LIFESTYLE AND PRICE PERCEPTION EFFECTS ON YOUTH THRIFTING PURCHASE DECISIONS AT L21 SHOP, CIREBON

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Abstract

Purpose: To examine the effects of lifestyle and price perception on youth purchase decisions for imported second-hand clothing (thrifting) at L21 Shop, Cirebon Regency, Indonesia.

Research Methodology: Quantitative survey; purposive sampling; 100 respondents aged 16–30 who have purchased from L21 Shop; questionnaire; data analysis using SPSS with descriptive statistics, classical assumption tests (Kolmogorov-Smirnov normality), and multiple linear regression.

Results: Lifestyle and price perception show significant positive effects on purchase decisions, both individually and jointly.

Limitations: Single-store, cross-sectional design with non-probability sampling and self-reported measures may limit generalizability.

Contribution: Provides evidence for thrift retail marketing and consumer behavior studies; offers practical guidance for SME thrift stores to align product selection and pricing with youth lifestyle trends.

Keywords: Lifestyle; Price perception; Purchase decision; Thrifting; Youth consumers; Indonesia.

1. INTRODUCTION

Thrifting—purchasing imported second-hand clothing—has become an increasingly visible consumption practice among Indonesian youth. The appeal is closely linked to fast-moving fashion trends, social media-driven style aspirations, and the opportunity to obtain branded items at relatively affordable prices. Within Indonesian consumer research, thrift fashion has been discussed as a purchasing context where lifestyle orientations and brand-related evaluations are relevant in shaping decisions, including in Instagram-based thrift shopping (Fauziah & Setiawan, 2022). Because thrift products are heterogeneous (condition, authenticity cues, and perceived uniqueness), consumers often rely on personal orientations and evaluative cues when deciding whether to purchase, making thrift retail a meaningful setting to examine key drivers of purchase decision.

In consumer behavior, lifestyle is commonly conceptualized as a pattern of activities, interests, and opinions that reflects how individuals allocate time and financial resources. Lifestyle differences have been shown to be associated with variations in purchase decisions across product categories, indicating that lifestyle can function as a practical segmentation basis for marketing strategy (Azizah, 2020; Herdiansyah & Yuliniar, 2024). Empirical evidence in Indonesian retail contexts also suggests that lifestyle—often operationalized as fashion lifestyle or consumption lifestyle—can contribute to purchase decisions alongside other factors such as service quality and perceived value (Fahira et al., 2022). In thrift fashion, lifestyle may influence preferences for uniqueness, brand symbolism, and social signaling, which can translate into stronger purchase decisions for certain product selections or store formats.

Alongside lifestyle, price perception is frequently highlighted as a determinant of purchase decision because consumers rarely evaluate price in isolation. Instead, they interpret price as an indicator of value and, in many cases, as a cue for expected quality—particularly when product quality is variable or difficult to assess prior to purchase. Classic marketing research emphasizes that price can play a signaling role in quality perception and value inference (Monroe, 1979). Consistent with this view, recent studies in Indonesian retail and SME settings report that favorable price perception contributes positively to purchase decisions (Laili, 2020; Faujiah et al., 2023; Kapirossi & Prabowo, 2023). In thrift retail, price perception may be especially salient because consumers compare the offered price not only with new-item alternatives but also with perceived risks (e.g., defects or uncertainty about condition), leading perceived price fairness and value-for-money to become central to the final decision.

From a behavioral perspective, the Theory of Planned Behavior provides a useful lens to explain purchasing as an outcome of intention formation, where attitudes, subjective norms, and perceived behavioral control jointly shape intention and subsequently behavior (Ajzen, 1991; Fishbein & Ajzen, 1975). In thrifting, lifestyle orientation can influence attitudes (e.g., seeing thrift fashion as stylish, unique, or socially acceptable) and subjective norms (e.g., peer approval of thrifting). Price perception can shape the attitudinal evaluation through perceived value and perceived trade-offs, which, together with social influences, may strengthen intention and translate into purchase decisions. Therefore, integrating lifestyle and price perception aligns with established behavioral theory and supports the expectation that both factors are relevant predictors of thrift purchase decisions.

Despite the growing research attention to lifestyle and price perception, much of the empirical evidence is concentrated on online platforms or on product categories beyond offline thrift retail. Local, store-based thrift businesses therefore remain relatively underexplored, even though they operate under intense competition and depend heavily on localized youth demand. L21 Shop in Cirebon Regency represents a youth-oriented thrift retailer that faces increasing competition and fluctuating monthly buyer numbers (internal sales records and preliminary survey). Accordingly, this study investigates the effects of lifestyle and price perception on youth purchase decisions for imported second-hand clothing at L21 Shop, Cirebon. The study is designed to test the individual effects of lifestyle and price perception and their joint effect on purchase decision, providing evidence that can inform store positioning, product assortment, and pricing communication strategies for thrift SMEs targeting youth segments.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT
2.1. Literature Review

Second-hand clothing consumption—often discussed as "thrifting"—is increasingly associated with youth lifestyles, value seeking, and sustainability-related considerations. Prior literature summarizes that second-hand purchasing is driven by multiple motives (e.g., frugality, uniqueness, and ethical considerations) and is supported by the growing availability of thrift channels (Herjanto et al., 2016).

Beyond sustainability, second-hand shopping is frequently motivated by a combination of economic, recreational, and critical motives. Guiot and Roux (2010) show that consumers are attracted by the opportunity to obtain low prices (economic motive), the enjoyment of searching and "treasure hunting" (recreational motive), and the desire to distance themselves from conventional retail channels (critical motive). In online second-hand settings, motivation scale development also highlights economic value and bargain-seeking as consistent drivers (Padmavathy et al., 2019). Complementing this view, Theory of Planned Behavior (TPB) research indicates that attitudes, subjective norms, and perceived behavioral control can jointly explain second-hand clothing purchase intention (Koay et al., 2024).

Purchase decision refers to the consumer's final choice among alternatives, typically as the outcome of a structured decision process. The classic five-stage model covers problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler & Keller, 2016). In apparel contexts, the decision is reflected in concrete selections—such as product and brand choice, store choice, purchase timing, purchase quantity, and payment method—making it sensitive to both identity-driven preferences and value evaluations.

Lifestyle is a core consumer-behavior construct capturing how individuals live, what they value, and how they express identity through consumption. Lifestyle has been widely operationalized through Activities, Interests, and Opinions (AIO), which describe patterns of time use and preferences that are directly relevant to purchase behavior (Plummer, 1974). In fashion consumption, lifestyle influences how consumers seek trend information, prioritize aesthetics, allocate spending, and select shopping channels, thereby shaping whether thrift stores are seen as compatible with one's desired self-presentation (Schiffman & Wisenblit, 2019).

Price perception describes how consumers interpret and evaluate price information, including affordability, fairness, and whether the offer is "worth it" relative to expected benefits. Price is simultaneously a monetary sacrifice and a potential quality cue; together, these meanings shape perceived value and, consequently, purchase decisions (Zeithaml, 1988). Perceived price unfairness can also trigger negative affect and reduce purchase likelihood, making fairness an important evaluative component in retail contexts (Campbell, 1999). Price perception is multidimensional in measurement, including constructs such as value consciousness and price consciousness, which have been shown to relate to shopping behavior (Lichtenstein et al., 1993).

Empirical evidence in the second-hand fashion domain increasingly supports the relevance of lifestyle-related motivations and value evaluations. For example, studies grounded in the Theory of Planned Behavior show that beliefs, norms, and perceived control shape motivations to purchase second-hand clothing, while value considerations remain central to choice (Koay et al., 2024; Padmavathy et al., 2019). Nevertheless, much of the emerging

literature emphasizes online contexts, while fewer studies examine purchase decision behavior within specific offline thrift-store settings. This gap motivates the current study's focus on how lifestyle and price perception shape purchase decisions in an offline thrift retail context.

2.2. Hypothesis Development

Building on consumer decision theory and planned behavior perspectives, this study proposes that lifestyle and price perception influence thrift purchase decisions through distinct but complementary mechanisms. In a TPB view, purchase behavior is shaped by intention, which is influenced by attitudes, social pressures, and perceived control (Ajzen, 1991). Lifestyle is expected to shape what consumers seek and how they shop (attitude and preference formation), whereas price perception shapes value assessment and perceived feasibility at the point of choice.

Lifestyle and purchase decision. Consumers with a stronger fashion-oriented lifestyle tend to allocate more time and attention to apparel shopping, seek trend information, and use clothing for self-expression. These patterns increase exposure to thrift offerings and raise the probability that consideration becomes an actual purchase decision (Plummer, 1974; Schiffman & Wisenblit, 2019). Evidence on second-hand clothing also indicates that lifestyle-related beliefs and motivations are associated with purchasing outcomes (Koay et al., 2024).
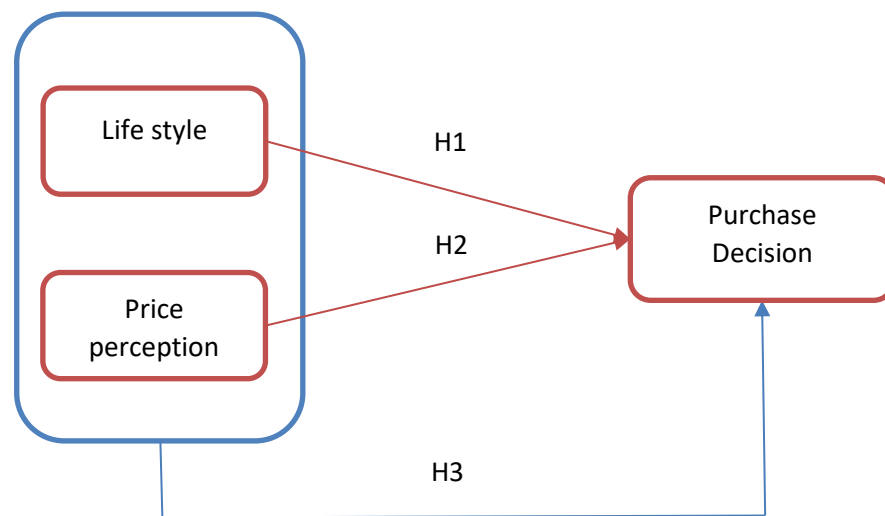
H1: Lifestyle has a positive effect on thrift purchase decision.

Price perception and purchase decision. In second-hand retail, consumers evaluate whether the price matches perceived condition, brand, uniqueness, and expected utility. When price is perceived as affordable and fair, perceived value increases, reducing hesitation and strengthening the final decision (Zeithaml, 1988). Price-related constructs such as value consciousness and price consciousness have also been linked to shopping behavior and choice (Lichtenstein et al., 1993). In second-hand contexts, value-focused evaluations are consistently emphasized as drivers of willingness to buy (Padmavathy et al., 2019; Koay et al., 2024).

H2: Price perception has a positive effect on thrift purchase decision.

Combined influence. Lifestyle can intensify motivation to search and explore thrift items, while price perception determines whether a selected item is judged as "good value" at the moment of purchase. Together, these factors are expected to explain purchase decisions more strongly than either factor alone, consistent with research emphasizing the interplay of motivations and value evaluations in second-hand shopping (Guiot & Roux, 2010; Koay et al., 2024).

H3: Lifestyle and price perception simultaneously have a positive effect on thrift purchase decision.

Gambar 1 Research framewrok

3. RESEARCH METHODOLOGY
3.1. Research design

This study employed a quantitative, explanatory research design with a cross-sectional survey to test the effects of lifestyle and price perception on youth thrifting purchase decisions.

3.2. Research setting and respondents

The research was conducted at L21 Shop (Jl. K.H. Farikhin, Klangenan, Cirebon Regency, West Java, Indonesia). The target population comprised youth consumers who had purchased imported second-hand clothing (thrift) from L21 Shop. Respondents were selected using purposive sampling with inclusion criteria of being 16-30 years old and having made at least one purchase at L21 Shop. A total of 100 valid questionnaires were analyzed.

3.3. Measures and instrument

Data were collected using a structured questionnaire. All items were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Lifestyle was operationalized using Activity-Interest-Opinion (AIO) dimensions (Plummer, 1974). Price perception captured consumers' evaluation of price fairness and value relative to product quality and benefits (Zeithaml, 1988; Lichtenstein et al., 1993). Purchase decision reflected the outcome of consumer decision making in selecting and buying thrift products (Kotler & Keller, 2016).

3.4. Data analysis

Data analysis was performed using SPSS. The procedure included descriptive statistics; instrument testing through item validity (correlation-based) and reliability (Cronbach's alpha); classical assumption tests (Kolmogorov-Smirnov normality, multicollinearity using

tolerance/VIF, and heteroscedasticity testing); and multiple linear regression analysis. The regression model was specified as: Purchase Decision = β_0 + β_1(Lifestyle) + β_2(Price Perception) + ε. Hypotheses were evaluated using t-tests (partial effects) and an F-test (simultaneous effect) at a 5% significance level, complemented by the coefficient of determination (R^2). Participation was voluntary and responses were treated anonymously for research purposes.

4. RESULTS AND DISCUSSIONS
4.1. Results
Respondent characteristics.

The dataset contains 100 valid responses. As shown in Table 1, most respondents were female (77%), aged 21–25 years (53%), and dominated by university students (41%) and other occupations (48%).

Table 1. Respondent characteristics (N = 100).

Characteristic	Category	n	%
Gender	Male	23	23%
Gender	Female	77	77%
Age (years)	16–20	27	27%
Age (years)	21–25	53	53%
Age (years)	26–30	20	20%
Occupation	Student (school)	11	11%
Occupation	Student (university)	41	41%
Occupation	Others	48	48%
Total		100	100%

Measurement quality

All measurement items met the minimum item validity threshold (r_count > r_table = 0.197). Reliability testing also indicated acceptable internal consistency for all constructs (Cronbach's α > 0.70), as summarized in Table 2.

Table 2. Validity and reliability summary.

Construct	Items	r_count (min–max)	r_table	Cronbach's α	Decision
Lifestyle (X1)	5	0,727–0,770	0,197	0,899	Valid & reliable
Price perception (X2)	5	0,417–0,773	0,197	0,857	Valid & reliable
Purchase decision (Y)	5	0,658–0,779	0,197	0,879	Valid & reliable

Descriptive statistics.

Table 3 summarizes the mean scores for each construct. Lifestyle and price perception were in the moderate category (2.60–3.39), while purchase decision was in the high category (3.40–4.19).

Table 3. Descriptive statistics of constructs (Likert 1–5).

Construct	Mean	Category*
Lifestyle (X1)	3,13	Moderate
Price perception (X2)	3,37	Moderate
Purchase decision (Y)	3,40	High

Classical assumption tests.

Prior to estimating the regression model, the normality, multicollinearity, and heteroskedasticity assumptions were assessed. Table 4 indicates that the residuals were normally distributed (p = 0.161), the tolerance and VIF values met common criteria (tolerance > 0.10; VIF < 10), and the Glejser test did not indicate heteroskedasticity (p > 0.05).

Table 4. Classical assumption tests summary.

Assumption test	Indicator	Criterion	Result	Conclusion
Normality (K–S)	Asymp. Sig.	p > 0.05	0,161	Normal residuals
Multicollinearity	Tolerance / VIF	Tolerance > 0.10 and VIF < 10	0,168 / 5,952	No multicollinearity issue
Heteroskedasticity (Glejser)	Sig. (X1) / Sig. (X2)	p > 0.05	0,552 / 0,053	No heteroskedasticity

Hypothesis testing.

Multiple linear regression was used to test the proposed hypotheses. Table 5 shows that lifestyle (X1) and price perception (X2) have significant positive effects on purchase decision (Y). The estimated regression equation is: Y = 4.566 + 0.345X1 + 0.426X2.

Table 5. Multiple regression coefficients and hypothesis testing.

Predictor	B	Std. Error	β	t	Sig.	Hypothesis
(Constant)	4,566	1,010		4,521	<0.001	–
Lifestyle (X1)	0,345	0,125	0,398	2,755	0,007	H1 supported
Price perception (X2)	0,426	0,142	0,433	2,996	0,003	H2 supported

Model fit statistics are presented in Table 6. The overall model is significant (F = 94.108; p < 0.001) and explains 66.0% of the variance in purchase decision (R^2 = 0.660).

Table 6. Model fit statistics.

Model fit	Value
R	0,812
R Square	0,660
Adjusted R Square	0,653
Std. Error of Estimate	2,73915
F (overall model)	94,108
Sig. (F)	<0.001
Decision	H3 supported

4.2. Discussions

The results confirm that lifestyle significantly influences purchase decisions at L21 Shop. This indicates that consumers' patterns of activities, interests, and opinions shape how they evaluate and choose thrift products. In second-hand clothing contexts, lifestyle can signal identity expression and value orientation, making consumers more receptive to thrift purchasing when it aligns with their self-concept and daily routines (Plummer, 1974; Schiffman & Wisenblit, 2019). Thus, lifestyle-driven positioning (e.g., sustainable, vintage, or unique-style orientation) is likely to strengthen purchase decisions.

Price perception also shows a significant positive effect and has a slightly larger standardized coefficient than lifestyle. This suggests that consumers tend to prioritize the perceived fairness and value of thrift pricing when deciding to buy. Perceived price–quality–value considerations are central to purchase evaluation: consumers compare the benefits received with the monetary sacrifice, and a favorable price perception can directly increase buying likelihood (Zeithaml, 1988). For thrift retailing, transparent pricing and clear communication of product condition/quality can reduce uncertainty and improve perceived value (Kotler & Keller, 2016; Lichtenstein et al., 1993).

Simultaneously, the model explains a substantial share of purchase decision variance (R^2 = 0.660), indicating that lifestyle and price perception are core drivers for the studied setting. However, the remaining variance implies other determinants—such as motivations for second-hand shopping, social influence, and environmental attitudes—may also contribute to decisions (Ajzen, 1991; Cervellon et al., 2012; Guiot & Roux, 2010). Future analyses may extend the model by incorporating these factors to refine explanatory power and provide richer managerial insights.

5. CONCLUSION

This study set out to investigate how lifestyle and price perception influence youth thrifting purchase decisions at L21 Shop, Cirebon. The findings confirm that both lifestyle and price perception have positive and statistically significant effects on purchase decision, supporting H1 and H2. When tested simultaneously, the model is significant and explains a substantial share of variation in purchase decision (R Square = 0.660; Adjusted R Square = 0.653).

Practically, the results suggest that thrift retailers can strengthen purchasing decisions by aligning product assortment and shopping experience with youth lifestyle preferences while maintaining clear, fair, and competitive pricing that matches perceived quality. In this sample, price perception shows a slightly stronger standardized effect than lifestyle, indicating that pricing cues and value-for-money signals are especially influential.

LIMITATION AND STUDY FORWARD

This research has several limitations. First, the data were collected from a single thrift store with purposive sampling of 100 respondents, which may limit generalizability to other locations, store formats, or customer segments. Second, the cross-sectional survey design relies on self-reported responses, so it cannot fully capture changes over time and may be subject to response bias.

Future studies can expand the scope by involving multiple thrift stores and cities and applying probability sampling where feasible. Researchers may also incorporate additional determinants (e.g., product quality perception, store atmosphere, social media influence, brand image, trust, and sustainability motives) and test moderation by demographic factors such as income, gender, or age group.

Longitudinal or mixed-method approaches could further clarify causal mechanisms behind youth thrifting purchase decisions.

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