CHAPTER 4

DATA ANALYSIS

In this chapter, the writer will discuss Customers' perception of purchasing Clothes at thrift shops

4.1. Validity and Reliability

A validity test is applied to determine whether or not a statement is valid. When the value of significance greater than the value in the R table, a statement is regarded valid. df = n - 2 is the formula used for the validity check. N is the total number of participants in the piloting. If the writer used 10 persons, the df would be 8, the significance level would be 5%, and the r table would equal 0.5494. The sentence is also correct if r counting > r table. However, it is invalid if r counting < r table. The research employs Cronbach's Alpha to assess the reliability of the data. The author examined the validity of each question with the SPSS 20 program. If the corrected item-total correlation of 13 items is more than 0.5494 then these items are legitimate and may be utilized for data collection. The following is the Validity and reliability statistics.

Table 4.1

Validity

No	Statement	R Value	R Table	Remark
1	By shopping for used goods, I feel I am getting out of the consumption system where people buy because other people do	0.714	0.5494	Valid
2	I buy secondhand clothes at a thrift shop because of environmental concerns by buying clothes that are still usable	0.644	0.5494	Valid
3	I buy secondhand clothes at the thrift shop because I support recycling to save the environment	0.686	0.5494	Valid
4	I buy secondhand clothes at the thrift shop because the prices are affordable.	0.711	0.5494	Valid
5	I buy secondhand clothes at thrift shops because I can find and bid on the clothes I will buy.	0.662	0.5494	Valid
6	I buy secondhand clothes at thrift shops because I know the prices of branded items that can be found at thrift shops at cheap prices	0.650	0.5494	Valid
7	I buy secondhand clothes at a thrift shop because I can save on shopping expenses so that the funds can be allocated for other needs.	0.774	0.5494	Valid

8	I buy secondhand clothes at a thrift shop because I was looking for unique used clothes	0.668	0.5494	Valid
9	I buy secondhand clothes at the thrift shop because it's fun.	0.612	0.5494	Valid
10	I buy secondhand clothes at the thrift shop because the items are quite up-to-date.	0582	0.5494	Valid
11	I buy secondhand clothes at the thrift shop because I feel nostalgic for old clothes.	0.674	0.5494	Valid
12	I buy secondhand clothes at thrift shops because I can find classy clothes.	0.691	0.5494	Valid
13	I buy secondhand clothes at thrift shops because I can socialize with friends or family who do the same	0.565	0.5494	Valid

The table shows that all the items are valid because the R-value is higher than the R table.

Table 4.2

Reliability Statistics

Cronbach's Alpha	N of Items
.871	13

The internal consistency is good because it is above 0.6, so the questionnaire is reliable.

4.2. The Description of Participants

The participants of study are only 38 participants. They are the customers of a thrift shop. The following is the description of the participants who were chosen for this study.

Table 4.3

Participants' gender

Participants	Frequency	Percentage
Female	16	42.1
Male	22	57.9
Total	38	100

There are more male participants that the female participants.

Table 4.4

Participants' age

Age	Frequency	Percentage
19	4	10.52
20	5	13.15
21	9	23.68
22	10	26.31
23	3	7.89

24	5	13.15
25	2	5.26
Total	38	100

The participants are between 19 to 25 years old. All of them are teenagers.

Table 4.5

Participants' Job

Jobs	Frequency	Percentage
University student	35	92.2
Entrepreneur	1	2.6
Jobless	2	5.2
Total	38	100

The table shows that almost all of the participants are university students. Usually those who order or buy the secondhand clothes are students because the researcher is a university student who has started this business and promoted it to his friends.

4.3. Young People's Perceptions on Purchasing Clothes at thrift shops

To know the participants perception on purchasing secondhand clothes at thrift shops, the writer interviewed ten participants. The writer used an interview guide (see

the appendix), and then the writer classified and counted the answer given by the interviewees. The following is the result of the interview.

Table 4.6

Customers' Perception (results of the interview)

No	Topic		Frequency
1	Personal perception of secondhand products	Good	7
		Decent	3
2	Kind of people buying secondhand clothes	Middle low-class students	7
		Low-class students	3
3	The image of people wearing secondhand clothes	No special image Just like other people	10
4	The advantages of wearing secondhand clothes	Fashionable	9
		Comfortable	1
5	The disadvantages of wearing secondhand clothes	Not really fixed with our size	5
		Limited	3
		Does not look like new clothes	2
6	The intention in purchasing secondhand clothes	To get a cheap price	10
		To get unique clothes	1
	The intention in purchasing new clothes	To get the newest but affordable fashion	9
		To be fashionable	1
7	Opinion on thrift shops	Good, not bad, great	10
8	Reasons for buying secondhand clothes	Cheap	7
		Branded and look new	3
9	The availability of secondhand clothes in thrift shops	Inadequate	7
10	The quality of secondhand clothes	Quite good	4
		Look new, not really look like secondhand clothes	6

11	The quality of secondhand clothes (scale 1 to 10)	6	5
		7	3
		5	2
12	How to improve secondhand clothes	Update the availability of products more often	9
		More branded clothes	10

In order to know the customers' perception, the writer prepared 12 questions. The table above shows the result of the interview. The following will discuss it per item.

The first questions to know their perception of secondhand products, especially clothes.
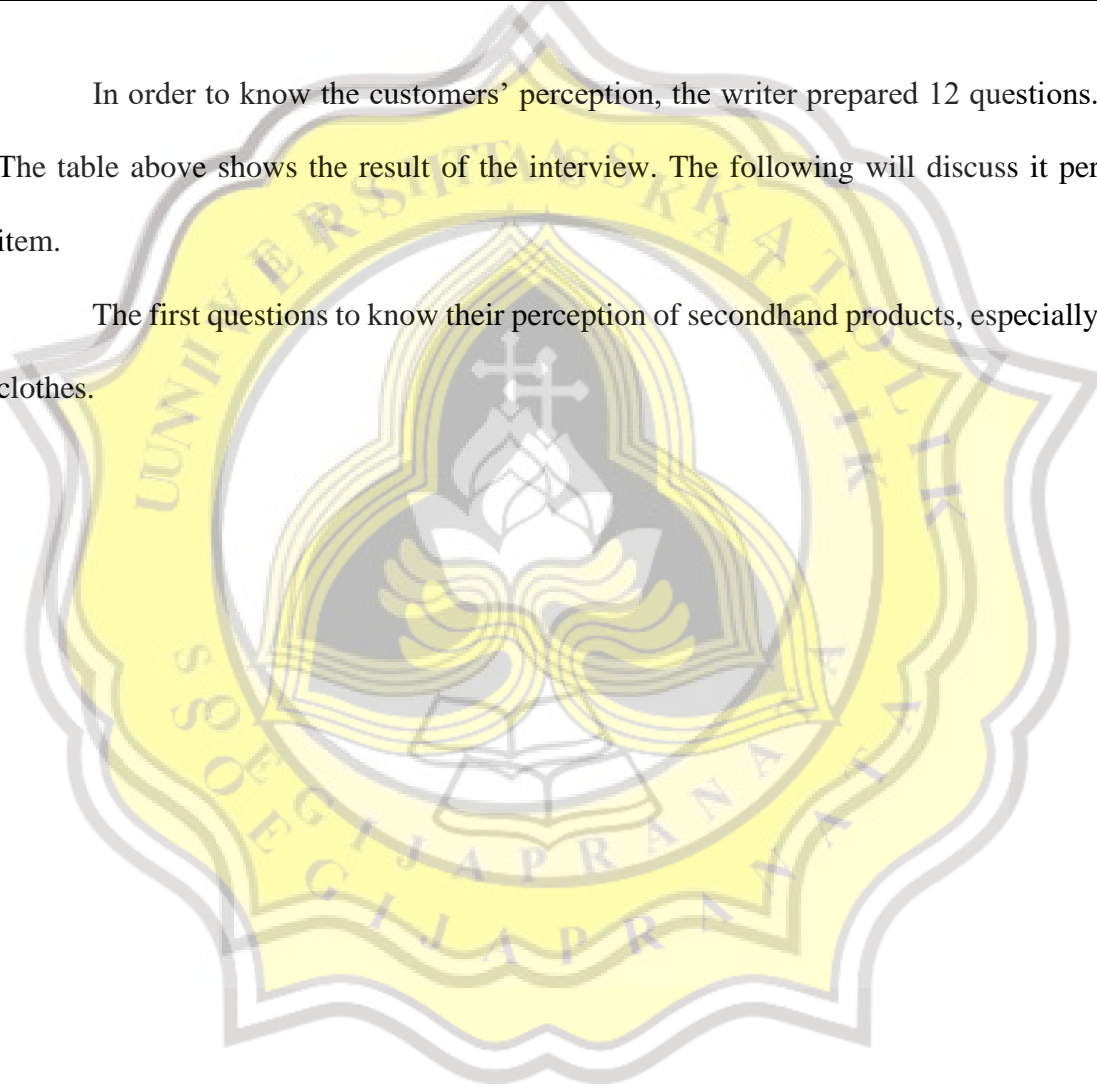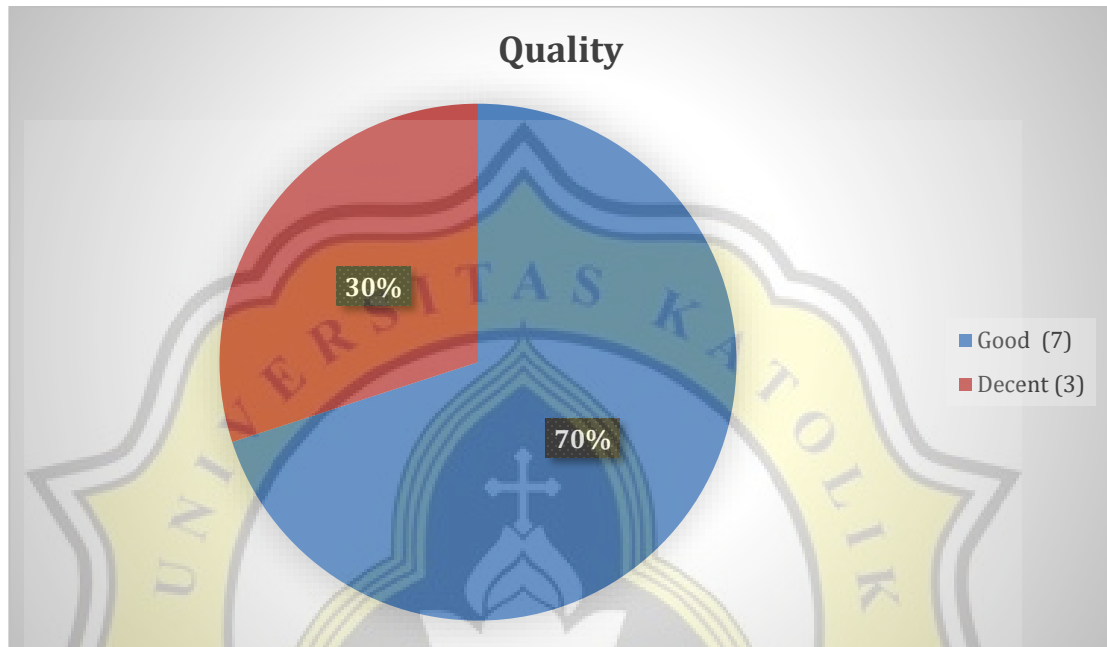
Figure 4.1

*Personal Perception of Secondhand Products*

The figure shows that from the interview, it can be concluded that they have a good perception of secondhand clothes. seven out of ten respondents said that the products are good and three said it is decent. One of them said that the products in secondhand shops are good. They are not less qualified than the new clothes. Participant A said," *pakaian di thrift shop mutunya bagus bagus. Kadang malah dapat yang merek terkenal*." [the clothes at the thrift shop are of good quality. Sometimes even a famous brand] (interview with participant A on October 15th 2022). The same thing was stated by participant B, "*Menurut saya, kualitas pakaiannya bagus bagus. Masih kelihatan baru.*" [In my opinion, the quality of the clothes is good. Still looks

new] (interview with participant B on October 15th 2022). This shows that they perceive the products in thrift shops as good.

The second question is asking their perception of the kind of people who buy secondhand clothes.

Figure 4.2

Social Class of People Buying Secondhand Clothes
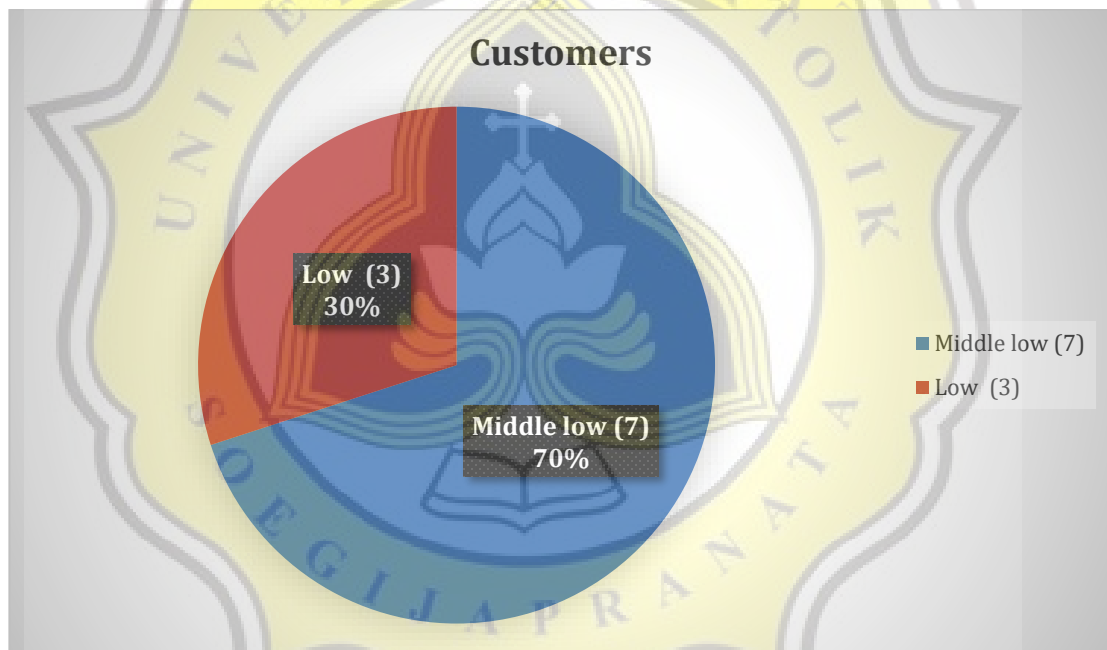
From the result of the interview, the writer classified them into two groups. Seven of them said that the buyers are middle- low-class students and three of them explained that the buyers are low-class students. One of them further said that the buyers usually are middle- low-class students, but he has a friend who is very rich and sometimes hunts the secondhand clothes with him. First, his friend accompanied him

to go to a thrift shop, but then when he saw the products, he finally decided to buy a hat there. Then in another time he asked him to hunt again. Based on the data, it seems that buying secondhand clothes are popular among students. Participant A said," *biasanya ya para mahasiswa yang banyak cari pakaian bekas di thrift shop. Biasalah, maahasiswa belum berpenghasilan jadi ya cari yang murah murah saja. Dan biasanya mereka yang dari kalangan menengah ke bawah*." [Usually, they are the students who are looking for secondhand clothes at thrift shops. As usual, students don't earn yet, so they just look for cheap ones. And usually those from the middle low class] (interview with participant B on October 15th 2022). Seven of out of ten stated the same opinions.

The third question is about the image of people who wear secondhand clothes.

Based on the interview, it is found out that all of them think that wearing secondhand clothes do not give any special images. One of them said," *Saya tidak melihat adanya perbedaan ketika orang memakai baju baru atau baju bekas. Mereka hanya terlihat seperti orang lain. Yah, bolehkah saya tidak tahu bahwa mereka memakai pakaian bekas. Sebenarnya, di antara teman-teman, sudah umum diketahui bahwa mereka memakai pakaian bekas"* [I do not see any differences when people are wearing new clothes or secondhand clothes. They just look like other people. Well, may I don't know that they wear secondhand clothes. Actually, among friends, it is just common to know that they wear secondhand clothes.] ((interview with participant B on October 15th 2022). From this answer, it can be concluded that wearing secondhand clothes is a common thing among them.

The fourth question is about the advantages of wearing secondhand clothes.

Figure 4.3

The Advantages of Wearing Secondhand Clothes

The advantage of wearing second hand clothes

- fashionable (9)
- Comfortable 1

10%

90%

Nine of the ten respondents declared that wearing secondhand clothes, they can follow the up-to date fashion. One of the respondents said," By buying secondhand clothes at a thrift shop, I can wear the clothes that are trend. For example, I bought a hoodie which still looks good and I feel happy because I have a trend hoodie." Only one participant said that the advantage of wearing secondhand clothes is comfort. He explained that the quality of the clothes is good and it is comfortable to wear it.

However, there are also some disadvantages of wearing secondhand clothes.

Figure 4.4

The Disdvantages of Wearing Secondhand Clothes
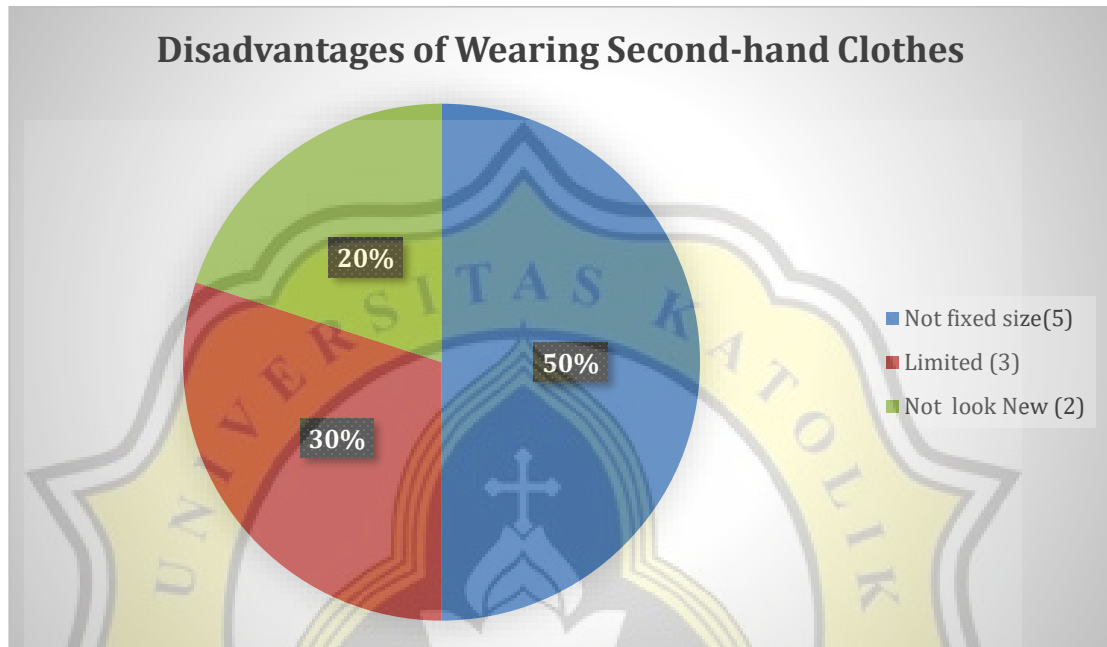
The figure describes those five participants said that the size was not really fixed, but they bought it as they had no choice. The other three participants said that the products sold in a thrift shop is limited. They did not have many choices. The other two participants said that as the clothes are not new, sometimes, it looks like old clothes. One of them said*," kadang ukurannya tidak bisa persis dengan ukuran saya, mungkin lengannya agak kepanjangan dikit"* [sometimes the size can't be exactly my size, maybe the sleeves are a little too long.] ((interview with participant C on October 17th 2022). However, they still bought although there are some weaknesses that they find with secondhand clothes.

The intention of the participants is to get a cheap price. All of them said that they can buy secondhand clothes at a cheap price that they can afford. One of the participants added that he also can get unique clothes as no other people wear the same thing. One of them said*," Tentu saja karena harganya murah. Itu alasan utama saya belanja di thrift shop"* [Of course because the price is cheap. That's the main reason I shop at the thrift shop.] (Interview with participant C on October 17th 2022). Whereas, their intention to buy new clothes is that they can get the newest model, yet still affordable. One of them clarified that new clothes are fashionable.

All of the participants perceived thrift shops are good, not bad and great. Further one of them explained that thrift shops have become a trending place to buy good quality secondhand clothes. One of the participants stated*," ya lumayanlah. Dan lagi sekarang juga lagi trend belanja di thrift shop"* [yes not bad. And now there is also a shopping trend at the thrift shop.] (Interview with participant C on October 17th 2022).

The reasons for them to buy secondhand clothes is are that they are cheap, branded and look new. Seven participants said that they are cheap and three stated that they are branded and look new. This opinion is different from the other participants who said that the disadvantages of buying secondhand clothes are that they do not look new. The following chart shows it.

Figure 4.5

The reasons for Buying secondhand Clothes

Reasons for buying second-hand clothes

30%

70%

- cheap (7)
- Branded and look new(3)

The figure shows that mostly the participants buy secondhand clothes because they are cheap.

The next one is that seven out of ten participants perceive that the stocks in thrift shops are inadequate, while the other three think that it is adequate.

Figure 4.6

The Stock Availability
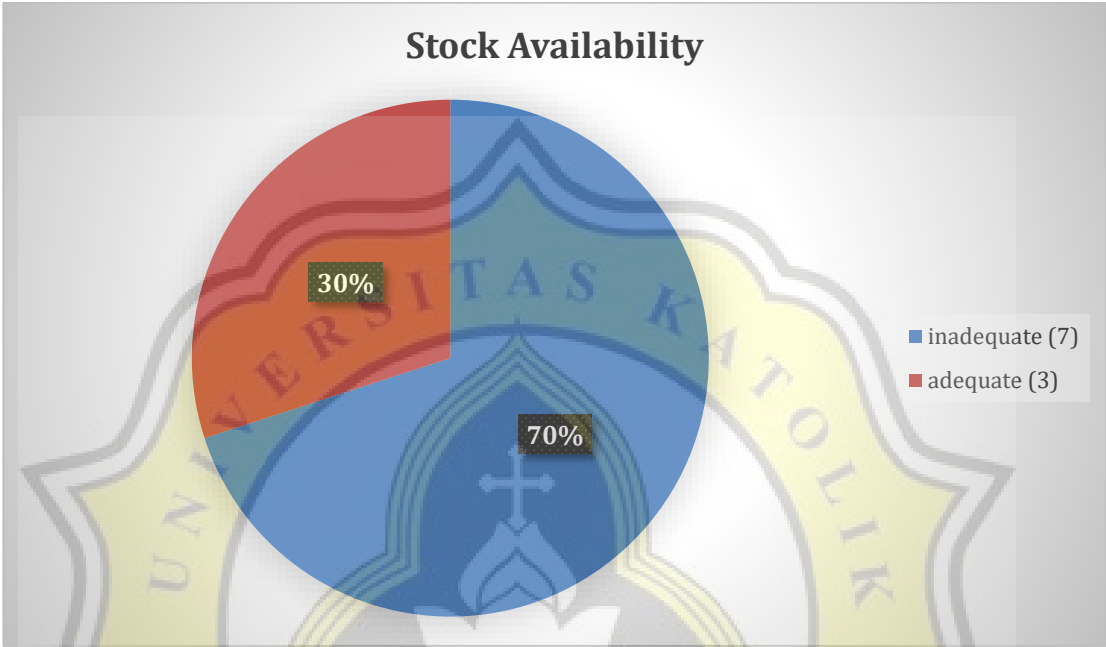
This means that seven out of ten feel that the product stock should be increased. There should be more clothes offered. The writer agrees that the stocks are not enough as in his own Sunset thrift shop. It is not easy to get good quality of secondhand clothes. Quality is what the customers want to find in a thrift shop. From the interview, it is clear that they want good quality.

Figure 4.7

The Quality of Secondhand Clothes

The Chart shows that four of the stated that the quality of the thrift shop is quite good and six of them said that the secondhand clothes are good as they look new and do not really like secondhand clothes. When the participants are asked to rate the quality from 1 to 10, none of them chose less than 6. This means that they perceive the quality is good. Three participants chose no8, five chose 7 and two chose 6.

Figure 4.8

The Quality of secondhand Clothes
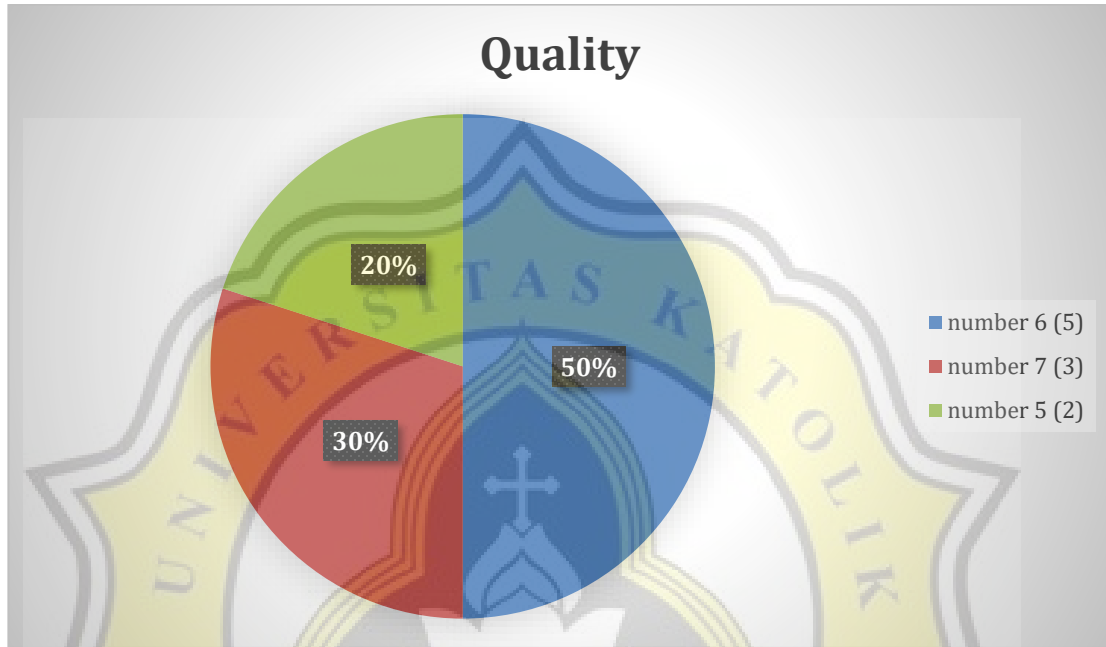
Based on the interview, it is found that thrift shops need to be improved by updating the availability of the products more often. They also suggest that the owners of thrift shops display more branded clothes and update the availability of products more often.

4.4. The Reasons for Purchasing Secondhand Clothes

To know the reasons for purchasing secondhand clothes, the writer has adopted questioner constructed by adopting the study done by Guiot & Roux (2010) and Cozer (2018). In order to know the perceptions of the customers, the writer made 13 statements. The pilot study done by distributing the questionnaire to 10 people show that all the questions in the questionnaire are valid. Therefore, all the questions are used.

The following are the classification of the reasons why the respondents buy secondhand clothes in a thrift shop. There are five different reasons for customers to buy in a thrift shop. They are critical reasons (statements 1,2,3), economic reasons (statements 4,5,6,7), experimental reasons (statements 8,11,13), fun reasons (statement 9), and hedonistic reasons (statements 10,12). The following will discuss each reason.

4.4.1. Critical Reasons

There are three statements (1,2,3) that are used to see whether the customers have critical reasons in buying the secondhand clothes.

Table 4.7

Avoidance of Conventional Channels

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	15.8	15.8	15.8
	2.00	12	31.6	31.6	47.4
	3.00	12	31.6	31.6	78.9
	4.00	8	21.1	21.1	100.0
	Total	38	100.0	100.0	

Almost half of the respondents (47%) agree that they buy the secondhand clothes because of the critical reason and more than half (53%) disagree with the second statement (*By shopping for used goods, I feel I am getting out of the consumption system where people buy because other people do).* This is a critical reason as they do not buy secondhand clothes because other people do. This shows avoidance of conventional channels. This shows that almost half of the respondents think that they

do not follow the consumption system where people usually buy new clothes. Buying

secondhand clothes is still not a trend. Whereas more than half of respondents disagree,

meaning that avoidance of the conventional channel is their reason to buy secondhand

clothes.

Table 4.8

Ethical and Ecological Dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	21.1	21.1	21.1
	2.00	21	55.3	55.3	76.3
	3.00	7	18.4	18.4	94.7
	4.00	2	5.3	5.3	100.0
	Total	38	100.0	100.0	

The second sentence is *I buy secondhand clothes at a thrift shop because of*

environmental concerns by buying clothes that are still usable. This statement is

constructed to see whether the respondents have a critical reason (ethical and ecological

dimension). They may buy secondhand clothes in order to preserve the environment.

They become one of ecological agents who do not mind buying and wearing

secondhand clothes as it can save the world. The table shows that 76.3% of respondents

agree that ethical and ecological dimensions are their reason to buy secondhand clothes.

The following table proves the same.

Table 4.9

Ethical and Ecological Dimension (Recycling)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	31.6	31.6	31.6
	2.00	17	44.7	44.7	76.3
	3.00	9	23.7	23.7	100.0
	Total	38	100.0	100.0	

The third sentence (*I buy secondhand clothes at the thrift shop because I support recycling to save the environment)* is constructed to see the same reason as the second statement, whether the respondents have a critical reason (ethical and ecological dimension). They may buy secondhand clothes in order to preserve the environment. They become the agent who saves the environment by supporting recycling. The table shows that 76.3% of respondents agree that ethical and ecological dimensions are their reason to buy secondhand clothes. They support recycling so that they can save the environment.

4.4.2. Economic Reasons

Four statements (4,5,6,7) are used to see whether the customers have economic reasons in buying the secondhand clothes.

Table 4.10

Wish to Pay Less

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	36.8	36.8	36.8
	2.00	19	50.0	50.0	86.8
	3.00	5	13.2	13.2	100.0
	Total	38	100.0	100.0	

More than three-quarters of the respondents (80.8%) agree that they buy the secondhand clothes because of the economical reason (*I buy secondhand clothes at the thrift shop because the prices are affordable).* This is an economical reason as they buy secondhand clothes because of the affordable price. This shows their wish to pay less. Buying secondhand clothes means that they can save because the price in secondhand shop is lower than the price of the new clothes.

Table 4.11

Bargain Hunting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	47.4	47.4	47.4
	2.00	13	34.2	34.2	81.6
	3.00	7	18.4	18.4	100.0
	Total	38	100.0	100.0	

The fifth sentence (*I buy secondhand clothes at thrift shops because I can find and bid on the clothes I will buy)* is constructed to see the economic reason as the fifth

statement states that the respondents can bargain the price in the secondhand clothes shop. They may buy secondhand clothes in order to get lower price by bargaining. The table shows that 81.6% of respondents agree that bargaining hunting is their reason to buy the secondhand clothes.

Table 4.12

Searching for Fair prices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	44.7	44.7	44.7
	2.00	14	36.8	36.8	81.6
	3.00	7	18.4	18.4	100.0
	Total	38	100.0	100.0	

More than three quarters of the respondents (81.6%) agree that they buy the secondhand clothes because of the economical reason *(I buy secondhand clothes at thrift shops because I know the prices of branded items that can be found at thrift shops at cheap prices).* This is an economical reason as they buy secondhand clothes because of the cheap price. This search for a fair price of the branded items. Buying secondhand clothes means that they can save because they can get branded clothes with the lower price in secondhand shop.

Table 4.13

Gratificative Role of Price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	18	47.4	47.4	47.4
	2.00	13	34.2	34.2	81.6
	3.00	7	18.4	18.4	100.0
	Total	38	100.0	100.0	

The seventh sentence (I buy secondhand clothes at a thrift shop because I can save on shopping expenses so that the funds can be allocated for other needs.) is made to see the economic reason as the seventh statement states that the respondents can get the cheap price in the secondhand clothes shop. They can buy secondhand clothes in order to get lower price. The money that they can save can be spent on other needs. The table shows that 81.6% of respondents agree that bargaining hunting is their reason to buy the secondhand clothes. This is the same percentage as for the sixth statement.

4.4.3. Experimental Reasons

Three statements (8, 11, 13) are used to see whether the customers have experimental reasons in buying the secondhand clothes. The following will see these three statements.

Table 4.14

Need to be Unique

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	10.5	10.5	10.5
	2.00	20	52.6	52.6	63.2
	3.00	14	36.8	36.8	100.0
	Total	38	100.0	100.0	

There were 63.2% of the respondents agree that they buy the secondhand clothes because of the experiential reason. The eighth statement (*I buy secondhand clothes at a thrift shop because I was looking for unique used clothes*). This is an experiential reason where they buy secondhand clothes because they look for unique secondhand clothes. This shows their need to be unique. They think that they can find unique clothes in a thrift shop. This may be true as usually a thrift shop only offers one piece of each type of clothes they sell.

Table 4.15

Nostalgic Pleasure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	15.8	15.8	15.8
	2.00	10	26.3	26.3	42.1
	3.00	20	52.6	52.6	94.7
	4.00	2	5.3	5.3	100.0
	Total	38	100.0	100.0	

The eleventh sentence (*I buy secondhand clothes at the thrift shop because I feel nostalgic for old clothes)* is made to see the experiential reason as the seventh statement states that the respondents can feel nostalgic for old clothes by searching in the secondhand clothes shop. They can buy secondhand clothes that they had in the past. The table shows that 42.1% of respondents agree with the statement, but the rest (more than half) do not agree. The writer assumes that they do not want to buy and wear old clothes which are not the trend in their era. Thus, buying these old clothes may make them lose their money.

Table 4.16

Socializing with Friend or Family Who Do the Same

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	21.1	21.1	21.1
	2.00	8	21.1	21.1	42.1
	3.00	20	52.6	52.6	94.7
	4.00	2	5.3	5.3	100.0
	Total	38	100.0	100.0	

Almost half of the respondents (42.1%) agree that they buy the secondhand clothes because of the experiential reason and more than half (57.9%) disagree with the second statement (*I buy secondhand clothes at thrift shops because I can socialize with friends or family who do the same*). This is another experiential reason. This shows social contact reason. By buying secondhand clothes they can socialize with their friends or family who also buy secondhand clothes.

4.4.4. Fun Reason

One statement (9) is constructed to see whether the customers have a fun reason in buying the secondhand clothes. The following will see this reason.

Table 4.17

Getting Fun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	21.1	21.1	21.1
	2.00	22	57.9	57.9	78.9
	3.00	8	21.1	21.1	100.0
	Total	38	100.0	100.0	

More than half of the respondents (78.9 %) agree that they buy the secondhand clothes because of the fun (*I buy secondhand clothes at the thrift shop because it's fun).* They believe buying secondhand clothes in the thrift shops is fun. There are only 8 out of 38 respondents who disagree that buying secondhand clothes can them fun.

4.4.5. Hedonistic Reasons

Two statements (10, 12) are used to see whether the customers have hedonistic reasons in buying the secondhand clothes. The following will see these three statements.

Table 4.18

Being Quite Update

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	10.5	10.5	10.5
	2.00	20	52.6	52.6	63.2
	3.00	14	36.8	36.8	100.0
	Total	38	100.0	100.0	

The tenth sentence (*I buy secondhand clothes at the thrift shop because the items are quite up-to-date*) is about the hedonistic reason The table shows that 63.2% of respondents agree with the statement. Although they buy secondhand clothes, they can find quite up-to-date clothes. The writer who has a thrift shop business usually serve customers with the up-to-date clothes and the condition is still good. The writer always tries to meet the customers' need, the best quality.

Table 4.19

Finding Classy Clothes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	15.8	15.8	15.8
	2.00	12	31.6	31.6	47.4
	3.00	20	52.6	52.6	100.0
	Total	38	100.0	100.0	

The twelfth sentence (*I buy secondhand clothes at thrift shops because I can find classy clothes*) is also a hedonistic reason. Almost half of the respondents (47.4%) agree that they can find classy clothes. Usually what the customers look for in a thrift shop is branded secondhand clothes. It proves that the customers have hedonistic reason to go to a thrift shop. They want to wear branded clothes. The importance is that the secondhand clothes is branded as others will not know that they get the branded clothes in the secondhand shops.

4.5. General Discussion

To understand the result of the study, the following is the data on the mean.

Table 4.20

The mean

	N	Minimum	Maximum	Mean	Std. Deviation
By shopping second-hand, I feel I'm escaping the consumption system: buying what you're told to buy, doing the same as everyone else.	38	1.00	4.00	2.5789	1.00355
I buy secondhand clothes at a thrift shop because of environmental concerns by buying clothes that are still usable.	38	1.00	4.00	2.0789	.78436
I buy secondhand clothes at the thrift shop because I support recycling to save the environment.	38	1.00	3.00	1.9211	.74911

	N	Minimum	Maximum	Mean	Std. Deviation
I buy secondhand clothes at the thrift shop because the prices are affordable.	38	1.00	3.00	1.7632	.67521
I buy secondhand clothes at thrift shops because I can find and bid on the clothes I will buy.	38	1.00	3.00	1.7105	.76786
I buy secondhand clothes at thrift shops because I know the prices of branded items that can be found at thrift shops at cheap prices.	38	1.00	3.00	1.7368	.75995
I buy secondhand clothes at a thrift shop because I can save on shopping expenses so that the funds can be allocated for other needs.	38	1.00	3.00	1.7105	.76786
I buy secondhand clothes at a thrift shop because I was looking for unique used clothes	38	1.00	3.00	2.2632	.64449
I buy secondhand clothes at the thrift shop because it's fun.	38	1.00	3.00	2.0000	.65760
I buy secondhand clothes at the thrift shop because the items are quite up-to-date.	38	1.00	3.00	2.2632	.64449
I buy secondhand clothes at the thrift shop because I feel nostalgic for old clothes.	38	1.00	4.00	2.4737	.82975

I buy secondhand clothes at thrift shops because I can find classy clothes.	38	1.00	3.00	2.3684	.75053
I buy secondhand clothes at thrift shops because I can socialize with friends or family who do the same.	38	1.00	4.00	2.4211	.88932
Valid N (listwise)	38				
AVERAGE				2.099	

The above data shows that the average mean is 2.099 (the average of all the mean), showing that they agree that they have the reasons mentioned in the questionnaire. However, there are some items that have less than two that can be concluded that they do not agree they have the reasons like in items 3,4,5,6 and 7. This means that they do not buy the secondhand clothes for recycling, wish to pay less, bargaining hunting, searching for fair price and for affordable price. This seems contradict with their perception of thrift shops as it is discussed in 4. 3 as all the participants interviewed stated that their intention and reason for purchasing secondhand clothes is to get a cheap price.