

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Clothing is one of the primary needs of culturally evolved individuals. This began when people have started using natural materials, such as bark and animal skins, as a source of clothing. Then, humans continue to advance clothes production techniques and material innovations. Consequently, today's culture utilizes textiles and fibers for clothing. Although the evolution of utilized materials has varied, however, the vast majority of utilized materials are of natural origin. Clothing that initially served solely to shield and conceal the body has evolved to become one of the means by which an individual expresses his economic identity or social position. Consequently, studies have shown that individuals reinforce their mood and express their feelings through their clothing (Mandal and Kumar, 2022)

Due to the massive manufacturing of clothing in the world and the unsatisfied nature of humans, individuals are not satisfied with wearing the same model of clothing. Consequently, a great deal of clothes that are no longer used are finally resold. Or the word secondhand clothing, As awareness of environmental issues and the potential crisis has grown, Generation Z (Gen Z), who have recently emerged as major consumers, are showing eco-friendly and ethical consumption behaviors (Kim et al., 2021), which is driving them towards fashion re-commerce choices such as the secondhand clothing market. Growing awareness of the environmental impact of the fashion industry is one factor contributing to the rising demand for secondhand clothing. The fashion industry is responsible for 8 to 10 percent of global carbon emissions (Kim et al., 2021). Individuals can limit their contribution to this pollution and waste by purchasing secondhand clothing.

There are two distinct categories for secondhand clothing: branded and non-branded. The term branded secondhand clothing refers to garments manufactured by well-known and esteemed fashion brands, which are renowned for their high-quality materials and impeccable design aesthetics. These brands frequently combine superior fabric craftsmanship with creative flare to produce highly desirable products. As a symbol of prestige and luxury, branded apparel is frequently associated with a particular way of life and status in society. Gucci, LV, GAP, Nike, Adidas, Levis, Puma, Lacoste, and Vans are examples of branded clothing. On the other hand, non-branded secondhand clothing consists of garments that do not originate from well-known fashion labels or may not bear any brand labels at all. Despite the lack of brand recognition, these garments retain their own value and charm. They can be a cost-effective and eco-friendly option for those who want to dress fashionably without breaking their wallets. Moreover, Secondhand clothing is generally purchased by low-income people as a bargain (Cervellon et al., 2012). This can be particularly appealing to Gen z individuals and those with little financial resources. Which of these brands has a reasonably high pricing for new merchandise, on the other side, the culture of purchasing secondhand clothing is also an effort to conserve the environment by lowering the amount of clothing waste in circulation. Moreover, the unusual and vintage objects that can be found in thrift stores and on the Internet can be viewed as a kind of self-expression and help individuals stand out from the crowd. In conclusion, the trend of purchasing secondhand clothing is on the rise for a number of reasons, including environmental considerations, and cost savings. As more and more people become aware of the negative impact of fast fashion, it is likely that the popularity of secondhand clothing will continue to grow especially among Gen Z.

Born between the mid-1990s and 2010, Generation Z is distinguished from preceding generations by their values and communication styles. Soon, Generation Z will dominate the market (Kihl and Vähänen, 2018). The potential for a secondhand clothes business, particularly with well-known brands, is growing because the general

population understands that these labels are indeed very costly. As a result, the Indonesian populace is interested in the emergence of branded secondhand clothing because the costs are cheaper. According to Badan Pusat Statistik (2022), through results of the National Socio-Economic Survey (Susenas), the average expenditure per capita of the Indonesian population (urban and rural) is IDR 1.28 million per month, with details of public spending on food reaching IDR 631.68 thousand per capita per month and non-food expenditures reaching IDR 649.65 thousand per capita per month and also Badan Pusat Statistik (2022) noted that imports of used clothing in Indonesia reached 26.22 tonnes with a value of US\$272,146 in 2022. This amount increased by 230.40% compared to the previous year which was 7.94 tonnes with a value of US\$44,136. Research conducted by Alvara Research (2020), said the uncertain economic climate prompted consumers to prioritize purchasing necessities, especially fashion products. On the basis of these facts, it can be deduced that public spending on non-food goods is less than the selling price of branded clothing in new condition, thus people are increasingly interested in selecting alternative fashion products in the form of secondhand clothes that are more affordable.

Guiot and Roux (2010) discovered that economic motivation are key possible antecedents of secondhand purchasing, whereas Cervellon et al. (2012) discovered that thriftiness and bargain seeking positively influence secondhand fashion purchases. Lisa et al. (2018) demonstrate that price attractiveness positively influences sentiments regarding the buying of used luxury goods. Emotional value is one factor that influences a consumer's propensity to purchase a previously owned product, Westbrook and Oliver (1991) stressed the significance of emotional value by characterizing it as a sort of hedonic consumption with severe individual variations, such as enjoyment and enthusiasm in experiencing consumption. From this perspective, people reduce tension and experience pleasure by acquiring hedonic cyclical fashion products. In addition, buyers feel good when they consider how they have helped to environmental conservation and that they have purchased ecologically friendly apparel. However,

despite the benefits of purchasing secondhand clothing, it is essential to be aware of the potential sanitation risks involved. Concerned about the absence of sanitation, people are reluctant to purchase secondhand clothing (Rulikova, 2020). According to Kim et al. (2021), the perception of sanitary risk is characterized by apprehension regarding the possibility that one's life or health could be jeopardized. The fact that these garments have been worn before makes them susceptible to harboring pathogens, allergens, and even parasites. Before reselling, it is crucial for vendors to thoroughly inspect clothing for potential allergens and wash them.

There are good number of shops that sell secondhand clothes or thrift stores located in the city of Padang, based on observations there are 12 secondhand clothing stores spread across the city of Padang, namely, Cowboy Padang, Tipa Store, Pusat Baju Seken Padang, Babebo Padang, Padang Fashion, Hammerscnd, Draft Thrift, T.O.T Thrift, Shifusa Thrift, Whiteandmarket, Thrift.Bkt, And Yapyap Sunny. The store sells both branded and non-branded used T-shirts, shirts, trousers, and shoes.

Based on the background described above, the researchers are interested in conducting research with the title **“The Influence of Emotional Value, Economic Motivation, and Sanitary Risk on Purchase Intention through Product Attitude toward Secondhand Clothing”**

1.2 Research Question

1. How does the Emotional value influence Product attitude of Secondhand Clothing?
2. How does the Economic motivation influence Product Attitude of Secondhand Clothing?
3. How does the Sanitary risk influence Product Attitude of Secondhand Clothing?
4. How does the Product Attitude influence Purchase Intention of Secondhand Clothing?

1.3 Objective of the Research

To identify the influence of Emotional Value, and Economic Motivation on Purchase Intention through Product Attitude of Secondhand Clothing. The research objectives addressed in this research, are:

1. To analyze the influence of Emotional value toward Product attitude of Secondhand Clothing
2. To analyze the influence of Economic motivation toward Product Attitude of Secondhand Clothing
3. To analyze the influence of Sanitary Risk toward Product Attitude of Secondhand Clothing
4. To analyze the influence of Product attitude toward Purchase Intention of Secondhand Clothing

1.4 Contributions of the Research

1. For sellers of Secondhand Clothing, this research is designed to give insight into the factors that impact the choice to acquire used Secondhand Clothing, enabling sellers to develop the most effective marketing approach.
2. For researchers, this research has the potential to broaden their knowledge in the field of marketing management, particularly in areas such as emotional value, economic motivation, and sanitary risk of consumer purchasing intention of Secondhand Clothing, as well as implementing previously developed theory.

1.5 Scope of the Research

The study constraints on purchase intention on Secondhand Clothing products, which are measured using Emotional Value, Economic Motivation, Sanitary Risk, Product Attitude, and Purchase Intention, in order to confine the scope of the research.