

Purchase Decisions For Thrift Online Stores (Case Study On Students Science Education FMIPA UNM Makassar)

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ABSTRACT

The study aims to find out how the decision to purchase thrift online store for Science Education Students Makassar State University Batch 2021. The study uses qualitative research methods. Data collection techniques used are through observation, interviews, and documentation. The number of informants in this study amounted to six people who were representative and met the criteria in this assessment. Data analysis techniques in this study used data collection, data condensation, data presentation, and drawing conclusion/verification. The results of this study indicate that the factors that influence the decision to purchase thrift online store goods are affordable prices among students and in accordance with the quality of the products obtained, very diverse products depending on the marketer, easy and efficient distribution access but on the other hand sometimes vulnerable experience fraud because of the difficulty of getting trusted marketers, various promotions and attracting consumers' attention depending on the creativity of each marketer. The purchase decision is stated to be satisfied and will make a repeat purchase if the product quality and price are in accordance with what is expected.

Keywords: Purchase, Decision, Thrift Online Store.

INTRODUCTION

The rapidly changing era certainly affects people's lifestyles in order to satisfy their desire to fulfill their basic needs such as clothing, food, and housing. This is in line with how much the need for a commodity becomes more diverse and continues to grow. Lifestyle in modern society is the result of individual social interaction with the environment. The fashion trend that is currently rife, especially among students in the development of this modernization, is in terms of dress (Dwiyantoro, 2014). The style of dress is also growing with the times. The influence given by the fashion industry in Indonesia on the development of the country's economy is 18.08% (BPPP, 2019).

The magnitude of the influence of various social media makes the development of the fashion world more advanced both from within and outside the country. This has a big impact, especially consumers, especially among students, one of which is in big cities like Makassar who tend to want clothes that are of course with a contemporary style and come from well-known brands.

Clothing with well-known brands and originating from abroad, at a much higher bid price. The price of primary needs is also increasing along with the times, there are many alternative types of clothing offered to consumers at relatively low prices, as well as branded goods called thrift clothes (Dwiyantoro, 2014). However, in purchasing thrift clothes there are various risks faced by consumers, one of which is the spread of bacteria, therefore before using them, consumers need to be careful and do some treatment.

Smitha (in Panjaitan, 2018) This thrift shopping activity or buying used goods has existed since ancient times, namely from the mid 1300s. At that time in Europe there were very serious economic pressures, increasing population, political and social uprisings, and also the occurrence of very severe mass famine. Therefore, the activity of buying and selling used goods, especially used clothes, at that time became an important alternative to meet daily needs.

The word Thrift Shopping itself is a word that comes from English, for the word 'Thrift' even then has the meaning of an activity that minimizes or reduces waste or in short it is called financial savings. While for 'Shopping' is the activity of buying goods. So thrift shopping is an activity or method of shopping that aims to save and so that the costs incurred for shopping come out to a minimum (Panjaitan, 2018). The goods sold in the thrift store are usually secondhand or used goods, but they are still very suitable for use. The term 'Thrift Shopping' is actually a modern term from the word used goods or used clothes. Used clothes are clothes that have been used before including clothes, shoes, bags, jackets and others.

Thrift stores are now even entering online social media. Buying and selling activities have now penetrated cyberspace. Not a few of these online sellers sell at prices that are far more expensive than the original price. But indeed this price is in accordance with the quality you get because online goods have of course been washed and selected with good quality by the seller.

Quoted from Google Trends, searches with the keyword "thrift" have experienced an increase in popularity from the last five years from 2017.

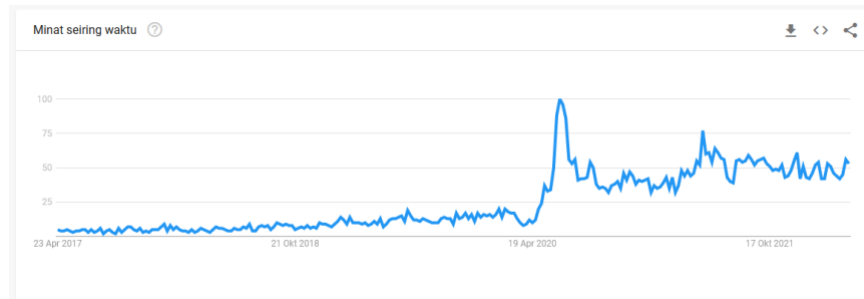


Figure 1.1 Thrift Interest Over Time

Source: Google Trends

Processed by researchers, April 2022.

Based on Figure 1.1, it shows a graph with the keyword "thrift" which is being hotly searched for or discussed by netizens and is being discussed in almost all countries, especially Indonesia. This can be used by business people, especially those who want to engage in the thrifting business in estimating opportunities or prospects, setting targets, and marketers can set promotion goals and services to be marketed in one area, so that it becomes a consideration for marketing and digital marketing purposes.

Thrift stores sell a variety of clothing, this makes consumers feel that they are getting a new experience to get used clothes according to their individual tastes. As technology develops, thrift stores can be found not only conventionally. But there are also thrift stores online, available on social media and e-commerce which can make it easier for consumers to shop. This can be the main attraction of the thrift store.

Quoted from Global Data Market Sizing and Growth Estimates, the increase in the thrifting business will continue to experience rapid progress until 2029.

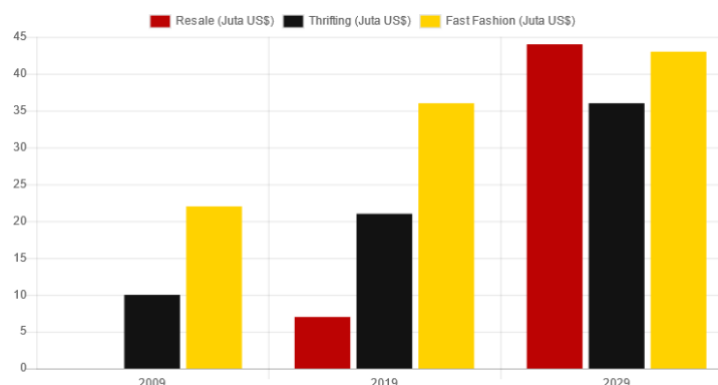


Figure 1.2 Thrifting Business Growth Estimation

Source : Global Data Market Sizing and Growth Estimates

As time goes by, the development of fashion (style of dress) among today's society, especially urban areas, during adolescence to adulthood is experiencing developments that cannot be avoided anymore. Many people make fashion as one of the important things in their lives. Starting from various kinds of fashion products such as clothes, shoes, bags, and others. Products that have big brands at fantastic prices, good quality and not only cheap local products, even imported used goods can be a big opportunity in this business world (Awalia N, 2019).

In this increasingly advanced era of globalization, it has led to changes in shopping behavior in society. In terms of shopping, society has consequences from the demands of life that are triggered by the development of information and communication technology. At first the sale of goods and services was carried out conventionally (offline), sellers and buyers could meet face to face to carry out the buying and selling process. However, at this time this has shifted with increasingly sophisticated technology using the internet, sales can be done online (Sari, 2015).

Looking at the phenomenon that should follow the development of modern times, namely in terms of shopping via online, it was shifted by the reality on the ground and the facts found by researchers. Based on the initial observations made, most of the students of Science Education FMIPA UNM prefer to shop directly for thrifts offline rather than shopping for thrifts online.

Therefore, based on the background of the problem, the researcher is interested in raising the title of the study "Decision on Purchase of Thrift Online Store Goods (Case Study of Science Education Students, FMIPA at UNM Makassar)

METHOD

The research approach used is a qualitative approach. This method is applied to see and understand the subjects and objects of research which include people, institutions based on facts that appear as they are. Through this approach, an overview of actualization, social reality, and perceptions of the research target will be revealed. The type of research used is case study research. The word 'case' here can also mean plural, in the sense of studies conducted using or supplemented by cases. This means that in any qualitative research it does not cover the possibility that there are several cases that are compared or contrasted. The types and sources of data are primary data and secondary data. Furthermore, in this study, it is the researcher himself who is the main instrument who goes into the field and tries to gather information. In analyzing qualitative data, it is carried out in an interactive way and continues continuously until it is complete and until the data is full, starting from data reduction, data presentation, and conclusions. In analyzing this data using the theory of Miles and Habberman (1984).

RESULT AND DISCUSSION

The term "thrift" is generally synonymous with secondhand goods that are traded for certain reasons by the initial user, not only that, the word "thrift" is also attached to factory defective products, in this case, clothing that does not pass factory standards, such as skewed stitches, threads that come out, or other manufacturing errors and this defective product is sold at a lower price than the original price. Thrift goods are sold at affordable prices, which in the early history of their emergence were intended for the lower classes, until over time they have now targeted the market for all people. However, since the emergence of thrift online stores, it seems to shift the target market from the lower class to the upper middle class. This makes a lot of market difference between conventional thrift sales and thrifts that are increasingly spreading to online sales. Consumers who have a penchant for thrift shopping certainly have their own considerations in choosing and deciding what they want.

Based on observations made by researchers on students of the Science Education Study Program Batch 2021, Faculty of Mathematics and Natural Sciences, Makassar State University. In a population of 98 students, 24.5% of students choose thrift shopping online and 75.5% of students choose conventional thrift shopping.



Figure 4.1 Interest in Thrift Shopping for Science Education Students 2021

Source: Google Forms

They stated various reasons, including; If shopping for thrift online is more practical, the products have been sorted, washed and smelled good, and you don't need to visit the location, and if you shop for thrift conventionally you can be directly satisfied choosing and paying attention to the details of the quality of the goods, on the other hand the prices are also cheaper.

This purchase decision is the final stage after consumers make certain considerations in buying an item or service, this illustrates how far the marketer is in

marketing a product to consumers. According to Kotler (2000) purchasing decision factors are influenced by price, product, promotion, and distribution channels. This shows that purchasing decision factors are the main thing after various considerations made by consumers in choosing a product. In line with that, Buchari Alma (2016) suggests that consumer purchasing decisions are influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, process.

From the results of interviews with the six informants, the discussion related to the purpose of the study was to find out the decision factors for purchasing thrift online store goods among UNM Science Education students.

1) Price

Price is an important factor that consumers consider about their abilities before making a purchase decision. Price is the main key that greatly influences consumer purchasing decisions for the products offered, which of course must also be of high quality according to consumer expectations and desires. Based on research that has been conducted by Gitania, et al (2021) explains that price and quality have a positive effect on the decision to purchase used clothing. In this study, the price offered by the thrift online store is seen from the quality of the goods obtained. If the goods are not defective, are intact, and look like new, the goods can also be priced at prices above the average. In addition, thrift online stores also offer offers in the form of discounted prices, discounts, free shipping promos, and there are also discounts from e-commerce applications, this makes buyers feel the benefits and become more economical.

2) Product

This product is accepted by buyers to satisfy their needs and desires. Likewise, consumers in buying a product, consumers always hope that the goods they buy can satisfy all their wants and needs. At the thrift online store, the quality of the products offered is very satisfying, because the products are the goods of choice, generally selection and sorting and checking are carried out beforehand for the products to be marketed to potential consumers, for example by choosing products with famous brand frills that are most often targeted and then washed clean and fragrant, well-known brands also have guaranteed quality and durability.

In this study, the products offered were also very diverse, ranging from clothes, pants, accessories, books, and others. In addition, diversity in this case also depends on each thrift marketer, for example there are marketers who specifically only market shoes, specifically shirts, jeans, or other products that are the target of consumers or collectors who want items that are quite popular in this era. The 80s to 90s, which is called the trend of vintage goods, namely old classic goods that have unique designs and are easy to mix and match, these thrift goods are very easy to find in thrift online stores. In addition, there are also marketers who market a variety of products. In some thrift marketers, there are also those who rework with various creativity and modifications that also decorate thrift goods, so that they have artistic value, such as painting jeans, painting shoes, or combining pieces of cloth to make clothes more unique.

3) Promotion

Promotion is an effort to introduce a product or service to potential consumers. Promotion according to Kotler (2000) is an element used to inform and persuade the market about a new product or service in the company through advertising, personal selling, sales promotion, and publication. With promotion, the company's image can be known to a wide audience and this is one way that can influence consumer purchasing decisions. In this study, the promotional interests offered are also varied by the thrift marketers regarding the way they market their products and build their image so that consumers feel interested. This makes promotional activities take part in influencing consumer purchasing decisions.

In line with Alifia's research (2022), currently promotion through social media is a powerful weapon for producers and sellers compared to television advertising media. Promotion through social media allows consumers to get real information about the goods they want to buy without having to go to the store, so this can be an alternative for consumers in making purchasing decisions. From product photos, the size and type of material are listed in product reviews uploaded to social media.

In this study, various promotional techniques are carried out by online thrift store marketers to attract the attention of potential customers, ranging from offers in the form of promos, price cuts, auctions, unique copywriting, utilizing adsense features (social media advertising), giveaways, free shipping discounts, and so on with whatever creativity you have.

4) Distribution Channel

The development of the globalization era has made everything easy, practical, and efficient, including the distribution of goods and services by sellers to buyers who are interconnected in one broad network called the internet. In this case the creation of social media, namely as a medium of communication as well as intermediaries for transaction processes that are carried out until they reach the hands of consumers through delivery services. With the thrift online store, it makes it easier for consumers to buy products without the need to visit a physical store or offline store. Only by accessing the keyword "thrift" on social media such as Facebook, Instagram, Shopee via gadgets, consumers have experienced various conveniences of access anywhere and anytime. However, purchases through thrift online stores cannot be separated from possible obstacles that will be experienced, such as difficulty finding a trusted shop, goods that arrive not as expected, and are prone to fraud.

The explanation above, the researcher means that the outbreak of thrifting culture has shifted from its initial culture which invites buyers to explore places that sell used goods to switch to social media such as Instagram or Facebook. However, the satisfaction in searching for thrift goods conventionally will be different from looking

for thrift goods online, besides the advantages of buying at conventional stores are cheaper, being able to see firsthand the condition of the desired goods, so good bargaining skills are needed (Panjaitan, 2018) . As for shopping thrift online, the marketed price can be many times the price found in the market, but the marketed price is in accordance with the quality of the product obtained because various treatments have been carried out before being marketed to consumers, but shopping via online cannot be separated from various possible obstacles that will be felt by consumers who are sometimes vulnerable to fraud, higher prices, and the quality of the promised goods sometimes does not match the wishes of the customer.

The ability of consumers to their desires can have an impact on the buying decision process. The number of factors that can encourage a person's purchase decision will be taken into consideration in making a decision. Factors in terms of product quality, price, what benefits and advantages are obtained in the product and regarding the price will be taken into consideration by consumers from one product to another.

CONCLUSION

The decision factors for purchasing thrift online store goods for students of the Science Education Study Program, Faculty of Mathematics and Natural Sciences Class of 2021, Makassar State University, namely; The price offered is in accordance with the expectations of buyers, products with well-known brands and relatively affordable among students. Products, the quality of the products offered is so satisfying, because the products are selected goods with well-known brands, generally selection and sorting and checking are carried out beforehand for the products to be marketed. The variety of products offered is also very diverse, ranging from clothes, pants, accessories, books, and others. In addition, that the variety of products also depends on each business actor. Promotions, promotional interests offered by marketers vary widely, ranging from offers in the form of promos, price cuts, auctions, unique copywriting, utilizing adsense features (social media advertising), give away, and so on with whatever creativity marketers have. Distribution channels in thrift online stores make it easy for consumers to buy products without the need to visit a physical store or offline store. Consumers have experienced various ease of access anywhere and anytime through e-commerce. However, purchases through thrift online stores cannot be separated from possible obstacles that will be experienced, such as difficulty finding a trusted store, goods that arrive not as expected, and are prone to fraud.

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