The Influence of Social and Lifestyle Factors on Buying Interest in Fashion at Thrift Shops in Kolaka Regency

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Abstract

Purpose – This study aims to examine the influence of social factors and lifestyle on consumers' buying interest in fashion products at thrift shops in Kolaka Regency, Indonesia. Addressing a gap in prior research, this study focuses on a non-metropolitan context where empirical evidence on second-hand fashion consumption remains limited.

Design/method/approach – A quantitative explanatory research design was employed. Data were collected from 100 thrift shop consumers in Kolaka Regency using purposive sampling. A structured questionnaire was administered to capture respondents' perceptions of social factors, lifestyle, and buying interest. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0 to assess the relationships among the studied variables.

Findings – The findings reveal that both social factors and lifestyle have a positive and statistically significant effect on buying interest in thrift fashion products. Social factors, including peer influence, family recommendations, and perceived social recognition, play a substantial role in shaping consumers' purchase intentions. In addition, lifestyle dimensions—such as activities, interests, and opinions—significantly contribute to consumers' inclination toward thrift shopping, indicating that thrift fashion aligns with personal values and daily consumption practices.

Implications – The results of this study provide practical and managerial implications for thrift shop entrepreneurs and fashion marketers, particularly in non-metropolitan and emerging market contexts. Understanding that buying interest is strongly influenced by social interactions and lifestyle orientation enables businesses to design more targeted marketing strategies, such as community-based promotions, peer-driven campaigns, and lifestyle-oriented branding. Policymakers and local creative economy stakeholders may also use these insights to support sustainable consumption initiatives by promoting second-hand fashion as an economically accessible and environmentally responsible alternative.

Novelty/Originality –This study provides empirical evidence on thrift fashion buying interest in a rural Indonesian context, integrating social and lifestyle perspectives rarely examined jointly.

Keywords: social factors; lifestyle; buying interest; thrift fashion; consumer behavior.
Paper type: Research paper

1. Introduction

The growth of thrift fashion is not merely a trend but part of a broader lifestyle shift among youth toward sustainable, expressive, and affordable fashion choices. In Kolaka Regency, this movement is increasingly popular, yet limited academic studies have explored the driving factors behind this phenomenon. Social influence and lifestyle appear to be key contributors to fashion consumption choices. Purchase interest arises when someone is attracted to a product they see, and then they are drawn to it, leading to a desire to purchase it. Purchase interest is a feeling that arises after receiving a stimulus from a product they see. This stimulus leads to a desire to try or use the product, which in turn leads to a purchase intention (Maino et al., 2022). Purchase interest is a tendency and desire that strongly drives an individual to purchase a product (Saputra et al., 2023). Purchase interest arises after an alternative evaluation process, and during this evaluation process, a person makes a series of choices regarding the product they wish to purchase based on brand or interest. Individuals interested in an object will have the strength or drive to engage in a series of behaviors to approach or obtain that object (Putra et al., 2020).

Thus, awareness of the need and recognition of a product as well as the assessment of alternatives are things that will give rise to purchasing interest. From this explanation, we can conclude that purchasing interest is a strong urge or desire within an individual to buy a product after receiving a stimulus or feeling a desire for that product. In addition, there are factors that can influence purchasing interest, namely social factors, because a person will tend to buy the same product based on encouragement from someone else (Khairani & Lubis 2018). The importance of social factors in a person's life can influence their interest in buying thrift clothing. This can be seen from the author's initial observations, with social factors ranking first and lifestyle second among other variables, as seen in the image below.

Figure 1. Determinant factor for thrift buying in Kolaka

Febrianti & Rahmawati (2024) explain that social factors are relatively permanent formal and informal interactions within a society, whose members share similar interests and behaviors in an effort to achieve common goals. Social factors can also be defined as social presence, perceived social support, and perceived social influence in purchasing decisions (Andri & Melda, 2020). This aligns with research by Ikhwana & Dewi (2020), which found that social factors have a direct impact on people's purchasing and consumption behavior. Consumer purchasing interest is influenced by social factors such as income, social class, family background, and education. This means that each consumer has a different social background, which can lead to different decisions regarding product consumption. Social factors are crucial for attracting consumers. Social factors are groups of people who can influence a person's habits and behavior within society (Anggraeni, 2020). This is a crucial factor in attracting consumers and influencing their habits and behavior within society. In addition to social factors, lifestyle also significantly influences purchasing intention (Ganggas, 2023).

Kamaluddin & Muhajirin (2018) explain that lifestyle is a person's pattern of living in the world, reflected in activities, interests, and opinions. Martha et al., (2020) also explains that a person's lifestyle can also be influenced by their peers, or in other words, simply to gain recognition from their group. This aligns with research by Zukhrufani & Zakiy (2019). Lifestyle is often used as a basic motivation and guideline for making purchasing decisions, so a person will make purchases based on their adopted lifestyle. Thus, a person's lifestyle habits in allocating money and time are seen in consumption patterns, clothing styles, recreational patterns, and how they describe their behavior (Syuliswati, 2020). Furthermore, the study identifies a research gap where findings on these influences remain inconsistent across different demographics. For instance, research conducted by Asnawi & Augustinah (2015) states that social factors have a positive and significant effect on purchasing interest. This is different from the results of research by Hasbi et al. (2022) who stated that social factors do not have a significant partial effect on purchasing interest. Kemala et al. (2023) found that lifestyle has a positive and significant effect on purchasing interest. This is different from the results of research conducted by Wingsati & Prihardono (2017) who found that lifestyle has no effect on purchasing interest. Hence, this research investigates the effects of social factors and lifestyle on buying interest, offering fresh insights from a local Indonesian context.

2. Literature Review

According to David (2018), purchasing interest is where individuals, groups, and organizations choose, buy, use, and utilize goods, services, ideas, or experiences in order to satisfy consumer needs and desires. Purchasing interest is a mental statement from consumers that reflects the plan to purchase a number of products with a certain brand (Friyanto, 2019). The emergence of an interest in making a purchase can create a turbulent motivation in a person's mind and form a strong pattern of activity so that in the end when a consumer has to fulfill their needs, everything in their mind will be actualized (Febriansyah, 2018). Buying interest reflects consumers' willingness to purchase a product based on prior evaluations (Ferdinand & Maisyaroh, 2022). Indicators include transactional, referential, preferential, and exploratory interests.

According to Kotler & Keller (2018), social factors are factors that arise from a consumer's social environment, directly or indirectly. According to Saleh (2019), consumer behavior is influenced by social factors such as reference groups, family, roles, and status. Reference groups serve as direct or indirect points of comparison or reference in shaping a person's attitudes and behavior. Social factors are the result of other individuals or groups of individuals who share close similarities in regard to community esteem or status, and who continuously engage in informal and formal socialization (Dewanto et al., 2018). Social factors are a collection of interacting groups that directly or indirectly influence an individual's behavior and attitudes (Amirudin & Y, 2016). Kotler & Keller (2018) define social factors as external social influences affecting consumer behavior. Key indicators include friend influence, family influence, and social status (Saleh, 2019).

Lifestyle is a person's habits expressed in their activities, interests, and opinions (Fungky et al., 2022). Lifestyle is something that is always present and practiced by those around them (Oktaviani 2019). Lifestyle can be used to determine market segmentation because it provides a broad perspective on everyday customer experiences (Ardhana & Rahmawan, 2022). Mongisidi (2019) broadly defines lifestyle as a way of living identified by how a person spends their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). According to Amin & Yanti (2021), lifestyle drives individual needs and attitudes and influences activities and product usage. Lifestyle involves patterns of living expressed through activities, interests, and opinions (Kasali, 2021). It affects consumer identity and preferences, particularly in fashion.

3. Methods

The approach used in this research is a quantitative research method by applying explanatory studies, as stated by Sugiyono (2017), who stated that explanatory research is research that establishes causal relationships between variables. Quantitative data is data that can be calculated and measured directly, and is in the form of numbers or statistics (Kuncoro, 2023). Quantitative research methods are a type of research that produces findings that can be achieved (obtained) using statistical procedures or other methods of quantification based on a positive philosophical foundation (Wonua et al., 2021). In general, quantitative research is often required to use numbers, starting from data collection, data interpretation, and the presentation of research results. This is because the data obtained is direct data that can be calculated or managed through statistics (Astaginy & Zulbay, 2023). The sample consisted of 100 respondents selected through purposive sampling among thrift shop consumers in Kolaka. Data were collected via questionnaires with Likert-scale items and analyzed using PLS-SEM via SmartPLS 4.

4. Result and Discussion

Structural Equation Modelling with Partial Least Squares (SEM-PLS) analysis was used to arrive at the study's conclusions. By using this approach, the researchers were able to investigate intricate correlations between factors, which finally led to the creation of the path diagram seen in Figure 2 below.
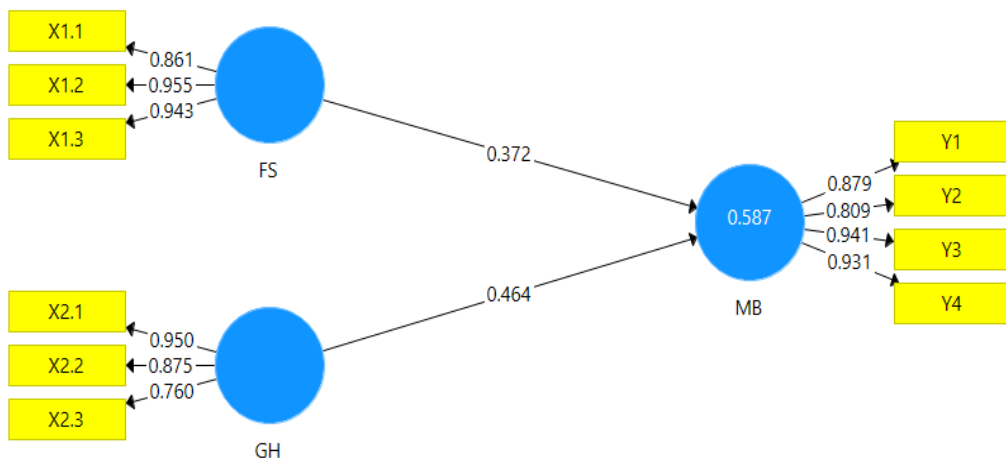
Figure 2. Path Diagram
Sources: Output SmartPLS 4.0

Based on Table 1, the indicators for each variable in this study have a loading factor value of >0.7. Thus, these indicators can be declared valid.

Table 1. Outer Loading

Item	Social Factor	Life Style	Purchase Intention
X1.1	0.861		
X1.2	0.955		
X1.3	0.943		
X2.1		0.950	
X2.2		0.875	
X2.3		0.760	
Y1			0.879
Y2			0.809
Y3			0.941
Y4			0.931

Sources: Output SmartPLS 4.0

Based on Table 2 below, the cross-loading value indicates good discriminant validity because the correlational value of the indicator to the construct variable is higher compared to the correlational value of other construct variables.

Table 2. Cross Loading

Item	Social Factor	Life Style	Purchase Intention
X1.1	**0.861**	0.654	0.690
X1.2	**0.955**	0.606	0.604
X1.3	**0.943**	0.582	0.578
X2.1	0.644	**0.950**	0.711
X2.2	0.558	**0.875**	0.616
X2.3	0.541	**0.760**	0.511
Y1	0.580	0.559	**0.879**
Y2	0.453	0.540	**0.809**
Y3	0.675	0.716	**0.941**
Y4	0.696	0.706	**0.931**

Sources: Output SmartPLS 4.0

The output value in Table 3 shows that the construct has a good reliability value, if it has a composite reliability value >0.7 and a value of 0.6 is still acceptable (Hamid & Anwar, 2019). Meanwhile, a Cronbach's alpha value >0.7 can be said to be reliable (Abdillah & Hertanto 2015).

Table 3. Average Variance Extracted (AVE)

Constructs	Social Factor	Life Style	Purchase Intention
Social Factor	**0.921**		
Life Style	0.672	**0.856**	
Purchase Intention	0.685	0.715	**0.892**

Sources: Output SmartPLS 4.0

Table 4. Composite Realibility

Constructs	*Composite Reliability*	*Cronbach's Alpha*
Social Factor	0.943	0.910
Life Style	0.899	0.829
Purchase Intention	0.934	0.914

Sources: Output SmartPLS 4.0

Furthermore, the structural model (Inner Model) in Partial Learn Square is typically evaluated using the R-Square for the dependent variable and the T-Statistic value for each test using Path Analysis. The structural model in this test is as follows:
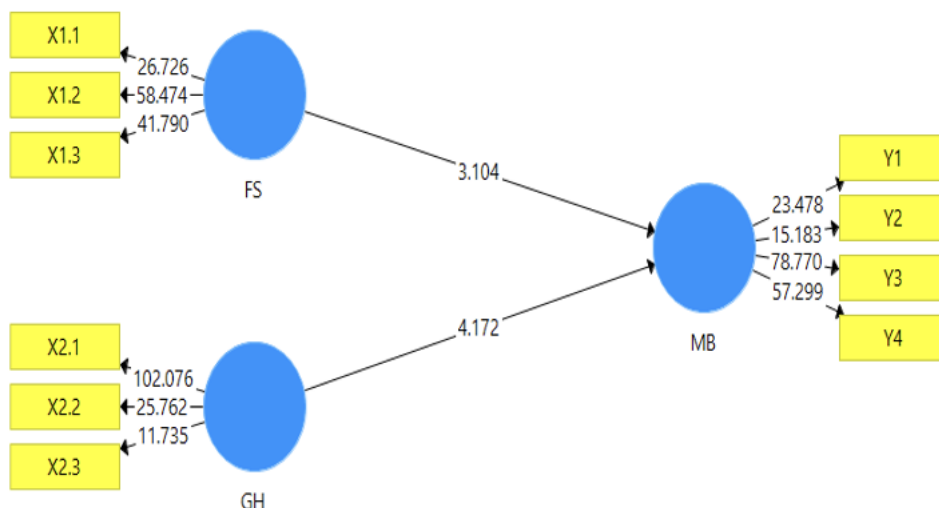
Figure 3. Path Diagram Inner Model
Sources: Output SmartPLS 4.0

Table 5. R-Square

Variabel	R Square
Purchase Intention (Y)	0.587

Sources: Output SmartPLS 4.0

Table 5 shows the R-Square value for the purchase intention construct of 0.587, or 58.7%, categorizing it as moderate. This aligns with Chin's (1998) categorization, where an R-Square value above 67% is considered strong, a value above 33% is considered moderate, and a value below 33% is considered weak. The remaining 36.5% is explained by variables outside the research model. Therefore, in this case, the determinant influence of social and lifestyle factors on purchase intention is categorized as moderate. This is because social and lifestyle factors are not the only factors that can motivate someone to buy thrift clothing; other factors, such as price, brand, and quality, can also influence someone's interest in buying secondhand clothing (Pilda Sabrina 2023). Furthermore, factors such as live streaming can also influence purchase intention for used clothing (Sari and Habib 2023).

The Path Coefficient value describes the relationship between constructs in each hypothesis. Path Coefficient testing is performed using Bootstrapping analysis in SmartPLS to determine the direction of influence between variables (path), the magnitude of influence (Original Sample Estimate), and the level of significance of the influence between variables. The level of significance can be seen through the P-Value or probability value <5% (0.05). The results of the Path Coefficient are:

Table 6. Path Coefficient

Hip.	Original Sample Estimate (O)	Mean of Sub Sample (M)	Standard Deviation (STDEV)	T-Statistic (|O/STDEV|)	P Value
FS -> MB	0.372	0.373	0.120	3.104	0.000
GH -> MB	0.464	0.467	0.111	4.172	0.000

Sources: Output SmartPLS 4.0

Based on the calculation results using Smart PLS 4.0 presented in the Table 6, it can be seen that the original sample estimate value of social factors (FS) on purchasing interest (MB) is positive at 0.372 with a P-Value of 0.000 or less than 0.05. From this value, it can be concluded that the social factor variable has a positive and significant effect on purchasing interest in thrift clothing in Kolaka Regency, so it can be concluded that the First Hypothesis (H1) is accepted.

Furthermore, based on the calculation results using Smart PLS 4.0 presented, it can be seen that the original sample estimate value of lifestyle (GH) on purchasing interest (MB) is positive at 0.464 with a P-Value of 0.000 or less than 0.05. From these results, it can be concluded that the lifestyle variable has a positive and significant effect on purchasing interest in thrift clothing in Kolaka Regency so that it can be concluded that the second hypothesis (H2) is accepted.

Based on the research results, the first hypothesis was accepted, namely that there is a positive and significant influence between social factors on purchasing interest in thrift clothing in Kolaka Regency. This aligns with the research findings of Asnawi and Augustinah (2015), which found that social factors have a positive and significant influence on purchasing interest. These findings indicate that social factors play a significant role in influencing purchasing interest in thrift clothing. This means that the stronger a person's social relationships with friends, family, and the surrounding environment, the more likely they are to be interested in purchasing thrift clothing.

Social factors are measured through several indicators, such as the influence of friends, family, and social status. In this case, the reference group is the primary factor influencing purchasing interest. If someone receives advice or recommendations from friends or family about a product, the likelihood of purchasing that product increases significantly (Sari, 2020).

Based on research conducted in Kolaka Regency, the trend of interest in thrift clothing continues to grow, especially among adolescents and adults. The social environment plays a significant role in driving this change in behavior. In interviews with several thrift clothing enthusiasts, it was found that most of them became interested in buying thrift clothing after receiving recommendations from friends or family. This suggests that social factors, particularly interactions within friendship groups and families, have a strong influence on purchasing intention.

Furthermore, social status is also a factor influencing someone's purchasing intention. Many people in Kolaka Regency reported learning about secondhand clothing from those close to them who had previously expressed an interest in thrift clothing. This aligns with research by Adnan (2018), which states that people learn about new products and brands

through two primary sources: through experience and observation of others' use of the product, and by seeking information from individuals who are already familiar with the product. Social factors play a crucial role in shaping a person's purchasing intention. Every individual naturally interacts with their social environment, which then influences how they think, act, and make decisions, including when choosing products.

Based on these findings, it can be concluded that social factors play a significant role in shaping purchasing intention for thrift clothing in Kolaka Regency. The influence of family, friends, social status, and social media are key factors that encourage someone to try and be interested in buying thrift clothing. Furthermore, changing social trends that place thrift clothing as part of a modern lifestyle also further strengthen the tendency to buy thrift clothing. With increasing social awareness and the influence of the surrounding environment, it is hoped that interest in thrift among consumers will continue to grow, which will ultimately create a broader market for thrift clothing products in Kolaka Regency.

Based on the research results, the second hypothesis was accepted, namely that there is a positive and significant influence between lifestyle and purchase interest in thrift clothing in Kolaka Regency. This aligns with Anggraini's (2022) research, which found that lifestyle has a positive and significant influence on purchase interest. This indicates that lifestyle is a factor in someone's interest in purchasing thrift clothing in Kolaka Regency. This means that the higher the lifestyle, the higher the interest in purchasing thrift clothing. Lifestyle is measured through various indicators, such as activity, interest, and opinion. In this context, someone's interest in purchasing thrift clothing is not only due to functional needs, but also as part of a lifestyle that reflects social status and self-confidence in daily activities.

Based on research results in Kolaka Regency, the trend of thrift clothing among consumers is increasing. This aligns with a shift in mindset that wearing branded, high-quality clothing does not have to be new; it can also be found in secondhand (thrift) clothing. Many consumers are beginning to realize that thrift clothing can have a positive impact on various aspects of life, including work and social interactions. The growing awareness of the importance of appearance in one's daily activities will further encourage people to buy thrift clothing.

Interviews and observations revealed that thrift shoppers in Kolaka Regency tend to purchase thrift clothing that is easily accessible and meets their needs. Products such as thrift clothing are preferred due to their availability in various stores or markets and their relatively affordable prices. Lifestyle is a significant factor influencing purchasing interest, including in the thrift clothing category. As Dirnaeni et al. (2022) noted, lifestyle is reflected in habits, personal preferences, and individual opinions about a product. In this context, individuals with a modern and active lifestyle tend to pay more attention to their appearance and are more selective in choosing the clothing they wear.

In conclusion, lifestyle changes among consumers, especially those who are beginning to recognize the importance of appearance, have a direct impact on their decisions to purchase thrift clothing. With this growing awareness of the importance of appearance, demand for thrift clothing continues to rise, driven by the growing lifestyle trend in Kolaka Regency. So in this case, lifestyle has a positive and significant influence on purchasing interest in thrift clothing.

5. Conclusion

Based on the results of the first hypothesis test, it was found that there is a positive and significant influence between social factors on purchasing interest in thrift clothing in Kolaka Regency. Therefore, in this case, the social factors were measured using indicators of friend influence, family influence, and social status. Furthermore, it was found that there is a positive and significant influence between lifestyle construct variables on purchasing interest in thrift clothing in Kolaka Regency. Therefore, in this case, the lifestyle variables, measured using indicators of activity, interest, and opinion, influenced purchasing interest in thrift clothing in Kolaka Regency.

From the research results above, we can see that lifestyle variables significantly influence purchase intention. It is hoped that further research will provide even higher results regarding purchase intention for thrift clothing. This is because many consumers desire affordable branded goods and look cool by wearing trendy clothing without having to buy new clothes at exorbitant prices. Thrift clothing offers this solution. Therefore, businesses should provide branded goods so that consumers choose clothing that supports their lifestyle and boosts their self-confidence. Further researchers, if they intend to conduct research on purchase intention, could use variables other than those covered in this study, such as Word of Mouth (WOM) as a mediating or moderating variable that mediates the relationship between social and lifestyle factors on purchase intention for thrift clothing. Alternatively, WOM could be a moderating variable that strengthens or weakens the relationship between these factors and purchase intention.

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