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Beyond trends and tight budgets: Attitudinal dynamics shaping thrift fashion purchase intentions

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Abstract

The rising trend in thrifting product consumption encourages this study to explore the psychological and social factors that influence it. This research applies a quantitative approach using path analysis techniques with SmartPLS software, involving 195 respondents who are consumers of thrifting products in Karawang. The results indicate that Social Influence and Attitude have a significant effect on Purchase Intention, while Financial Pressure shows a negative influence both directly and indirectly through Attitude. These findings imply the importance of strengthening social aspects and positive attitudes in thrifting marketing strategies and suggest further studies to explore other variables such as perceived value or emotional factors.

Keywords

Financial pressure, Social influence, Attitude, Purchase intention, Thrifting

Introduction

Fast fashion is growing rapidly worldwide and driving the mass production of clothing with rapid turnover, having a significant impact on the environment. The industry is responsible for producing millions of tons of clothing each year, much of which is quickly discarded [1]. The development of fast fashion models in time relatively short , increasing pressure on resources and increasing textile waste [2]. Although awareness of environmentally friendly products is increasing [3], the shift towards sustainable fashion still faces many challenges.

The global market is a draw for fashion companies to mass-produce clothing, resulting in much clothing waste from developed countries being exported to developing nations, including Indonesia. This situation creates environmental and social problems as developing countries become dumping grounds for textile waste. While used clothing offers economic opportunities such as thrifting, its environmental impact remains significant [4].

Thrifting market value in Figure 1 continued to increase from 2021 to 2024, rising from US$96 billion to a projected US$168 billion. This growth demonstrates growing interest

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in secondhand goods as a more economical and sustainable option [5]. According to data from the Central Statistics Agency (BPS) and the Ministry of Trade, imports of used clothing have increased significantly in recent years. In 2021, approximately 26.22 million kilograms of used clothing entered Indonesia through various channels [6].

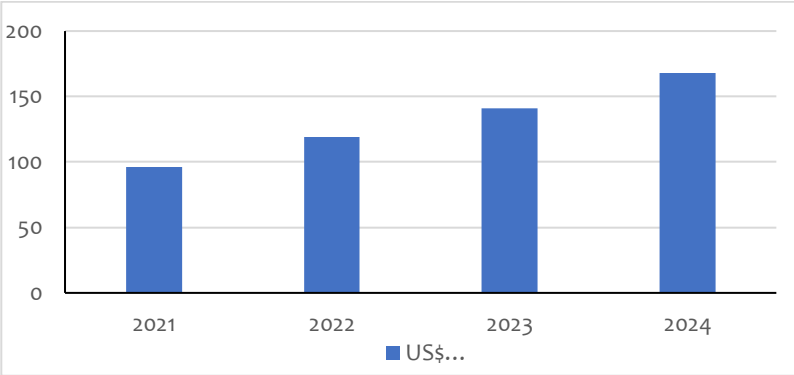

Figure 1. World thrifting market value (Source : Statista, 2024)

The thrifting phenomenon is currently experiencing significant growth and has become increasingly popular among young people, both offline and online. Thrifting refers to the activity of purchasing imported secondhand goods, such as clothing, pants, shoes, and various fashion accessories. Initially seen as a cost-saving alternative, thrifting has now evolved into a lifestyle trend that reflects creativity, individuality, and changing consumption patterns among the younger generation. The availability of unique, vintage, and branded items at more affordable prices makes thrifting an attractive option compared to buying new products in conventional retail stores. The rapid development of digital media and internet-based platforms has significantly contributed to the rise of thrifting. Social media, online marketplaces, and e-commerce platforms have expanded market access, allowing sellers to reach a wider audience without geographical limitations. In addition to economic benefits, thrifting is also associated with environmental awareness, as it promotes the reuse of clothing and helps reduce textile waste caused by fast fashion. As a result, thrifting is not only viewed as an affordable shopping alternative but also as a form of responsible and sustainable consumption among young consumers. According to approximately 49.4% of respondents admitted to having purchased thrifted clothing [7] .

Karawang has strong potential to develop as a thrifting clothing market, supported by high public enthusiasm and increasing consumer interest. According to Eviz Sanjaya, a thrifting entrepreneur and member of the Karawang Trend community, the thrifting market in Karawang has grown rapidly since he began his business in 2012, with a significant surge occurring during and after the pandemic period. The Karawang Trend Market, formerly known as Karawang Thrift Market, initially started as a small pop-up store event in 2022 and has since expanded into a large-scale festival in 2024. Eviz also emphasized that thrifting and local brands can complement each other, particularly through shared values of sustainability and responsible consumption. Karawang Trend

The market continues to grow and support local culture by encouraging the potential of thrifting as an inclusive and sustainable creative economic movement [8].

Thrifting purchases, particularly used clothing, arise from an individual's interest in the item. This interest arises from both internal and external factors [9] . Interest in thrifting products is increasing, driven by the satisfaction consumers feel in finding quality items at more affordable prices [10]. Figure 2 shows inflation trends between 2020-2024.

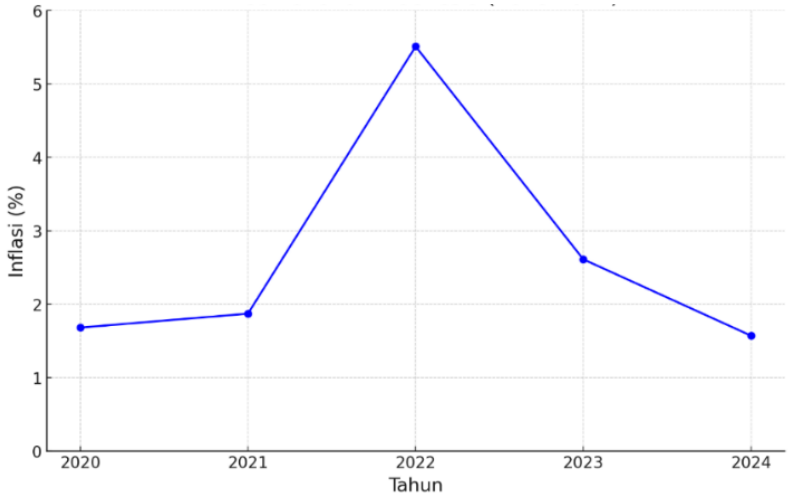

Figure 2. Inflation trends 2020-2024 (Source: Central statistics agency, 2024)

The peak of inflation in 2022 led to significant increases in energy and food prices, which substantially affected household purchasing power. Although inflation declined in the following years, its impact continued to be felt by society, particularly in rising living costs. The increase in prices of new clothing has encouraged consumers to shift toward more affordable alternatives, such as secondhand or thrifting products, as a strategy to manage and reduce expenses. At the same time, the rapid growth of social media has further accelerated the popularity of thrifting as a lifestyle trend. Various influencers frequently share their experiences in finding branded or designer items at much lower prices, which has inspired many people especially the younger generation to adopt thrifting not only as a cost-saving option but also as a fashionable and socially accepted way of consumption.

While thrifting offers advantages in terms of price and variety, the decision to purchase secondhand is often influenced by material limitations and budget constraints. Some consumers are frustrated by the difficulty of purchasing new clothing that fits the latest fashion trends, making thrifting a practical solution that allows them to stay up-to-date with fashion trends without having to spend a lot of money [11].

The Theory of Planned Behavior (TPB) explains that consumer behavior is influenced by three main components: attitudes, subjective norms, and perceived behavioral control, which collectively shape behavioral intentions and ultimately determine how an individual acts. In the context of purchasing thrifting clothing, TPB provides a relevant theoretical framework to analyze the factors that influence consumers' attitudes and

how these attitudes, along with social pressures and perceived control, contribute to the formation of purchase intentions toward secondhand fashion products.

Purchase intention is the central focus of this study. Based on previous research, financial pressure has been shown to have a significant relationship with consumer attitudes. In addition, factors such as trendy attitudes, hygiene perceptions, daily usability, and past experiences in specific situations have been found to significantly influence purchase intention. These findings suggest that consumers' evaluations and perceptions play an important role in shaping their intention to buy certain products, including secondhand fashion items. Furthermore, this study indicates that financial pressure also affects attitudes toward thrifting styles. For the younger generation, the inability to keep up with current fashion trends is often perceived as a barrier to social acceptance within peer groups. As a result, thrifting becomes an alternative that allows individuals to remain fashionable at a lower cost. This dynamic demonstrates how economic considerations and social influences simultaneously shape attitudes and ultimately drive purchase intention in the context of the thrifting phenomenon.

Social Influence refers to the process by which individuals are influenced by the behavior of others in how they think, act, and make decisions. In the purchase of secondhand clothing, factors such as social learning, social comparison, social norms, and social recognition play a role in shaping consumer decisions. Consumers are often motivated to purchase thrifting products by what they see or hear from their surroundings or social media. Several studies also support the fact that this social influence has a direct impact on the intention to purchase thrifting products , indicating that social perception plays a significant role in consumer decisions [12].

Based on the background described above, previous studies have shown consistent findings regarding the influence of two independent variables on purchase intention toward thrifting products. One of these variables, attitude, has demonstrated a positive and significant effect on purchasing interest. However, further investigation is needed to determine whether the four variables financial pressure, social influence, attitudes, and purchase intention collectively and significantly influence consumer behavior in the context of thrifting products.

Method

This study employs a quantitative approach using a questionnaire to examine the extent to which financial pressure, social influence, and attitudes affect purchase intention toward thrifting products among people in Kabupaten Karawang. The sample was selected using a purposive sampling technique, targeting respondents who meet specific criteria relevant to the research objectives, in order to obtain data that accurately represent the characteristics of thrifting consumers in the region. According to [13] the determination of samples for use in data Structure Equation Partial Modeling Least Square (SEM-PLS) can be measured on a 5-10 scale, i.e., the number of indicators multiplied by 5-10. The minimum sample size was set at 195 respondents, depending on

the number of indicators used, with several criteria. Data were collected through an online questionnaire with a Likert scale of 1–5.

The quality of the research instrument was assessed through validity and reliability testing to ensure its accuracy and consistency. Validity was examined using Pearson correlation, while reliability was measured using Cronbach's Alpha. Data analysis was conducted using the Structural Equation Modelling–Partial Least Squares (SEM-PLS) method through the SmartPLS 3.0 application. The analysis began with the evaluation of the measurement model (outer model) to assess construct validity and reliability by examining convergent validity, discriminant validity, and composite reliability values. Subsequently, the structural model (inner model) was evaluated to test the relationships between variables using model fit indicators such as R-square, effect size (F-square), and predictive relevance (Q-square). To further examine the influence among latent variables, the bootstrapping method was applied to test both direct and indirect effects.

Results

Validity test

The validity testing criteria used are if the calculated r > r table (0.316), then the research instrument is said to be valid at a significance level (α) of 5%. Referring to the Table 1, all items show a calculated r value that is higher than r table. So all items are declared to meet the validity criteria and are suitable for use in research.

Table 1. Validity test Pearson correlation

Variables	Indicator	R Count	R Table	Information
Financial Pressure (X1)	X1.1	0.773	0.316	Valid
	X1.2	0.626	0.316	Valid
	X1.3	0.654	0.316	Valid
	X1.4	0.795	0.316	Valid
	X1.5	0.639	0.316	Valid
	X1.6	0.660	0.316	Valid
	X1.7	0.706	0.316	Valid
	X1.8	0.701	0.316	Valid
	X1.9	0.773	0.316	Valid
Social Influence (X2)	X2.1	0.834	0.316	Valid
	X2.2	0.801	0.316	Valid
	X2.3	0.627	0.316	Valid
	X2.4	0.849	0.316	Valid
	X2.5	0.877	0.316	Valid
	X2.6	0.704	0.316	Valid
	X2.7	0.617	0.316	Valid
	X2.8	0.769	0.316	Valid
	X2.9	0.887	0.316	Valid
	X2.10	0.807	0.316	Valid
	X2.11	0.731	0.316	Valid
	X2.12	0.756	0.316	Valid
Attitude (Y)	Y.1	0.890	0.316	Valid
	Y.2	0.898	0.316	Valid
	Y.3	0.896	0.316	Valid

Variables	Indicator	R Count	R Table	Information
	Y.4	0.912	0.316	Valid
	Y.5	0.811	0.316	Valid
	Y.6	0.900	0.316	Valid
	Y.7	0.919	0.316	Valid
	Y.8	0.909	0.316	Valid
	Y.9	0.792	0.316	Valid
Purchase Interest (Z)	Z.1	0.884	0.316	Valid
	Z.2	0.801	0.316	Valid
	Z.3	0.865	0.316	Valid
	Z.4	0.887	0.316	Valid
	Z.5	0.892	0.316	Valid
	Z.6	0.793	0.316	Valid
	Z.7	0.842	0.316	Valid
	Z.8	0.905	0.316	Valid
	Z.9	0.892	0.316	Valid

Reliability test

Reliability testing is carried out by comparing Cronbach's values. alpha with a value of 0.6. Cronbach's value alpha > 0.600 then the instrument is said to be reliable. Based on the Table 2, all variables in this study have Cronbach's Alpha exceeds 0.600, so it can be concluded that all variables in this study are reliable.

Table 2. Reliability test

Variables	Cronbach's Alpha	Criteria	Information
Financial Pressure	0.994	0.600	Reliable
Social Influence	0.939	0.600	Reliable
Attitude	0.964	0.600	Reliable
Purchase Interest	0.956	0.600	Reliable

Evaluation of measurement model (outer model)

First, Validity Test Convergent Validity. Standard mark in validity convergent determined through mark Average Variance Extracted (AVE), if the AVE value ≥ 0.5 is considered valid. The convergent validity value is seen from the loading results factor ≥ 0.70 is considered sufficient. Based on Table 3, all indicators have a value > outer the loading value is 0.70, so all variables are declared valid. Based on Table 4, all four variables have values > 0.50, so they can be said to be valid.

Table 3. Outer loading values

Indicator	Financial Pressure	Social Influence	Attitude	Purchase Interest	Information
X1.1	0.747				Valid
X1.2	0.769				Valid
X1.3	0.754				Valid
X1.4	0.764				Valid
X1.5	0.766				Valid
X1.6	0.791				Valid
X1.7	0.705				Valid
X1.8	0.722				Valid
X1.9	0.793				Valid
X2.1		0.832			Valid
X2.2		0.808			Valid
X2.3		0.813			Valid

Indicator	Financial Pressure	Social Influence	Attitude	Purchase Interest	Information
X2.4		0.822			Valid
X2.5		0.827			Valid
X2.6		0.775			Valid
X2.7		0.742			Valid
X2.8		0.807			Valid
X2.9		0.829			Valid
X2.10		0.804			Valid
X2.11		0.760			Valid
X2.12		0.787			Valid
Y1.1			0.860		Valid
Y1.2			0.856		Valid
Y1.3			0.877		Valid
Y1.4			0.873		Valid
Y1.5			0.824		Valid
Y1.6			0.854		Valid
Y1.7			0.866		Valid
Y1.8			0.877		Valid
Y1.9			0.829		Valid
Z1.1				0.861	Valid
Z1.2				0.858	Valid
Z1.3				0.860	Valid
Z1.4				0.862	Valid
Z1.5				0.878	Valid
Z1.6				0.846	Valid
Z1.7				0.850	Valid
Z1.8				0.872	Valid
Z1.9				0.876	Valid

Table 4. Average variance extracted (AVE) values

Variables	*Average Variance Extracted* (AVE)	Criteria	Information
Financial Pressure	0.573	0.5	Valid
Social Influence	0.642	0.5	Valid
Attitude	0.735	0.5	Valid
Purchase Interest	0.744	0.5	Valid

Second, Discriminant validity. Discriminant validity can be evaluated through three approaches, namely Cross Loading, Fornell-Larcker, and Heterotrait-Monotrait Ratio (HTMT). Based on Table 5, the square root value of AVE for each variable is higher than its correlation with other variables, which indicates that discriminant validity has been fulfilled. Heterotrait-Monotrait Values Ratio (HTMT) in Table 6 for the four latent variables < 0.9. This indicates that all latent variables have met the discriminant validity criteria.

Table 5. Fornell-larcker criterion

Variables	Financial Pressure (X1)	Social Influence (X2)	Attitude (Y1)	Purchase Interest (Z1)	Information
Financial Pressure	0.757				Valid
Social Influence	0.046	0.801			Valid
Attitude	-0.388	0.679	0.858		Valid
Purchase Interest	-0.386	0.592	0.775	0.863	Valid

Table 6. Heterotrait-monotrait ratio (HTMT)

Variables	Financial Pressure (X1)	Social Influence (X2)	Attitude (Y1)	Purchase Interest (Z1)	Information
Financial Pressure					Valid
Social Influence	0.088				Valid
Attitude	0.412	0.711			Valid
Purchase Interest	0.406	0.616	0.809		Valid

Third, Reliability Test (Composite Reliability). Composite Reliability assesses internal consistency of indicators in represents the latent construct. In SmartPLS, CR becomes size main reliability, and a value of ≥ 0.70 indicates that the construct already reliable and can accepted in study. Based on Table 7, all variables own CR and Cronbach's alpha values are >0.70 so fulfil criteria reliability.

Table 7. Composite reliability values

Variables	Cronbach's alpha	Composite reliability (rho_c)	Information
Financial Pressure	0.907	0.924	Reliable
Social Influence	0.949	0.955	Reliable
Attitude	0.955	0.962	Reliable
Purchase Interest	0.957	0.963	Reliable

Structural model evaluation (inner model)

First, path coefficient estimation. Coefficient track shows big influence between latent constructs. Significance tested via bootstrapping, with t-statistic criteria > 1.96 or p-value < 0.05. The t-value is more height and value *p- value* low signify significant influence in a way statistics. Based on the Table 8, all paths in the model are proven to be significant. Social Influence (X2) has a positive effect on Purchase Intention (Z1) and Attitude (Y1), indicated by a high coefficient and p- value of 0.000. Conversely, Financial Pressure (X1) has a negative and significant effect on Attitude (Y1) with a coefficient value of -0.420, as well as Purchase Intention (Z1) with a coefficient value of -0.414. Since all t-values are > 1.96 and p- values < 0.05, it can be concluded that all relationships between variables in the model are significant.

Table 8. Path Coefficient Values, T Values, and P Values

Variables	Original sample (O)	T Count	P Values
X2 -> Z1	0.611	9.131	0.000
X1 -> Y1	-0.420	7.798	0.000
X1 -> Z1	-0.414	7.877	0.000
X2 -> Y1	0.699	14.025	0.000

Second, Coefficient of Determination. The R- squared test shows the extent to which exogenous variables can explain endogenous variables in a research model. An R-squared value of ≥ 0.67 is considered strong, ≥ 0.33 is considered moderate, and ≥ 0.19 is considered weak Table 9. Purchase Intention has an R- square value of 0.637, meaning that 63.7% of its variability is explained by the independent variables in the model, while 36.3% is influenced by external factors. This value indicates a very strong relationship. Meanwhile, Attitude has an R- square of 0.521, meaning that 52.1% of its variation is

explained by the independent variables in the model and 47.9% by external factors, reflecting the model's fairly good ability to explain these variables.

Table 9. R-square values

Variables	R Square	Adjusted R Square	Information
Purchase Interest (Z1)	0.637	0.634	Strong
Attitude (Y1)	0.521	0.516	Strong

Third, Effect size (F square). F-square is used to determine the extent to which an exogenous construct contributes to an endogenous variable by comparing the change in R- square when the construct is removed. The F- square value indicates the strength of the influence: 0.02 is small, 0.15 is medium, and 0.35 is large. Based on the Table 10, Social Influence (X2) contributes significantly to Attitude (Y1) with F Square 1.343 and has a significant influence on Purchase Intention (Z1) of 0.778. Financial Pressure (X1) has a significant influence on Purchase Intention (0.357) and a moderate influence on Attitude (0.484).

Table 10. F Square Values

Variables	F Square	Information
X2 -> Z1	0.778	Big
X1 -> Y1	0.484	Big
X1 -> Z1	0.357	Big
X2 -> Y1	1.343	Big

Table 11. Q Square values

Variables	Q Square
Y1.1	0.471
Y1.2	0.450
Y1.3	0.439
Y1.4	0.424
Y1.5	0.457
Y1.6	0.377
Y1.7	0.444
Y1.8	0.456
Y1.9	0.498
Z1.1	0.434
Z1.2	0.446
Z1.3	0.306
Z1.4	0.281
Z1.5	0.352
Z1.6	0.415
Z1.7	0.280
Z1.8	0.361
Z1.9	0.386

Fourth, Predictive relevance (Q square). Q Square is used to assess the model's predictive ability against reflective endogenous constructs through blindfolding techniques. A Q^2 value > 0 indicates the model has good predictive ability, with categories of 0.02 (low), 0.15 (medium), and 0.35 (high). Based on the Table 11, all indicators in the Attitude and Purchase Intention constructs have Q- square values above 0.28, indicating good to high predictive ability. The highest value is found at Y1.9

(0.498) and the lowest at Z1.7 (0.280). Overall, the model has adequate predictive power for both endogenous constructs (Figure 3).

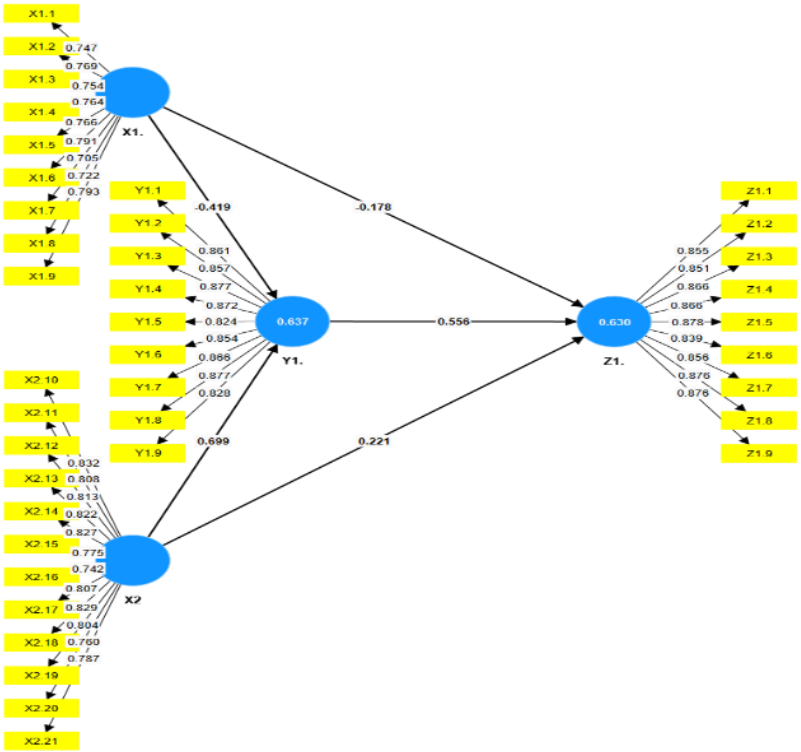

Figure 3. p-value and t-count in the research model

Fifth, Effect direct effect. Direct test results the bootstrapping effect analysis showed that all hypotheses were proven significant. Financial Pressure (X1) had a significant effect on Attitude (Y1) (t = 7.819; p = 0.000; coefficient –0.419) and Purchase Intention (Z1) (t = 2.483; p = 0.007; coefficient –0.178). Social Influence (X2) also has a significant influence on Attitude (Y1) (t = 14.017; p = 0.000; coef. 0.699) and Purchase Intention (Z1) (t = 3.257; p = 0.001; coef . 0.221). In addition, Attitude (Y1) has a significant influence on Purchase Intention (Z1) (t = 5.680; p = 0.000; coef. 0.556). Thus, all five relationships in the model are proven to be directly significant Table 12.

Table 12. Results of path coefficient bootstrapping direct effect

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Note
X1 -> Y1	-0.419	-0.424	0.054	7.819	0.000	Proven
X1 -> Z1	-0.178	-0.185	0.072	2.483	0.007	Proven
X2 -> Y1	0.699	0.694	0.050	14.017	0.000	Proven
X2 -> Z1	0.221	0.225	0.068	3.257	0.001	Proven
Y1 -> Z1	0.556	0.545	0.098	5.680	0.000	Proven

Sixth, Indirect effect. The results of the indirect effect test show that second track mediation in the significant model Table 13. Financial Pressure (X1) has an effect No direct in a way significant to Purchase Interest (Z1) through Attitude (Y1) with coefficient –0.233 (t = 5.517; p = 0.000). Social Influence (X2) is also proven own influence No significant direct on Purchase Interest through Attitude, with coefficient 0.388 (t =

4.710; p = 0.000). With Thus, Attitude (Y1) plays a role as an effective mediator on both sides connection.

Table 13. Results of Path Coefficient Bootstrapping Indirect Effect

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Note
X1 -> Y1 -> Z1	-0.233	-0.229	0.042	5.517	0.000	Proven
X2 -> Y1 -> Z1	0.388	0.380	0.082	4.710	0.000	Proven

Discussion

The influence of financial pressure on buying interest

Financial impact the effect of financial pressure on purchasing interest was found to be significantly negative, indicated by a coefficient of -0.178, a t-statistic of 2.483 (>1.96), and a p-value of 0.007 (<0.05). This means that the higher the perceived financial pressure, the lower the consumer's interest in purchasing thrifting clothing, as they tend to prioritize basic needs and reduce non-priority expenses. This finding indicates that people in Karawang purchase thrifting clothing not due to economic pressure, but rather are influenced by other factors such as trends, lifestyle, or social influences. These results differ from Halimin's research [11], who discovered the financial impact positive and significant pressure due to differences in product context and consumer characteristics.

The influence of social influence on purchase interest

The results indicate that social influence has a positive and significant effect on purchase intention, as reflected by a coefficient of 0.221, a t-statistic of 3.257 (>1.96), and a p-value of 0.001 (<0.05). This means that the stronger the social influence received from peers, friends, or close social groups, the higher the individual's interest in purchasing thrifting clothing. Among the examined variables, social influence shows the strongest impact on purchase intention, highlighting the important role of social acceptance and peer dynamics in shaping consumer behavior. In the context of Karawang, the high level of social influence can directly contribute to increased demand for thrifting products, as purchasing decisions are significantly driven by social trends and group conformity. Findings This consistent with study [12] and [14], which show that encouragement social play a role significant in increase interest buy consumers.

The influence of financial pressure on attitudes

The results indicate that financial pressure has a significant negative effect on attitudes, as shown by a coefficient of -0.419, a t-statistic of 7.819 (>1.96), and a p-value of 0.000 (<0.05). This means that the higher the financial pressure perceived by individuals, the less favorable their attitudes toward purchasing thrifting clothing products. Under economic strain, individuals tend to be more cautious in managing their finances, prioritize essential needs, and limit non-essential or consumptive spending. In the context of Karawang, this finding suggests that positive attitudes toward thrifting

clothing are not primarily shaped by financial pressure, but rather by other factors such as perceived value, lifestyle preferences, and social influence, indicating that economic constraints are not the main driver of favorable attitudes toward thrifting products in the community.

The influence of Social Influence on Attitude

The findings demonstrate that social influence has a positive and significant effect on attitudes, as reflected by a coefficient of 0.699, a t-statistic of 14.017 (>1.96), and a p-value of 0.000 (<0.05). This result indicates that support and encouragement from the surrounding environment, including friends, peers, and influencers, can significantly strengthen consumers' positive attitudes toward thrifting clothing. In this context, social influence plays a crucial role in shaping individuals' perceptions, evaluations, and overall attitudes toward thrifting trends, highlighting the importance of social interaction and group dynamics in the formation of favorable consumer attitudes. This finding is in line with research by [15], which found that *Social Influence* has a positive and significant impact on the formation of consumer attitudes. These results indicate that social pressure from the surrounding environment, whether in the form of opinions, invitations, or role models from people considered important, can influence an individual's perspective on a particular product or consumption behavior.

The influence of attitude on purchase intention

The results indicate that attitude has a positive and significant effect on purchase intention, as shown by a coefficient of 0.556, a t-statistic of 5.680 (>1.96), and a p-value of 0.000 (<0.05). This finding suggests that the more positive an individual's attitude toward thrifting clothing products, the stronger their intention to make a purchase. It highlights that attitudes—shaped by knowledge, emotions, perceptions, and beliefs about the product—play a crucial role in influencing consumer decision-making and in driving purchase intention toward thrifting products. This finding aligns with research by [11] , and who found that attitude has a positive and significant influence on purchase interest.

The influence of financial pressure on purchase intention through attitude

The analysis indicates that Financial Pressure (X1) has a significant indirect effect on Purchase Intention (Z1) through Attitude (Y1), as evidenced by a coefficient of -0.233, a T-statistic of 5.517 (>1.96), and a p-value of 0.000 (<0.05). This result suggests that the financial pressure experienced by individuals can lead to the formation of negative attitudes toward purchasing, which in turn reduces their purchase intention. Individuals facing high financial pressure are more likely to restrain their spending, even when they are interested in a particular product. These findings confirm that attitude functions as a psychological mediating mechanism that links financial pressure to purchasing decisions, demonstrating its important role in explaining how economic constraints influence consumer behavior. This finding is not in line with the results of Halimin's

research [11], who found that financial Pressure through attitudes actually has a positive and significant influence on consumer purchasing interest.

The influence of social influence on purchase interest through attitude

The results of the analysis show that *Social Influence* (X2) has a significant indirect influence on Purchase Intention (Z1) through Attitude (Y1), with a coefficient value of 0.269, T statistic 4.710 (>1.96), and P value 0.000 (<0.05). This means that social influence from the surrounding environment, both directly and indirectly, can shape consumers' positive attitudes towards *thrifting products,* which ultimately encourages purchase interest. Positive social influence from influencers, peers, public figures, and other people's personal experiences can shape positive attitudes towards thrifting clothing.

Conclusion

This study demonstrates that financial pressure has a negative effect on both purchase intention and attitude, whereas social influence exerts a positive impact on both variables. Attitude is also proven to play a significant role in increasing purchase intention. Furthermore, financial pressure indirectly reduces purchase intention through its negative influence on attitude, indicating that higher levels of financial pressure can weaken positive attitudes and subsequently decrease consumers' interest in purchasing thrifting clothing. In contrast, social influence enhances purchase intention both directly and indirectly through attitude as a mediating variable; stronger social influence fosters more positive attitudes and ultimately encourages greater purchase interest.

From a managerial perspective, sellers can leverage social influence as a key strategic tool, particularly by collaborating with influencers and thrifting communities to build positive perceptions and stimulate purchasing interest. Strengthening brand image by emphasizing sustainability, uniqueness, and affordability is also essential to cultivate favorable consumer attitudes. For future research, it is recommended to expand the study area beyond Karawang, incorporate additional mediating or moderating variables, and apply mixed methods approaches to enrich the analysis. Further studies may also explore consumer segmentation and examine the role of digitalization and social media in shaping attitudes and purchase intention toward thrifting products.

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