



Research Article

Product Quality, Price, and Lifestyle as Determinants of Secondhand Clothing Purchase Decisions : Evidence from the Sunday Morning Market, Heroes Monument, Surabaya

Fadiyah Putri Rahmawati ¹, Sarwani ², Dian Ferriswara^{3*}, Fedianty Augustinah⁴

¹ Administrative Sciences, Universitas Dr. Soetomo, Indonesia; e-mail : fadiyahputri99@gmail.com

² Administrative Sciences, Universitas Dr. Soetomo, Indonesia; e-mail : sarwani@unitomo.ac.id

³ Administrative Sciences, Universitas Dr. Soetomo, Indonesia; e-mail : dianferriswara@unitomo.ac.id

⁴ Administrative Sciences, Universitas Dr. Soetomo, Indonesia; e-mail : fedi.augustinah@unitomo.ac.id

* Corresponding Author: dianferriswara@unitomo.ac.id

Abstract: The increasing trend of secondhand clothing consumption, commonly known as thrift shopping, reflects a major shift in consumer behavior. This study aims to analyze the influence of product quality, price, and lifestyle on consumers' purchase decisions for secondhand clothing at the Tugu Pahlawan Sunday Morning Market in Surabaya. This research employed a quantitative approach using a non-probability sampling design. Primary data were obtained from 167 respondents through structured questionnaires utilizing a five-point Likert scale. Data analysis was conducted using multiple linear regression with the support of SPSS software, preceded by validity, reliability, and classical assumption tests. The results show that product quality, price, and lifestyle simultaneously have a significant influence on purchase decisions. Partially, product quality and lifestyle have a positive and significant effect, while price shows a weaker but still significant influence. These findings indicate that consumers' decisions to purchase secondhand clothing are not solely driven by low prices but also influenced by perceived product quality and lifestyle preferences. This study contributes to the understanding of consumer behavior in informal markets and provides practical implications for business practitioners and policymakers to enhance sustainable consumption patterns.

Keywords: Price; Product Quality; Purchase Decision; Secondhand Clothing; Lifestyle.

1. Introduction

Clothing is one of the basic human needs, alongside food and shelter. However, in modern consumer society, clothing is no longer merely functional or utilitarian but has become a medium for self-expression and identity construction (Philip Kotler and Keller 2017). This aligns with Kotler and Keller's (2017) view that consumer behavior is influenced by lifestyle, values, and self-image. Such transformation reflects broader shifts in consumption patterns increasingly shaped by behavioral preferences, social interactions, and socio-cultural dynamics. One prominent manifestation of this shift is the growing interest in secondhand clothing, or *thrift*, which is not only driven by economic motives but also reflects a lifestyle orientation emphasizing individuality and sustainability (Guiot and Roux 2010).

This study focuses on consumer purchasing decisions regarding secondhand clothing at the Tugu Pahlawan Sunday Morning Market in Surabaya. This traditional open-air market functions as a major distribution center for imported secondhand apparel. Unlike formal retail outlets or digital marketplaces, transactions in this market are characterized by direct interpersonal negotiation, non-standardized pricing, and a highly diverse consumer profile. These unique characteristics make it an appropriate empirical setting for studying consumer decision-making behavior in informal and real-world market environments. Previous studies

Received: July 26, 2025

Revised: September 28, 2025

Accepted: December 01, 2025

Published: January 26, 2026

Curr. Ver.: January 26, 2026



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

(<https://creativecommons.org/licenses/by-sa/4.0/>)

on factors influencing thrift product purchasing decisions have yielded varying results depending on context and marketing media.

Utarsih (2024) examined consumer behavior at Cimol Gedebage Market using a quantitative SmartPLS approach with 100 respondents and found that product quality and price positively and significantly influence purchasing decisions. This suggests that consumers in traditional thrift markets remain sensitive to rational factors such as product quality and affordability (Utarsih 2024). In contrast, Putri and Hendratmoko (2023) investigated online thrift purchasing behavior on Instagram in the Solo Raya region using multiple linear regression with 96 respondents. Their findings revealed that brand image and product quality had significant effects, whereas price and content marketing did not significantly influence purchase decisions. (Adilla and Hendratmoko 2023).

These differences can be explained by contrasting media contexts. In offline markets, consumers emphasize utilitarian values such as price and quality, while in online markets, purchase decisions are more affected by symbolic values, including brand image and lifestyle perception. Thus, the shift in marketing media plays a role in transforming consumer orientation from economic motivations toward identity and lifestyle expression. Additionally, most existing studies have focused on formal retail environments or online platforms, where consumer behavior is shaped by standardized pricing systems, digital information availability, and algorithm-based recommendations. In contrast, traditional markets particularly those selling imported secondhand clothing remain underrepresented in academic literature. This research gap is noteworthy, as the import of secondhand clothing is officially banned in Indonesia due to public health and environmental concerns, as well as its potential negative effects on the domestic textile industry (Bachri 2025). Despite these regulatory restrictions, consumer demand persists, indicating a discrepancy between policy enforcement and actual market behavior.

Therefore, this study addresses the limited empirical understanding of how product quality, price, and lifestyle influence purchasing decisions in informal secondhand clothing markets operating under regulatory constraints. From a broader perspective, identifying these behavioral determinants is crucial for supporting the development of data-driven consumer behavior models that can contribute to decision-support systems, market forecasting, and policy evaluation frameworks. To address this issue, this study adopts a quantitative analytical approach to examine the simultaneous and partial effects of product quality, price, and lifestyle on secondhand clothing purchasing decisions at the Tugu Pahlawan Sunday Morning Market, Surabaya. The empirical findings from this research are expected to serve as a foundation for future integration with artificial intelligence techniques such as consumer behavior modeling, data clustering, and predictive analytics.

The contributions of this study are twofold. First, it provides empirical evidence on consumer decision-making behavior within informal secondhand markets, an area that has received limited scholarly attention. Second, it clarifies the role of product quality, price, and lifestyle under regulatory and ethical considerations, thereby addressing inconsistencies found in previous research.

2. Literature Review

Extensive academic attention has been directed toward examining consumer purchasing behavior in the context of secondhand and thrift clothing markets. Prior studies consistently demonstrate that purchasing decisions within this sector are influenced by an interplay of product-related attributes, economic considerations, and lifestyle orientations.

A synthesis of classical theories and recent empirical findings indicates that product quality, price perception, and consumer lifestyle play a crucial role in shaping how consumers evaluate and decide to purchase secondhand clothing. Understanding these factors provides a comprehensive framework for analyzing the motivations and decision-making processes of consumers within the expanding thrift market.

This section reviews the theoretical foundations and relevant empirical studies, identifies existing research gaps, and situates these studies within the broader academic discourse on consumer behavior and sustainable marketing.

Product Quality

Price

Price is the amount of money consumers must pay to obtain a product or service (Tjiptono 2015). Furthermore, price also reflects the value that consumers exchange for the benefits derived from using a product (P. Kotler and Keller 2016).

In the secondhand market, price serves as a major attraction because it is relatively more affordable compared to new clothing products. Consumers typically evaluate prices not only based on their nominal amount but also on their fairness and appropriateness relative to perceived product quality.

Empirical evidence regarding the influence of price on secondhand purchasing decisions remains mixed. Some studies report that price has a significant positive effect, indicating that lower prices increase the likelihood of purchase. Conversely, other studies find that price does not have a significant influence, suggesting that consumers may prioritize uniqueness, style, or quality over cost considerations.

This inconsistency indicates that price sensitivity among secondhand clothing consumers may vary depending on individual characteristics, shopping motives, and the specific market context in which the purchase occurs.

Lifestyle

Lifestyle reflects the patterns of activities, interests, and opinions that shape an individual's consumption behavior (Kotler and Keller 2016). In recent years, secondhand shopping has increasingly been associated with lifestyle orientations such as individuality, appreciation of vintage fashion, environmental sustainability, and resistance to fast fashion.

Several studies emphasize that lifestyle plays a significant role in motivating consumers to purchase secondhand clothing. Consumers with lifestyle preferences oriented toward uniqueness and self-expression tend to perceive secondhand shopping as a means of identity formation rather than merely an economic decision. Consequently, lifestyle factors may exert a stronger influence on purchasing decisions than traditional economic variables in certain contexts.

However, empirical findings regarding the relative dominance of lifestyle compared to price and product quality remain inconclusive, thereby highlighting the need for further research to better understand these relationships.

Purchasing Decision

Purchasing decisions are defined as the process by which consumers choose and acquire products after evaluating available alternatives (Philip Kotler and Keller 2019). This process involves several dimensions, including product selection, brand preference, place of purchase, timing, and quantity.

In the secondhand market, purchasing decisions are often made under conditions of limited information, time constraints, and product uniqueness. Consumers are required to assess multiple factors simultaneously, which makes the decision-making process more complex and context-dependent. Previous studies have shown that purchasing decisions for secondhand clothing are influenced by the interaction between product quality, price, and lifestyle, rather than by a single dominant factor.

Research Gaps

Based on the review of previous studies, several key conclusions can be drawn. First, product quality is consistently identified as a significant factor influencing secondhand clothing purchasing decisions. Second, price also plays an important role, although its influence tends to vary depending on market context and consumer characteristics. Third, lifestyle has increasingly emerged as a determining factor in secondhand clothing consumption, particularly as a means of self-expression and alignment with personal values. Fourth, product quality, price, and lifestyle collectively influence consumer purchasing decisions through both direct and indirect pathways.

However, several research gaps remain that warrant further investigation. First, empirical studies specifically examining traditional secondhand markets operating within informal trading systems are still relatively scarce. Second, much of the existing literature focuses on

specific consumer segments or formal retail settings, leaving informal markets underexplored. Third, there is a lack of comprehensive research that simultaneously and partially examines the effects of product quality, price, and lifestyle within a single integrated analytical model.

Therefore, this study aims to analyze the influence of product quality, price, and lifestyle on consumer purchasing decisions at the Tugu Pahlawan Sunday Morning Market in Surabaya. The study is expected to provide contextual contributions to the development of literature on secondhand clothing consumption behavior in informal market environments. The following section outlines the proposed research methodology in a systematic, step-by-step manner to examine the influence of product quality, price, and lifestyle on secondhand clothing purchasing decisions at the Tugu Pahlawan Sunday Morning Market, Surabaya. The methodological framework is supported by equations and procedural algorithms to enhance clarity, validity, and reproducibility.

3. Proposed Method

Research Design and Approach

This research adopts a quantitative research approach with design study exploratory , purposeful For analyze connection cause and effect between independent and dependent variables through statistical hypothesis testing.

The independent variables in this study are product quality (X1), price (X2), and lifestyle (X3), while the dependent variable is purchasing decision (Y). A quantitative approach is considered appropriate because it allows for objective measurement of consumer perceptions and allows for empirical testing using regression-based analysis.

Population and Sample

Population

The population in this study includes all consumers who have purchased secondhand clothing at the Tugu Pahlawan Sunday Morning Market in Surabaya. Due to the open and informally organized nature of the market, the exact number of consumers cannot be precisely determined and tends to fluctuate over time. Therefore, the population in this study is classified as indefinite or unknown.

The population criteria are as follows: 1) Respondents must be at least 17 years old. 2) Respondents must have purchased secondhand clothing at the research location at least twice.

Determining Sample Size

In this study, the Cochran formula as presented by Sugiyono (2019, p. 136) was used to determine the sample size when the population is large or unknown (Sugiyono 2019) :

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

where:

n= minimum required sample size

Z= Z-score corresponding to the confidence level

p= estimated population proportion (0.5)

q= 1-p

e= margin of error

This study used a 99% confidence level (Z=2.58) with a 12% margin of error.

The results are:

$$n = \frac{(2.58)^2 \times 0.5 \times 0.5}{(0.12)^2}$$

$$n = 167$$

Thus, the minimum sample size required is 167 respondents.

Sampling Techniques

The sampling technique used in this study was non-probability sampling with a purposive sampling method. This technique was selected because the population did not have a clear sampling frame and exhibited fluctuating characteristics. Respondents were chosen based on predetermined criteria that were relevant to the research objectives.

Data Types and Data Collection Techniques

This study employed primary data, which were collected directly from respondents. The data collection techniques included: 1) Literature review, to establish the theoretical foundation and formulate hypotheses. 2) Observation, to understand market conditions and consumer behavior. 3) Questionnaire, which served as the primary data collection instrument.

The questionnaire was designed using a five-point Likert scale and distributed both online and offline to ensure broader reach and representativeness.

Research Instruments and Variables

The research instrument consisted of a structured questionnaire designed to measure the following variables: 1) Product Quality (X1): physical condition, usability, durability; 2) Price (X2): affordability, price-quality compatibility; 3) Lifestyle (X3): fashion orientation, self-expression, consumption patterns; 4) Purchase Decision (Y): purchase intention, satisfaction, repeat purchase behavior

Prior to data collection, the instrument was tested for validity and reliability through a pilot study involving 30 respondents, to ensure measurement accuracy and consistency.

Multiple Linear Regression Model

To examine the effects of independent variables on the dependent variable, this study employs a multiple linear regression model formulated as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

where:

- Y = Purchase Decision
- X_1 = Product Quality
- X_2 = Price
- X_3 = Lifestyle
- α = constant
- e = error term

Hypothesis Testing

Hypothesis testing was conducted after confirming that the regression model satisfied all classical assumptions. The following statistical tests were applied:

- a. F-test, to evaluate the simultaneous effect of all independent variables on the dependent variable.
- b. t-test, to assess the partial effect of each independent variable.
- c. Adjusted R^2 , to measure the explanatory power of the regression model.

- d. Dominant variable analysis, based on standardized beta coefficients to determine which variable has the strongest influence.

Remark:

The regression-based analytical framework employed in this study enables both simultaneous and partial examination of behavioral factors influencing purchasing decisions within informal secondhand market environments.

4. Results and Discussion

This section presents the empirical results and discussion of the study, which investigates the influence of product quality, price, and lifestyle on secondhand clothing purchasing decisions at the Tugu Pahlawan Sunday Morning Market, Surabaya.

The analysis includes a detailed description of the hardware and software used, dataset characteristics, preliminary data analysis, statistical test results, and interpretive discussions related to the research hypotheses.

Description of Data Set and Respondent Characteristics

The dataset comprises 167 valid responses collected from consumers who have purchased secondhand clothing at the Tugu Pahlawan Sunday Morning Market, Surabaya. The data were gathered through structured questionnaires, both online and offline, to ensure comprehensive and representative coverage of the target population.

Gender and Age Distribution

Table 1. Gender And Age Distribution.

No.	Kelompok Usia	Frekuensi (Orang)	Persentase (%)
1.	17-22 Tahun (Pelajar/Mahasiswa)	60	35,93 %
2.	22-26 Tahun (Usia Produktif Awal)	70	41,92 %
3.	>26 Tahun	37	22,15 %
Total		[Jumlah Total Responden]	100%

Based on the data presented in Table 1, the majority of respondents in this study are male, accounting for 70% of the total sample, while female respondents represent 30%. Furthermore, the age distribution shows that the 22–26 age group constitutes the largest proportion of respondents, reaching 41.92% of the total. This demographic pattern aligns with current consumer trends, where younger generations tend to be more engaged in secondhand or thrift shopping. Such behavior is often driven by a combination of lifestyle preferences such as fashion awareness and sustainability concerns and economic considerations, as this age group generally has limited financial resources.

Descriptive Statistical Analysis

Descriptive statistics for all research variables Product Quality (X_1), Price (X_2), Lifestyle (X_3), and Purchase Decision (Y) are illustrated in Figure 1. These statistics provide an overview of the data distribution and central tendencies, which form the foundation for subsequent inferential analysis.

Statistics					
		X1	X2	X3	Y
N	Valid	167	167	167	167
	Missing	0	0	0	0
Mean		26.26	25.52	25.56	43.04
Median		26.00	25.00	25.00	43.00
Mode		25	25	25	43
Std. Deviation		1.266	1.321	1.283	1.579

Figure 1. Descriptive Statistics of Research Variables.

The results show that the mean values of the independent variables range from 25.52 to 26.26, while the dependent variable (Purchase Decision) recorded the highest mean value of 43.04. The relatively low standard deviation values (1.266–1.579) indicate a high level of response consistency among respondents. This suggests that the collected dataset exhibits stable variability and is therefore suitable for subsequent inferential analysis, such as regression testing.

Instrument Testing Results

Validity Test

Based on the validity testing results, all indicators used to measure Product Quality (X1), Price (X2), Lifestyle (X3), and Purchase Decision (Y) are proven to be valid. The correlation coefficients for the Product Quality indicators range from 0.501 to 0.760, indicating that each item is able to appropriately represent the construct being measured. The Price variable shows correlation values between 0.676 and 0.848, reflecting strong validity across all indicators. Likewise, the Lifestyle indicators demonstrate high correlation coefficients ranging from 0.711 to 0.856, indicating very good validity. The Purchase Decision variable is also supported by valid indicators, with correlation coefficients ranging from 0.534 to 0.840. Overall, these results confirm that all research instruments meet the validity criteria and are suitable for use in further analysis.

Reliability Test

The reliability test results are shown in table 3.

Table 2. Reliability Test Results.

No	Variabel	Item	Validitas	
			Alpha Cronbach	Keterangan
1	Kualitas Produk	X1	0.878	Reliabel
2	Harga	X2	0.921	Reliabel
3	Gaya Hidup	X3	0.949	Reliabel
3	Keputusan Pembelian	Y	0.892	Reliabel

All variables achieve Cronbach's Alpha values greater than 0.60, confirming that the measurement instruments are reliable and internally consistent.

Classical Assumption Testing

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		167
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.54873285
Most Extreme Differences	Absolute	.046
	Positive	.040
	Negative	-.046
Test Statistic		.046
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 2. The normality test results.

The normality test results, illustrated in table 4, show an Asymp. Sig. value of 0.200 (> 0.05). This indicates that the residuals are normally distributed.

Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	45.799	.274		166.874	.000		
	KUALITAS PRODUK	.134	.005	.537	25.083	.000	.802	1.247
	HARGA	-.011	.005	-.045	-2.032	.044	.749	1.336
	GAYA HIDUP	-.235	.005	-.954	-46.325	.000	.867	1.154

a. Dependent Variable: Y1

Figure 3. The multicollinearity test results.

The multicollinearity test results are displayed in table 5. All independent variables demonstrate Tolerance values above 0.10 and VIF values below 10, confirming the absence of multicollinearity.

Heteroscedasticity Test

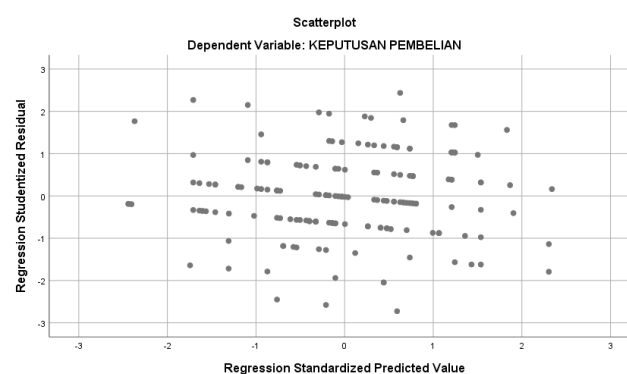


Figure 4. The heteroscedasticity test results.

The heteroscedasticity test results are presented in Fig. 1. The random distribution of residual points suggests that the regression model does not suffer from heteroscedasticity.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are summarized in Table 5. The estimated regression model is formulated as follows:

$$Y = 10.799 + 0.134X_1 + 0.113X_2 - 0.235X_3$$

Where:

- Y = Purchase Decision
- X_1 = Product Quality
- X_2 = Price
- X_3 = Lifestyle

The regression coefficients indicate that product quality has a positive effect on purchase decisions, while price and lifestyle exhibit negative effects.

Hypothesis Testing and Discussion

Simultaneous Effect (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.621	3	5.207	852.670	.000 ^b
	Residual	.995	163	.006		
	Total	16.617	166			

a. Dependent Variable: Y1

b. Predictors: (Constant), GAYA HIDUP, KUALITAS PRODUK, HARGA

Figure 5. The F-test results.

The results of the F-test, as presented in table 6, indicate a significance value of 0.000 (< 0.05). This finding confirms that product quality, price, and lifestyle simultaneously have a significant effect on purchase decisions. Therefore, the results support the first research hypothesis (H_1), which states that these three independent variables collectively influence consumers' purchasing decisions for secondhand clothing.

Partial Effects (t-Test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	45.799	.274		166.874	.000
	KUALITAS PRODUK	.134	.005	.537	25.083	.000
	HARGA	-.011	.005	-.045	-2.032	.044
	GAYA HIDUP	-.235	.005	-.954	-46.325	.000

a. Dependent Variable: Y1

Figure 6. The partial testing results.

Based on table 7, the t-table value at a 5% significance level with 163 degrees of freedom is ± 1.974 . The calculated t-values for each independent variable Product Quality ($t = 25.083$), Price ($t = -2.032$), and Lifestyle ($t = -46.325$) all exceed the critical t-table value in absolute

terms. Furthermore, the significance values ($p < 0.05$) indicate that all three independent variables exert statistically significant partial effects on purchasing decisions.

Specifically: 1) Product Quality (X_1) has a positive and significant influence on purchasing decisions; 2) Price (X_2) has a negative and significant effect on purchasing decisions; 3) Lifestyle (X_3) also shows a negative and significant influence on purchasing decisions.

These findings suggest that although consumers highly value product quality when purchasing secondhand clothing, higher price perceptions and certain lifestyle orientations may reduce their likelihood of purchase. This indicates that consumer decision-making in secondhand markets reflects a trade-off between quality perception and economic or lifestyle considerations.

Coefficient of Determination

The regression model achieved an adjusted R^2 value of 0.939, indicating that 93.9% of the variance in purchasing decisions can be explained by the three independent variables product quality, price, and lifestyle. This demonstrates the strong explanatory power and robustness of the proposed model in explaining consumer purchasing behavior in the secondhand clothing market.

Discussion of Main Findings

The findings reveal that product quality remains an important determinant of purchasing decisions, even within informal market environments. This result supports consumer behavior theory, which emphasizes the importance of functional evaluation before purchase.

The negative effect of price indicates that secondhand clothing consumers are highly price-sensitive, reinforcing the notion that affordability is a key motivation in purchasing used apparel.

Furthermore, lifestyle emerged as the most dominant variable, suggesting that consumers with specific lifestyle orientations may perceive secondhand clothing as inconsistent with their identity or self-image preferences. This implies that consumer engagement with secondhand fashion is not solely driven by economic motives but also by symbolic and psychological factors that shape identity expression.

5. Comparison With State Of The Art

This section compares the findings of the present study with previous state-of-the-art research on secondhand shopping and consumer purchasing decision-making behavior. The objective is to identify key similarities, differences, and the specific contributions of this research to the existing body of knowledge.

Previous studies have consistently identified product quality, price perception, and lifestyle as key determinants of consumer purchasing decisions in both secondhand and thrift markets. For instance, prior research conducted in formal retail environments and online secondhand platforms reported that product quality had a positive and significant influence on purchasing decisions, whereas price sensitivity tended to vary depending on market structure and consumer segmentation.

The findings of this study are partly consistent with prior research. Similar to earlier studies, product quality was confirmed as a significant positive predictor of purchasing decisions, indicating that consumers remain highly attentive to physical condition, usability, and perceived value even within informal secondhand market environments. These results reinforce established consumer behavior theories emphasizing the importance of functional evaluation prior to purchase.

However, this study differs from some recent findings regarding the influence of price and lifestyle. While earlier research often reported a positive or insignificant effect of price on secondhand purchasing behavior, the present study identified a significant negative effect, suggesting greater price sensitivity among consumers in open and unregulated market environments. This discrepancy may arise from the absence of standardized pricing mechanisms and lower price expectations in traditional thrift markets.

Furthermore, lifestyle emerged as the most dominant variable but with a negative effect, in contrast to studies conducted in digital or branded thrift contexts, where lifestyle orientation frequently strengthened purchase intentions. This divergence highlights the contextual influence of market formality, social identity, and consumption symbolism on consumer decision-making.

Overall, compared with existing literature, this study extends prior knowledge by providing empirical evidence from the context of informal secondhand markets, a research domain that remains underrepresented in contemporary academic studies.

6. Conclusion

This study investigates the influence of product quality, price, and lifestyle on purchasing decisions for secondhand clothing at the Sunday Morning Market, Heroes Monument, Surabaya, using a quantitative regression-based approach.

Summary of Findings

The main findings of this study can be summarized as follows:

1. Product quality has a positive and significant influence on purchasing decisions.
2. Price has a negative and significant effect, indicating high consumer price sensitivity.
3. Lifestyle exerts a negative and dominant influence on purchasing decisions.
4. Product quality, price, and lifestyle simultaneously influence consumer purchasing behavior in informal market contexts.
5. The regression model demonstrated strong explanatory power, with an adjusted R^2 value of 0.939.

Relation to Research Objectives

These findings align with the research objectives by empirically demonstrating that consumer purchasing decisions in informal retail environments are shaped by both economic and behavioral factors. The results support the proposed hypotheses and confirm that informal market dynamics produce distinct consumer behavior patterns compared to formal or digital retail contexts.

Contributions and Implications of the Study

Theoretical Contributions

This study contributes to the literature through several key aspects: a) Empirical validation of the informal sector: Provides concrete evidence of consumer demand dynamics within informal markets, a research area that remains underexplored. b) Clarification of the role of price: Reduces ambiguity in prior studies concerning the influence of price on purchasing decisions in informal retail contexts. c) Influence of lifestyle factors: Demonstrates that lifestyle significantly shapes consumer perceptions, especially under conditions of limited market regulation and high behavioral variability.

Practical Implications

Practically, the findings serve as a strategic reference for informal business actors and policy makers in understanding consumer purchasing patterns and forecasting demand trends within informal retail ecosystems.

Limitations and Future Research

While offering valuable insights, this study acknowledges several limitations: 1) Geographical limitation: The research focuses on a single region, which may restrict the generalizability of the findings. 2) Data subjectivity: The reliance on self-reported responses introduces potential subjective bias. 3) Limited variables: The study does not incorporate variables related to digital consumption or long-term behavioral shifts.

Recommendations for Future Research : 1) Expand the scope to include multiple regions with varying socio-economic conditions. 2) Integrate variables related to digital economy behavior and sustainability awareness. 3) Employ advanced methodologies, such as machine learning models or behavioral clustering, to enhance prediction accuracy and analytical precision.

Author Contributions

Conceptualization, FPR; Methodology, FPR; Formal analysis, FPR; Investigation, FPR; Data curation, FPR; Writing original draft, FPR; Writing review and editing, S and DF; Supervision, S.

Funding

This research did not receive external funding.

Data Availability Statement

The data presented in this study are available from the corresponding author upon reasonable request. The dataset is not publicly available due to privacy and ethical considerations concerning survey respondents.

Acknowledgment

The authors express sincere gratitude to all respondents who voluntarily participated in this study. The authors also acknowledge the use of SPSS software for data analysis support. Assistance provided by AI tools was limited to language refinement and editorial support and did not influence the study's design, data analysis, interpretation, or conclusions.

Conflict of Interest

The authors declare no conflict of interest. The funders had no role in the design of the study; in the collection, analysis, or interpretation of data; in the writing of the manuscript; or in the decision to publish the results.

References

- Adilla, P., & Hendratmoko, C. (2023). Pengaruh brand image, harga, kualitas produk dan content marketing terhadap keputusan pembelian barang thrift melalui Instagram di Solo Raya. In *Seminar Nasional Pariwisata dan Kewirausahaan (SNPK)*, 2, 455–466.
- Bachri, A. A. (2025). Dampak kebijakan larangan impor pakaian bekas (thrift) terhadap industri tekstil lokal di Indonesia. *2*(1), 711–721.
- Guiot, D., & Roux, D. (2010). A second-hand shoppers' motivation scale: Antecedents, consequences, and implications for retailers. *Journal of Retailing*, 86(December), 383–399. <https://doi.org/10.1016/j.jretai.2010.08.002>
- Kotler, P., & Keller, K. L. (2016). *Marketing management*. Always Learning. Pearson. <https://books.google.co.id/books?id=UbfwtwEACAAJ>
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2017). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2019). *Marketing management* (16th ed.). Pearson Education.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Tjiptono, F. (2015). *Strategi pemasaran* (4th ed.). Andi.
- Tjiptono, F. (2019). *Pemasaran jasa: Prinsip, penerapan, dan penelitian*. Andi.
- Utarsih, H. (2024). Analisis kualitas produk dan harga terhadap keputusan pembelian pada thrifting Pasar Cimol Gedebage. *Journal of Innovation in Management, Accounting and Business*, 3(2), 170–177. <https://doi.org/10.56916/jimab.v3i2.909>