesis 8 states that shopping for deals affects the decision to buy imported used clothing. This outcome is consistent with a prior study by (Cervellon et al., 2012), which found that price comparison shopping greatly impacts people's intentions to buy used clothing. (Sengmanee, 2016) found statistically significant findings on the influence of bargain searching on the propensity to repurchase used goods. It may be concluded that consumers' purchase intentions for used clothing will rise due to bargain-seeking. One alternative is to purchase used clothing since bargain hunting refers to searching for and acquiring goods at reduced costs.

The quantity of the entire effect and variation indicated in the structural model's endogenous component is represented by the coefficient of determination R^2, which evaluates the model's predictive efficacy (Akbari et al., 2023). R^2 values of 0.75, 0.50, and 0.25 are regarded as significant, moderate, and low, respectively, in marketing research, according to Kwong & Wong (2013). According to Table 5, the R^2 for bargain hunting is 0.655, which indicates that frugality, eco-consciousness and the need for status have a 65.5% effect on bargain hunting. The R^2 for purchase intention is 0.877, indicating that frugality, eco-consciousness, need for status, uniqueness, fashion involvement, reference group, perceived quality, and bargain hunting have an 87.7% effect on purchase intention.

The model's predictive validity (Q2) may be used to rate the model's precision. The conceptual model must predict the latent structure to meet the Q2 criteria (Akbari et al., 2023). The value of Q2 must be greater than zero to satisfy the requirements, and if it is equal to one, the research model has been determined to be the best model. According to Table 5, the value from price comparison shopping and purchase intention in Q2 is more than zero. Positive Q2 findings verified the predictive validity of each component of the structural model.

D. CONCLUSIONS

This study aims to assess the factors that may affect Generation Z's intention to purchase imported secondhand clothing. Frugality, need for uniqueness, fashion involvement, reference group, and perceived quality are the five factors that significantly influence Generation Z's purchase intention towards imported secondhand clothing directly. On the other hand, it turns out that the need for status and eco-consciousness do not directly impact purchase intention but rather through the mediating variable bargain hunting. The writer also discovered that frugality has a significant impact on bargain hunting. Therefore, frugality might affect buying imported secondhand clothing directly and indirectly through bargain hunting. The fact that imported secondhand clothes disrupt the development of local fashion brands. Because many people have shifted their buying behavior from buying local fashion brands and move to buy imported secondhand clothes and which is supported by the data from the Center for Indonesian Policy Studies (CIPS) and Ministry of Cooperatives and SMEs regarding SMEs in the fashion industry or local fashion brands which losing their market share, since thrifting become a trend in Indonesia. Therefore, local fashion brands and government should work together so that local fashion brands can continue to grow and not worsen due to the thrifting trend or the import of secondhand clothes.

Local fashion brands can focus on sustainable practices: While secondhand clothes stores are well renowned for their support of the environment, local fashion clothing may have a significant influence by emphasizing environmentally friendly and sustainable production methods. To draw eco-conscious customers and communicate the brand's dedication to environmental responsibility.

Local fashion brands can develop a distinctive brand identity that embodies luxury, elegance, and refinement for premium branding and positioning. Position your brand as a statement of prestige and exclusivity by utilizing premium materials, elegant design features, and top-notch craftsmanship. In addition, local fashion brands should be innovative. Stay ahead of fashion trends and offer innovative designs that set your brand apart from the generic selection found in thrift stores. Consider collaborating with local artists or influencers to create unique collections.

In addition, the government should take action to handle this issue. The government has to increase security at each Indonesian port. In order to stop the entrance of secondhand clothing, the government should be authorized to determine where these garments can enter. If the government cannot stop the importation of secondhand clothes, the government can help SMEs in the fashion industry directly by, for instance, subsidizing production costs or offering tax incentives.

In order to gain more fresh knowledge about imported secondhand clothing, the writer proposes expanding the scope of future research to include Indonesia's millennial or Generation Y population. Because according to the research, these two generations are highly interested in purchasing imported used clothing.

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