

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Basic human primary needs consist of food, clothing, and shelter. People may fulfill their immediate needs by purchasing or preparing the needs by themselves. Wealthy people may find that it is not hard for them to get what they want. Even they may have more than a very expensive house. However, those who are from a low social class may find it hard to fulfill their primary needs. One of the ways to get their immediate needs is by purchasing common price things, yet it still follows the style.

Lifestyle often makes it difficult for people to distinguish primary and secondary needs. For instance, due to lifestyle, an individual put excessive shopping for clothes as a priority instead of having a house or buying food. Lifestyle results from one's interaction with other people. In this modern era, people's lives often change without anyone being able to control them. Society seems to be forced towards the post-modern which is accompanied by developments and changes that occur in society because of excessive consumption. One of the social changes in recent progress is a variety of clothing lifestyles which has become a part of social life. The development of fashion is very fast. There are always various new models of clothing as fashion follows what famous people like actresses and actors wear. The function of clothes is to cover bodies, protecting from the weathers or insects' bites. However, it seems that such a function has changed. People may buy clothes to satisfy their desire. As a result,

they may go shopping more often than they need. Nowadays, many clothes are produced with various well-known brands. This can affect consumer behavior because people buy a product in this case clothes that can describe themselves. To get clothes that suit themselves, people may look for them in various shopping places, both in malls and in traditional markets. People who buy as described above do not care about new or used products, if they get the products they want. Perhaps, the most important thing is that people can find clothes that they like, and it may be fashionable. (Kompas, 2022)

To fulfill the demand of clothes, there are more and more thrift shops which sell preloved or secondhand clothes. Anisaluana (2020) explains that thrift shop is a “market” or “container” that sells Thrift goods. There are so many thrift shops that can be found both online and offline. The increasing number of thrift shops have sprung up on various social media such as Instagram, Twitter, Facebook, and other E-Commers sites (Anisaluana, 2020). However, the image that it is secondhand clothes may influence their purchasing decision. Based on the study, it was found that perception was mostly negative. It was also connected with poor hygiene and quality which was a major turn-off for them. However, the respondents of the study also did not mind paying a good amount if the garment was good in quality & hygienic (Tarai & Shailaja, 2020).

This study is conducted to know further about the generation’s opinion on purchasing clothes in a thrift shop. It will investigate whether they have positive or negative perceptions on purchasing secondhand clothes.

1.2. Field of the Study

The field of the study is consumerism of secondhand goods.

1.3. Scope of the Study

The scope of the study is focused on the perception of people who are between 17 to 30 on purchasing clothes at thrift shops.

1.4. Research Questions

The research questions are

1. What are people's perceptions of purchasing clothes at Sunset thrift shop?
2. What are people's reasons for purchasing clothes at Sunset thrift shop?

1.5. Objectives of the Study

The objectives of the study are

1. To find out people's perceptions of purchasing clothes at thrift shops by handing out questionnaires using snowball sampling method.
2. To find out the reasons of people for purchasing clothes at thrift shops by interviewing customers of Sunset thrift.

1.6. Significance of the Study

Theoretically, the result of this study will contribute to the study of marketing. It gives the reasons why people like to buy clothes in thrift shops which have become more popular these days. Practically it gives input to society a description of the perception of purchasing clothes at thrift shops. It also gives valuable input to the writer

as the writer has a thrift shop. Therefore, the result will give the writer ideas to develop his business.

1.7. Definition of Term

1. Perception

Perception is the process of interpreting and organizing sensations that is done by an organism in order to produce a meaningful experience of the world (Lindsay & Norman, 1977).

2. people

In this study, they are between 17 to 30 years old and purchase clothes at a thrift shop.

3. thrift shop

It is a market or container that sells thrift goods that can be found in many used goods stores both online and offline (Anisaluna, 2020).