

## **The Influence of Lifestyle, Consumptive Behavior and Brand Awareness on Used Clothing Purchase Decisions**

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### **Abstract**

*In the current era of globalization where the development of information between parts of the world is increasingly easily accessed through various media, whether through social media or online magazine media. Make it easier for everyone to access various kinds of existing information. Where the information presented is varied. Starting from food, lifestyle and so on. This incident emerged as a result of the development of popular culture in society, which was born from the will of the media (Adji & Clarretta, 2022). One of the impacts arising from popular culture is the emergence of the thrifting phenomenon among society. This research will discuss the influence of lifestyle, consumer behavior and brand awareness on purchasing behavior for thrifting goods. This research uses literature study techniques by applying the SLR (Systematic Literature Review) method or literature review method. The research results show that: 1) Lifestyle is proven to greatly influence the factors that determine whether or not to buy used clothes. 2) It has been proven that consumer behavior significantly influences the variables that influence the choice to buy used clothing. 3) It has been proven that brand awareness significantly influences the factors influencing the choice to buy used clothing. Lifestyle variables are proven to have a significant effect on variables Second-hand clothing purchase decisions. It is proven that the choice of buying used clothes is significantly influenced by variables Consumptive behavior, as well as the variable choice of buying used clothes are significantly influenced by Brand awareness variables based on several studies conducted*

**Keywords:** *Thrifting, Lifestyle, Consumptive Behavior, Brand Awareness.*

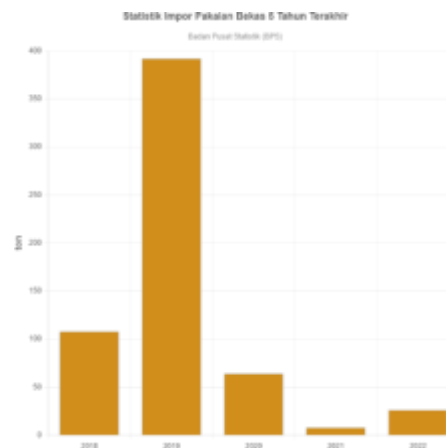
## **INTRODUCTION**

In the current era of globalization where the development of information between parts of the world is increasingly easily accessed through various media, both through social media and the media online magazine. Make it easier for everyone to access various kinds of existing information. Where the information presented is varied. Starting from food, lifestyle and so on. Lifestyle is one part that is influenced at this time. One of the negative impacts that arises in this era of globalization is the emergence of a consumer lifestyle in society. People's tendency to buy goods is more towards fulfilling their desires for prestige, following trends, and to increase their prestige, which is not important (Anggraini & Santhoso, 2017).

This incident emerged as a result of the development of popular culture in society, which was born from the will of the media (Adji & Clarretta, 2022). The influence of popular culture has a huge influence on people's clothing styles. One of the impacts arising from popular culture is the emergence of the thrifting phenomenon among society. This thrifting culture originally started in the United States at the end of the 19th century, where at this time the industrial

revolution in the mass clothing industry gave rise to the concept of disposables. Which resulted in many items being wasted, it was during this time that the second-hand goods movement emerged in an effort to find uses for used items (CNN Indonesia, 2022). According to Sonny, the current thrifting phenomenon is influenced by the perception of coolness which is influenced by social media (CNN Indonesia, 2022).

Recently, the government implemented a ban on thrifting activities or imported used clothing, which is contained in the Minister of Trade Regulation No. 18 of 2021 in Article 2 paragraph 3 which contains a prohibition on imported second-hand goods in the form of used bags, used sacks and used clothes. Through this thrifting activity, people can easily own well-known branded clothes at cheaper prices. This ban on thrifting arose to protect and increase the competitiveness of local MSMEs (Kompas.com, 2023). The following is data on imports of used clothing



It can be seen that the amount of second-hand clothing imports entering Indonesia starts from 2018 to 2022. If you look at the data, in 2018 the amount of second-hand clothing coming in was 108 tons and jumped high in the following year, to be precise in 2019, reaching 329 tons. Then, in the following year, there was a decline in exports, where in 2020 it was 64 tons, in 2021 it was 8 tons and in 2022 it was 26.2 tons. These data are findings from BPS which were visualized by (GoodStats, 2023). In this research, we will discuss and find out empirically about the thrifting phenomenon. To understand further why this trend has become so popular among the public recently. This research will discuss the influence of lifestyle, consumer behavior and brand awareness on purchasing behavior for thrifting goods. Lifestyle is a pattern that shows how people live, how he spends his money, and how he allocates the time he has (Mowen & Minor, 2012). Consumptive behavior is a person's tendency to spend excessively on a continuous basis to buy the goods they want using various ways to get them, where the goods are not really needed by them (Khoirunnas & Hidir, 2017). In research conducted by (Idris, 2022) it was found that clothing consumption emerged in irrational purchases. According to research conducted by (Saputro, 2018) the reason why people want to buy thrifting goods is because they are branded clothes which can be bought at cheap prices. This phenomenon is important to study further because the emergence of thrifting transactions is certainly caused by the presence of market share in it.

## RESEARCH METHODS

This research uses a literature review approach technique or also known as the SLR (Systematic Literature Review) method, which is a research strategy for collecting information about a subject by searching, evaluating, and synthesizing existing literature in an effort to answer certain research questions. Utilizing Google Scholar to search for relevant research, this literature study approach involves looking at studies on several factors that influence the choice to buy used clothing tailored to the variables sought. Jusco (2008) states that Google Scholar offers extensive coverage of academic journals. In addition, Noruzi (2005) argues that Google Scholar provides instant results, less bias in journal selection, and reports findings from several years. Thus, this shows that Google Scholar increases research capabilities to carry out broader, more conclusive and multidisciplinary searches (Linacre, 2013). Furthermore, the related research that has been found is analyzed by research results starting from the influence of lifestyle, consumer behavior and brand awareness on decisions to purchase used clothes in general based on qualitative and quantitative research. The results of the analysis of the influence of variable X on Y are then presented in a descriptive statement.

## **RESULTS AND DISCUSSION**

### **The Influence of Lifestyle on the Decision to Purchase Used Clothes**

Lifestyle is related to individual habits, namely how and what a person likes to live their life and shows their position in society. Sutisna in Lutfianto Dawud (2017) defines lifestyle as a person's way of life that equates other people in spending time in activities in terms of pleasure (food, fashion, clothing, family and recreation), work, shopping, sports and other social activities. In this case, lifestyle includes more than just social class or personality. The subject's lifestyle concerns shopping and social patterns which are reflected in habits, interactions with other people and daily hobbies (Dwiyantoro, et.al: 2014). Prasetya (2014) also believes that lifestyle is a consumption pattern that reflects a person's choices in using their time and money. Meanwhile, the purchasing decision is the final action in considering purchasing a service or product. This decision is often based on various determining criteria, including product or service aspects, consumption aspects, and ownership aspects of the product or service. To satisfy their wants and needs, people make choices about what to buy. These decisions include identifying their needs and wants, gathering information, weighing their options, making the actual purchase, and acting thereafter. According to Maftukhan & Handayani (2017), consumer decision making can be viewed as a problem solving process because consumers have goals or behavior that is anticipated to produce satisfaction. At the end of the process, consumers will decide which behaviors can be carried out to achieve these targets.

In this research, the following is a table listing the journals/articles used as: Reference sources for analysis results discussing the influence of lifestyle variables on the decision to purchase used clothing, including:

No	Title and Author	Population and Research Sample	Research Results on Lifestyle Variables on Purchasing Decisions
1.	<p>“Decision in Purchasing Used Import Clothes in Surabaya” Arwita Dwi Andriani, Chirtina Menuk, dan Sri handayani.</p> <p>Universitas PGRI Buana Surabaya, 2020</p>	<p>The research sample consisted of 150 people, the parameters used Ferdinand's theory (2014), with indicator variables lifestyle, product quality, price and purchase decision.</p>	<p>In accordance with the test results, it can be seen that all variables have a calculated t value greater than the t table (1.983) and a significance value smaller than 0.05. So, it is concluded that variable 1 in the form of lifestyle has a significant influence on someone's purchasing decision to buy used clothes in Surabaya.</p>
2.	<p>"The Influence of Lifestyle, Promotion, and Product Quality on the Decision to Purchase Used Clothes at the Not Bad Secondhand Thrift Shop"</p> <p>Alifia Rosi Kumala dewi dan Pontjo Bambang Mahargiono</p> <p>Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESA) Surabaya, 2022</p>	<p>Purposive sampling was used to select a representative sample from the population of people who shop for used clothing at Thrift Shop Not Bad Secondhand.</p>	<p>In a favorable and statistically significant way, lifestyle factors influence customers' choices at Thrift Shop Not Bad Secondhand. These findings indicate that the greater the consumer's tendency to buy for reasons of beauty, practicality, and cost, the more likely they are to be interested in purchasing the item secondhand. Customers with greater disposable income tend to make quick decisions when shopping.</p>
3.	<p>"The Influence of Lifestyle, Product Quality and Price on the Decision to Purchase Imported Used Clothes at the Thrift Store in Surabaya"</p> <p>Arawita dwi Andriani, Christina Menuk, Sri H</p> <p>Universitas PGRI Buana Surabaya, 2021</p>	<p>Participants in this research were those who shopped at the Surabaya Used Goods Store, the Usual Place for imported second-hand clothing. A total of 105 samples were determined based on the theory of Ferdinand (2014)</p>	<p>Research participants who were buyers of imported second-hand clothing at Ordinary Used Goods Stores in Surabaya were given tools for data collection and analysis. Thus, the findings show that "Lifestyle, product quality, and price have a partial and simultaneous influence on the decision to purchase imported used clothing at Thrift Store Ordinary Place."</p>

4.	<p>“The Effect of Quality Products, Prices and Lifestyle on the Decision to Purchase Used Clothes at Badkidswear Surabaya”</p> <p>Achmad Zakaria Maulana rachman dan M. Anang Firmansyah</p> <p>Universitas Muhammadiyah Surabaya, 2022</p>	<p>Population in This research is customers at Badkidswear Surabaya. The sampling technique used a non-probability method and a sample size of 120 was obtained from the questionnaires distributed</p>	<p>T test results for linear regression shows <math>t_{count} &gt; t_{table}</math> or <math>3.328 &gt; 1.661</math> with a significance level of 0.001. Thus, H3 can be accepted, indicating that a person's way of life (X3) has a significant effect on the tendency to make purchases (Y). These findings also show the positive and significant impact of lifestyle indicators—including activities, views, and interests—on the choice to buy used clothes from Kidswear Surabaya.</p>
5.	<p>"The Relationship between Lifestyle Dimensions and Second Hand Clothing Purchase Decisions"</p> <p>Asmar efendi Nasution dan Suci Rahma Nio Universitas Negeri Padang, 2019</p>	<p>Purposive sampling was used to select a sample of 70 participants from the population of psychology majors at Campus V UNP. In this study, we used regression analysis to analyze data.</p>	<p>The results of a regression analysis testing the relationship between AIO and whether psychology students at Campus V UNP choose to shop for used clothes revealed a statistically significant relationship between the two variables.</p>
6.	<p>"Influence, Price, Life style and Fast Fashion on Purchasing Decisions on Imported Second Branded Clothing in Surabaya"</p> <p>Aldo Rahmawan dan Estik Hari Prastiwi Universitas 17 Agustus 1945 Surabaya, 2023</p>	<p>The sample used in this research was a questionnaire with Likert scale measurements.</p>	<p>Survey data was analyzed to draw conclusions about how factors such as cost, lifestyle and speed of fashion influence consumer preferences when shopping for used imported clothing. A consumer's decision in Surabaya to buy used clothes is greatly influenced by factors related to their lifestyle.</p>

7.	<p>"The impact of brand image, fashion lifestyle and price on purchasing decisions for preloved branded clothing in online shops"</p> <p>Ambardi, Nur Aini, Husnayeti dn Helmi</p> <p>Institut Teknologi dan Bisnis Ahmad Dahlan, 2023</p>	<p>This research combines qualitative and quantitative techniques for description. The sample size was calculated using the purposive sampling method.</p>	<p>The results are consistent with those found in the literature review conducted by Sanawiri, B., and Mubarak (2018). In fact, this research shows that a lifestyle is centered on fashion has a favorable influence on consumer spending.</p>
8.	<p>The Influence of Brand Image, Price and Fashion Lifestyle on Clothing Purchase Decisions at Online Thrift Shops in Makassar City (Study on Consumers @Thriftbuy.Me Makassar CityVica</p> <p>Nadila Narvatinova, Fitriani Latief dan Andi Ircham Hidayat ITB Nobel Indonesia Makassar, 2023</p>	<p>Non-probability sampling and purposive sampling approaches were used to collect data from 93 participants in research conducted using quantitative methodology.</p>	<p>Based on the results of research on the partial influence of fashion lifestyle, the t test shows that the t-calculated value of the fashion lifestyle variable is 2,616 and the t-table value is 1,986 and the significant value is 0.010 &lt;0.05, so it can be concluded that fashion lifestyle has a significant influence on purchasing decisions. .</p>

Based on the results of the analysis in the table above which contains a list of articles used as reference sources, lifestyle variables are proven to greatly influence the factors that determine whether or not to buy used clothes. This is also consistent with several previous papers, which show that lifestyle factors influence purchasing choices positively and simultaneously.

**The Influence of Consumer Behavior on the Decision to Purchase Used Clothes**

When people shop for material commodities beyond their needs, we call this "consumptive behavior" which often results in waste (Suyasa and Fransisca (2005:172)). Sometimes, consumptiveness is often closely associated with spending more than usual on material goods or services; hence, the term "wasteful." According to Lubis' assertion (in Rosyid, Lina, and Rosyid, 1997), consumer behavior can be seen as irrational purchasing due to irrational desires. Purchasing goods or utilizing services is defined as consumer behavior in this analysis not only to fulfill desires within themselves which causes waste in terms of costs.

Kotler (2012:190) explains that customers actually make purchases during the decision-making stage known as the purchase decision. According to Kotler and Keller (2012: 193), there

are six steps in the decision-making process that consumers go through before making a purchase: product selection, brand selection, purchase channel selection, purchase amount, purchase amount related to how many products to buy, and purchase time. Product selection involves deciding whether to use money to buy a product or use it for other things related to determining whether consumers will buy the product. In this research, the following is a table listing journals/articles that are used as a reference source for the results of the analysis discussing the influence of consumer behavior variables on the decision to purchase used clothing, including:

No	Title and Author	Research Population and Sample	Behavioral Variable Research Results Consumptiveness of Purchasing Decisions
1	"Sheltering Behind Used Clothes Awul-awul: A Sociological Study of the Lifestyle of Yogyakarta City Teenagers in Consuming Used Clothes"  Achmad Adib dan Grendi Hendrastomo Universitas Negeri Yogyakarta, 2017	The research population is teenagers who often consume used awulawul clothing using purposive sampling techniques with data collection through observation, interviews and documentation.	Thus, the results of the research show that the culture of adolescent consumption of awul-awul clothing can be considered as clothing accessories that are full of attractiveness and modification where a person will feel the affirmation of their individuality and at the same time receive full support from a social group that decides for teenagers to buy and consume awul-awul clothes in Yogyakarta.
2	"The Relationship Between Conformity and Consumer Behavior in Buying Exclusive Branded Used Clothes in Late Adolescents" Ulil Amriatul, Amanda Pasca Rini, and Eko April Ariyanto  Universitas 17 Agustus 1945 Surabaya	The research population was an incidental survey of Surabaya residents who found 115 teenagers aged 18-21 years who wore imported used clothing.	The results of the research show that young people's conformity to norms is positively correlated with their preference for exclusive branded products and this persists into adulthood. This finding is supported by a correlation of 0.763 pa p=0.000 (p0.05), with a standard error (related of 0.583. This shows that 58% of teenagers' decisions to wear expensive branded clothing are influenced by peer pressure to conform. However, the relationship with The purchasing decision depends on which categorization the teenager falls into. Classification of consumer behavior into three groups resulted in 21 teenagers (18.3 who can be characterized as placing a low priority on meeting their material needs through their purchases. Eighty-one percent of teenagers in the middle group (percentage) think about whether they really need the goods they buy no, while only three percent of the rema in the high category (percentage) who do the same thing own property for pleasure

4	<p>“The Relationship between Hedonic Lifestyle with Consumptive Behavior in Teenagers”</p> <p>Ranti Tri Anggraini dan Fauzan Heru Santhoso</p> <p>Universitas Gadjah Mada Yogyakarta, 2017</p>	<p>The population of this research was conducted at Faculty "X" University "Y" is the research subject 141 students of Faculty "X" University "Y" aged 18-21 year. Sample selection used purposive sampling technique.</p>	<p>A total of 75 participants (53.2% of the sample) fell into the moderate consumption group, as indicated by the study findings. Then, as many as 65 participants (46.1% of the sample) were classified as having a low IQ, while only 1 (0.7%) was classified as having a high IQ. Meanwhile, the ANOVA test shows that the F value = 3.488 significant to behavioral values consumption of 0.010 (p 0.05), indicating that there is a statistically significant variation in consumption behavior according to the amount of spending money available. Thus, purchasing decisions regarding consumer behavior are influenced by each individual's pocket money.</p>
5	<p>“Luxury fashion consumption and Generation Y consumers: self, brand consciousness, and consumption motivations”</p> <p>Sarah Giovannini Yingjiao Xu Jane Boyd Thomas</p> <p>2015</p>	<p>The researchers in this study surveyed the population. The online survey was created using the online survey software and questionnaire tool, Survey Monkey. SurveyMonkey automatically records and stores responses for data analysis. The desired number of complete and valid surveys is 300. With an age range between 18 - 35 years old.</p>	<p>The results of this study support the hypothesis that social motivation for conspicuous consumption has a positive and significant influence on consumption behavior in terms of brand loyalty and purchasing decisions. Consumers from Generation Y who are motivated by conspicuous consumption are brand loyal and show high purchase intent for luxury fashion products.</p>
6	<p>"The Influence of Lifestyle and Consumer Attitudes on the Decision to Purchase Clothing Products at Pernik Houses in Gorontalo City"</p> <p>Citrawati Fadjar, Andi Juanna2, and Yulinda L Ismail</p> <p>Universitas Negeri Gorontalo, 2022</p>	<p>To collect information for this study, a questionnaire was administered. Online and traditional channels will be used to disseminate the questionnaire. Google-generated questionnaire links can be shared online, while hard copies can be distributed to respondents directly.</p>	<p>Table 4.15 shows that there is a statistically significant positive relationship between customer attitudes and shopping behavior (t-count = 2.909 &gt; t table = 1.985, significance value = 0.005 0.05). The results of this research show that the consumer attitude variable (X2) has the greatest influence on whether or not a customer makes a purchase at a particular store. This happens because happier people tend to make repeat purchases from certain retailers, such as the Pernik House Goron clothing store in the city of Gorontalo.</p>



Based on the analysis results in the table above which contains a list of articles used as reference sources, the consumer behavior variable is proven to have a significant influence on the decision variable to purchase used clothing.

**The Influence of Brand Awesomeness on Used Clothing Purchase Decisions**

Between the purchase intent and purchase choice stages, there are two key elements that influence customers. Brand recognition and image can both have an impact on a consumer's choice to purchase a product. Depending on how someone views a brand, the brand may have a good or bad image (Sangadji & Sopiah, 2013). In general, brand has a huge impact on a customer's final choice to purchase. A sign is any word, phrase, sign, symbol, or special design used to identify and differentiate the products or services of one vendor from those of another vendor, (Kotler, 2012).

Consumers choose their favorite brands from a variety of options available when making a purchase. Therefore, customers must go through a selection process when making a purchase that involves choosing from various problem-solving options that are different from actual follow-up, (Kotler & Armstrong, 2007). In addition, consumer familiarity with the product brand is an important factor. Brand awareness, as defined by Aaker in (Handayani, 2010), is the extent to which potential customers are aware that a particular brand is associated with a particular class of goods. In contrast to those who are familiar with the brand and interested in trying it, those who are unfamiliar with the brand are skeptical and less likely to purchase any items bearing the company's name. When people think of a product, they are more likely to think of the brand if they are familiar with the brand. In this case, the consumer has decided exactly what he wants to buy, highlighting the need for product knowledge. In this research, the following is a table listing journals/articles that are used as a reference source for the analysis results discussing the impact of brands and products on consumer choices to purchase used goods, including:

NO	Title and Author	Research Population & Sample	Research Results of Variables Influence of Brand Awareness Regarding Purchasing Decisions
1	<p>"The Influence of Brand Image and Brand Awareness on Purchasing Decisions"</p> <p>Nel Arianty &amp; Ari Andira</p> <p>Universitas Muhammadiyah Sumatra Utara</p>	<p>The population of this study was 100 students from the Muhammadiyah University of North Sumatra from the Faculty of Economics and Business as samples, who were taken accidentally. Questionnaires are used to collect data using associative strategies in investigations</p>	<p>Part of the positive impact and significance of brand image on consumer choice has been understood. Brand awareness is recognized to have a beneficial and substantial impact on purchasing choices. Likewise, it is well known that brand awareness and brand image have a major impact on purchasing choices.</p>

2	<p>"The influence of product quality, place and price on the decision to purchase used clothing at the Aviari Seken Market"</p> <p>Rudi Yanto Batara Silalahi &amp; Letanli Ayu Susantri</p> <p>Sekolah Tinggi Ilmu Ekonomi Galileo</p>	<p>The type of research used is quantitative with associative properties. The analysis technique used to test the hypothesis is multiple linear analysis.</p> <p>The research sample was 145 people.</p>	<p>The results of this research are that product quality partially has a significant effect on purchasing decisions with sig <math>0.007 &lt; 0.05</math>, place partially has a significant effect on With sig <math>0.023 &lt; 0.05</math>, price has a partially strong effect on purchasing choices.</p> <p>Product quality, location, and price jointly influence purchasing choices with sig <math>0.000 &lt; 0.05</math>, in accordance with the F test findings.</p>
3	<p>"Knowing the Influence of Product Quality and Brand on Interest in Buying Imported Used Clothes"</p> <p>Robi Wijaya &amp; Andung Jati Nugroho</p> <p>Universitas Teknologi Yogyakarta</p>	<p>Quantitative techniques were used in this research.</p> <p>Used clothing customers in the Yogyakarta area constitute the population, and the sample was taken using a purposive sampling approach, totaling 79 respondents.</p>	<p>brand value (X2) on purchasing choices (Y) is <math>-0.139</math> and product quality (X1) on purchasing decisions (Y) is <math>0.287</math>. According to the study's findings, brand does not influence most purchasing decisions, and product quality has a good and large impact on these decisions.</p> <p>Together (simultaneously), Product Quality (X1) and Brand (X2) influence Purchasing Decisions (Y). Product quality and brand have an influence of 10.2%, while other factors are not included in this research provided an explanation of 89.8%.</p>
4	<p>Aisyah Nur Winingsih &amp; Triyonowati</p> <p>Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESA) Surabaya</p>	<p>"The Influence of Price, Promotion, and Lifestyle on the decision to purchase used clothing (Study of STIESA students Surabaya)"</p>	<p>Price has a large and favorable (unidirectional) impact on purchasing choices, according to this research. Promotions have no discernible impact on purchasing choices.</p> <p>Lifestyle significantly influences purchasing choices in a favorable (unidirectional) manner.</p>

5	<p>“The relationship between lifestyle dimensions and decisions purchasing second hand clothes” Asmar Efendi &amp; Suci Rahma Nio</p> <p>Universitas Negeri padang</p>	<p>The population of this study consisted of psychology students at Campus V UNP, and a purposive selection approach was used to select the sample based on a set of criteria, resulting in a sample size of up to 70 participants. Regression analysis is a method for analyzing research data.</p>	<p>The results showed that with a value of <math>p=0.026</math> (<math>p&lt;0.05</math>), there was a significant relationship between lifestyle factors with the option of buying used clothes. The decision to buy used clothing is somewhat positively and substantially correlated with the Activity and Opinion lifestyle dimensions, while the Lifestyle Interest dimension is not significantly correlated with buying choices. used clothes.</p>
6	<p>"The influence of Islamic marketing strategies on thrifting purchasing decisions on Instagram among the people of Surabaya"</p>	<p>The inquiry method is quantitative. Islamic marketing tactics (X) and consumer preferences (Y) are the variables considered. Purposive sampling was used to take a sample of the population of Surabaya residents who were interested in saving, then the population was calculated using the Solvin method to estimate the sample size. Primary and secondary data are combined through data collection methods such as Google Forms, and respondent responses are then assessed using a Likert scale. Through the use of validity tests and reliability, quality of the questionnaire is evaluated.</p>	<p>This study has had a major impact on Islamic marketing and has had a positive impact on thrifty purchasing choices of buyers. The sharia marketing strategy variable has a percentage influence of 76.4% on the choice of buying used goods on Instagram among the people of Surabaya, in accordance with the coefficient of determination (R<sup>2</sup>) value of 0.764.</p>

Based on the results of the analysis in the table above which contains a list of articles used as reference sources, the Brand awareness variable is proven to have a significant influence on the decision variable to purchase used clothing (thrifting).

### CONCLUSION

This thrifting culture originally started in the United States at the end of the 19th century, where at this time the industrial revolution in the mass clothing industry gave rise to the concept of disposables. Which resulted in many items being thrown away, it was during this time that the second-hand goods movement emerged in an effort to find uses for used items (CNN Indonesia, 2022). In this research, we will discuss and find out empirically about the thrifting phenomenon. To understand further why this trend has become so popular among the public recently. This research will discuss the influence of lifestyle, consumer behavior and brand awareness on purchasing behavior for thrifting goods. This phenomenon is important to study further because the emergence of thrifting transactions is certainly caused by the existence of market segments in

it. This research uses the Literary Study technique by applying the SLR (Systematic Literature Review) method or literature review technique, meaning an approach to study that involves placing, evaluating and analyzing data about a subject to provide a description of a solution to a pre-existing problem. The studies that have been identified in this regard have discussed the implications of several factors, including lifestyle, consumption habits, and brand awareness, on consumer choices of used clothing in general based on both qualitative and quantitative research. Results The results of the analysis of the influence of variable X on Y are then presented in a descriptive statement. The results of this research are:

1. Lifestyle variables are proven to have a significant influence on the decision variable to purchase used clothing. This is also in line with several other articles, where lifestyle factors influence purchasing choices positively and simultaneously.
2. It is proven that the choice to buy used clothes is significantly influenced by consumer behavior variables.

It is proven that the variable of choice to buy used clothing is significantly influenced by the variable of brand awareness.

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