

## **Impact Product Knowledge and Lifestyle on Purchasing Decisions Thriftshop in Indonesia: WOM Intervening Variable**

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### **Abstract**

The rapid growth of thrift shops in Indonesia has increased the complexity of consumer purchasing decisions due to the unique characteristics of second-hand products and their relatively higher perceived risk compared to new products. This study aims to analyze the effects of product knowledge and lifestyle on purchasing decisions, with word of mouth as an intervening variable among thrift shop consumers in Indonesia. This research adopts a quantitative approach with an explanatory research design. Data were collected through an online questionnaire survey involving 120 respondents who had prior experience purchasing thrift products, selected using purposive sampling. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results indicate that product knowledge and lifestyle have a positive and significant effect on word of mouth and purchasing decisions. Furthermore, word of mouth is proven to have a significant effect on purchasing decisions and partially mediates the relationship between product knowledge and lifestyle on purchasing decisions. These findings suggest that consumers' understanding of products and lifestyle compatibility not only directly influence purchasing decisions but are also strengthened through interpersonal communication among consumers. This study contributes theoretically to the development of consumer behavior literature and provides practical implications for thrift shop managers in designing effective marketing strategies.

**Keywords:** *product knowledge, lifestyle, word of mouth, purchase decision, thriftshop*

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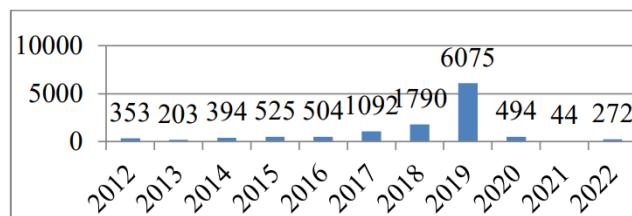
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## Introduction

The development of fashion over time has transformed its function from a basic necessity into a symbol of lifestyle, social status, and personal identity. The fashion industry continuously introduces new trends that encourage consumers, particularly younger generations, to choose clothing that reflects their personality and preferences (Suarningsih et al., 2021). This diversity of choices has made consumers increasingly selective in making purchasing decisions by considering various aspects such as quality, design, price, and environmental sustainability issues ( Saputra & Sukmawati, 2023).

One phenomenon that has emerged alongside these changes is thrifting, which refers to the activity of purchasing second-hand goods that are still suitable for use. Thrifting is perceived as a more economical and environmentally friendly shopping alternative, as it contributes to reducing textile waste (Aswadana et al., 2022). This practice is also aligned with the zero-waste concept, considering that the fashion industry is one of the largest contributors to global waste (Mahabarata, 2020). In addition to economic and environmental factors, consumers are also attracted by the excitement of finding branded products with good quality at affordable prices, such as Adidas, Nike, Zara, H&M, Uniqlo, and Levi's.

The development of thrifting in Indonesia shows a significant upward trend. According to data from the Central Statistics Agency (BPS), imports of used clothing experienced a substantial increase between 2018 and 2020. In 2019, the import volume peaked at 392 tons, indicating strong demand for second-hand apparel during this period (Putri, 2023). However, this upward trend did not persist, as imports declined sharply in subsequent years, falling to below 10 tons in 2021. As shown in Figure 1, the growth of used clothing imports in 2022 demonstrates a renewed increase, reflecting shifts in consumer behavior and evolving market dynamics within the second-hand fashion industry.



**Figure 1.** Graph of growth in used clothing imports in 2022  
(Source: dataindonesia.id, 2023)

Furthermore, the used clothing market in Indonesia continues to show sustained growth and is projected to expand through 2025. This trend is reflected in consumer behavior, as 67% of millennials and Generation Z have purchased second-hand clothing (Sarwindaningrum, 2024). While data from Goodstats indicate that 49.4% of Indonesian youth have bought second-hand fashion products (Hidayah, 2023). This trend is further supported by data from the Central Statistics Agency (BPS), which reports that used clothing imports reached 3,865.4 tons in 2024 and 1,242.8 tons between January and August 2025 (Pratama, 2025). As shown in Figure 2, the increase in used clothing imports reflects shifts in consumer behavior and market dynamics in the second-hand fashion industry.



**Figure 2.** Graph of growth in used clothing imports in 2024-2025  
(Source: katadata.co.id, 2025)

The increasing interest in thrifting has encouraged the emergence of various thrift shops as business entities selling high-quality second-hand clothing sourced from both domestic and international markets (Zitner, 2023). The presence of thrift shops facilitates consumers in obtaining second-hand products without the need for manual searching. However, purchasing decisions in thrift shops tend to be more complex than in conventional retail settings due to the unique characteristics of thrift products, such as varying conditions, limited availability, and uncertainty regarding product quality and authenticity. In this context, consumer behavior in thrift shops is influenced by various internal and external factors. Understanding consumer behavior is not a simple task, as purchasing decisions involve complex evaluation processes (Hamzah, 2022). Factors such as product knowledge, lifestyle, and word of mouth play a crucial role in shaping purchasing decisions, particularly for thrift products that involve a higher perceived risk than new products.

Product knowledge plays a significant role in enhancing consumers' confidence in evaluating the value and benefits of a product. According to Resmawa (2017) product knowledge encompasses all information and understanding possessed by consumers about a product, which can influence subsequent purchasing behavior. The higher the level of product knowledge consumers have, the greater their confidence and certainty in making purchasing decisions (Suwarman, 2011). This becomes highly relevant in the context of thrifting, where consumers must understand product quality, condition, and authenticity to minimize purchase risk.

In addition to product knowledge, purchasing decisions are also influenced by lifestyle, which refers to patterns of living reflected in an individual's activities, interests, and opinions. Lifestyle is dynamic and can change in response to trends and individual preferences (Mongisidi et al., 2019). In the context of thrifting, lifestyles that emphasize creativity, uniqueness, and environmental awareness encourage consumers to seek vintage or limited-edition products as a form of self-expression. The alignment between lifestyle and thrifting activities can create positive experiences that motivate consumers to share stories and recommendations with others.

Such sharing of experiences is known as Word of Mouth (WOM). Word of mouth refers to informal communication among consumers in the form of opinions, recommendations, or experiences related to products or services (Hasan, 2010). WOM plays a crucial role because consumers tend to trust information obtained

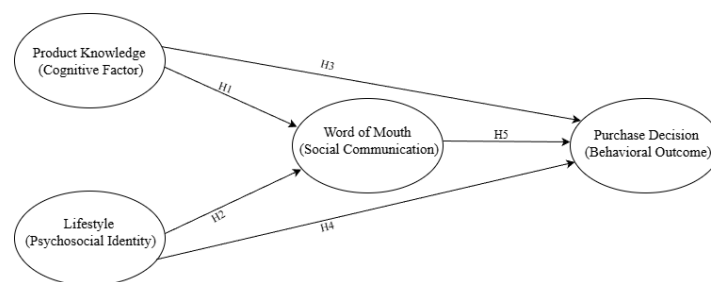
from friends, communities, or social media more than promotional messages from sellers. In the context of thrift shops, word of mouth becomes particularly influential, as previous buyers' experiences often serve as the primary reference for potential consumers in evaluating product quality and feasibility.

Purchasing decisions represent the final stage of the consumer evaluation process based on various information sources. These decisions are influenced by economic, psychological, and social factors (Alma, 2016). In thrift shops, purchasing decisions are not solely based on price and quality but are also shaped by perceived risk, social recommendations, and lifestyle values embraced by consumers.

Several studies conducted by Ubaidi & Batu (2021), Dewi & Mahargiono (2022), and Nurcahyo & Riskayanto (2018) have examined the effects of product knowledge, lifestyle, and word of mouth on purchasing decisions and reported significant results. However, the influence of product knowledge, lifestyle, and word of mouth remains inconsistent. Studies by Sari (2024), Dewi (2023), and Hasan & Utami (2024) found that product knowledge, lifestyle, and word of mouth did not significantly affect purchasing decisions. These inconsistencies indicate the existence of a research gap, suggesting that previous studies predominantly relied on direct-effect approaches that fail to comprehensively explain the relationship between product knowledge and lifestyle and purchasing decisions.

Most previous studies have positioned product knowledge, lifestyle, and word of mouth as independent variables operating separately, without examining the structural role of word of mouth in transmitting the effects of product knowledge and lifestyle on purchasing decisions. As a result, the explanatory power of existing research models is limited and may contribute to divergent empirical findings. The novelty of this study lies in the development and empirical testing of an integrated mediation model that positions word of mouth as an intervening variable bridging the influence of product knowledge and lifestyle on purchasing decisions, thereby extending beyond the direct-effect approach that dominates prior research.

### Conceptual Framework and Hypotheses



**Figure 3.** Thinking Framework

The conceptual framework of this study positions product knowledge and lifestyle as antecedent factors influencing purchase decisions, both directly and indirectly through word of mouth. Product knowledge is understood as a cognitive factor, while lifestyle represents consumers' psychosocial identity. Word of mouth is explicitly positioned as a mediating mechanism of social communication that transmits cognitive and psychosocial influences into purchase decisions as a behavioral outcome. The pathways from product knowledge → word of mouth →

purchase decision and lifestyle → word of mouth → purchase decision emphasize the role of word of mouth as the primary mediator, while the direct paths are retained to indicate the presence of partial mediation in the formation of purchase decisions.

**The path connecting product knowledge and word of mouth represents a partial relationship**

Product knowledge refers to the extent to which consumers understand product details, such as quality, benefits, and usage. Consumers who perceive themselves as having a good understanding of a product tend to be more active in sharing experiences, opinions, and recommendations, thereby encouraging the formation of word-of-mouth communication. Studies conducted by Khoirunnisa (2023), Prasetyo (2024), and Tyas & Elvira (2024) found a positive relationship between product knowledge and word of mouth. These findings indicate that higher levels of consumer product knowledge increase the likelihood of consumers providing recommendations, sharing experiences, and disseminating positive information to others. Based on this explanation, the following hypothesis is proposed:

**H<sub>1</sub>: Product knowledge affects word of mouth.**

**The path connecting lifestyle and word of mouth represents a partial relationship.**

Consumers whose lifestyles are aligned with a particular product or trend tend to be more active in discussing and sharing their experiences with others. Research conducted by Adeliika et al. (2024), Sulistiyani & Nurlinda (2023), and Saputra & Santosa (2024) demonstrates a positive relationship between lifestyle and word of mouth. This indicates that the stronger the alignment between consumers' lifestyles and the products they use, the greater their tendency to share experiences, either directly or through digital media. Based on this explanation, the following hypothesis is proposed:

**H<sub>2</sub>: Lifestyle affects word of mouth.**

**The path connecting product knowledge and purchasing decisions represents a partial relationship.**

Product knowledge encompasses various types of information possessed by consumers regarding a product. Previous studies conducted by Suparwi & Fitriyani (2020), Rachmawati (2024), and Putri & Susilowati (2025) show a positive relationship between consumers' level of product knowledge and purchasing decisions. Based on this explanation, the following hypothesis is proposed:

**H<sub>3</sub>: Product knowledge affects purchasing decisions.**

**The path connecting lifestyle and purchasing decisions represents a partial relationship.**

Lifestyle refers to patterns of behavior, habits, and perspectives of individuals or groups, including activities, interests, and preferences in daily life. Studies conducted by Ananda et al. (2025), Pujianingsih et al. (2025), and Dzakiyah & Sutrisna (2025) indicate a positive relationship between lifestyle and purchasing decisions. These findings suggest that consumers' lifestyles can drive tendencies in

purchasing decision-making. Based on this explanation, the following hypothesis is proposed:

**H<sub>4</sub>: Lifestyle affects purchasing decisions.**

**The path connecting word of mouth and purchasing decisions represents a partial relationship.**

Word of mouth is a form of interpersonal communication involving the exchange of information, experiences, or recommendations regarding a product or service. Research by Pamungkas (2021), Noviana (2025) and Irfandi & Chairiyaton (2025) finds that word of mouth has a positive relationship with consumers' purchasing decisions. This indicates that information and recommendations obtained from others can influence consumers' confidence in making purchasing decisions. Based on this explanation, the following hypothesis is proposed:

**H<sub>5</sub>: Word of mouth affects purchasing decisions.**

**The path connecting product knowledge and purchasing decisions through word of mouth is an intervening variable.**

A strong understanding of a product can increase consumers' confidence and encourage them to disseminate positive information through interpersonal communication. This word-of-mouth communication subsequently influences other consumers' perceptions and increases the likelihood of purchasing decisions. Studies conducted by Ayuningsih & Maftukhah (2020), Febriyanti (2024), and Tyas & Elvira (2024) indicate that product knowledge positively affects purchasing decisions through word of mouth. Based on this explanation, the following hypothesis is proposed:

**H<sub>6</sub>: Product knowledge affects purchasing decisions through word of mouth.**

**The path connecting lifestyle and purchasing decisions through word of mouth as an intervening variable.**

The alignment between consumers' lifestyles and specific products encourages consumers to be more active in sharing experiences and recommendations through interpersonal communication. This communication subsequently influences the perceptions and interests of other consumers, thereby increasing the likelihood of purchasing decisions. Studies conducted by Indriana & Helmi (2025), Manullang & Gultom (2024), and Haristiyanti et al. (2023) demonstrate a strong relationship between lifestyle, word of mouth, and purchasing decisions. Based on this explanation, the following hypothesis is proposed:

**H<sub>7</sub>: Lifestyle affects purchasing decisions through word of mouth.**

## **Methodology**

This study employs a quantitative approach with an explanatory research design. According to Mulyadi (2013) Explanatory research is used to examine relationships or causal effects among variables that are assumed to be interrelated. The quantitative method is applied because it utilizes statistical techniques during the analysis process, resulting in numerical data and findings. This method emphasizes objectivity and enables researchers to measure variables in a structured manner using questionnaires, which are subsequently tested for validity and reliability (Sahir, 2022).

The population in this study consists of individuals who meet the criteria established by the research objectives. In quantitative research, a population refers to the entire group of individuals, situations, or objects that the research aims to describe (Swarjana, 2022). Accordingly, the population of this study comprises all thrift shop consumers in Indonesia who are at least 16 years old and have experience purchasing or an interest in thrift products. The minimum age requirement is determined based on the assumption that individuals within this age range possess sufficient cognitive ability to comprehend questionnaire items and make independent purchasing decisions.

The sampling technique used in this study is purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives. This technique is chosen because the study focuses on examining the relationships among variables within a group of respondents who have relevant experience with thrift products. The criteria for respondents include individuals who have purchased thrift shop products or have an interest in thrift products in Indonesia. A sample represents a subset of the population that is expected to reflect the overall characteristics of the population. Therefore, the determination of sample size in this study follows the guidelines proposed by Hair et al. (2022) which suggests that the minimum sample size should be five to ten times the number of indicators. This study employs 15 indicators; thus, the minimum required sample size is  $15 \times 5 = 75$  respondents, while the maximum is  $15 \times 10 = 150$  respondents. Based on these criteria, a total of 120 respondents were successfully collected, indicating that the sample size meets the adequacy requirements for further analysis.

This study utilizes both primary and secondary data. Primary data refer to data obtained directly by the researcher from original sources and have not been previously collected (Kuncoro, 2009). In this study, primary data were collected through a digital survey distributed to respondents using Google Forms. All responses gathered are considered original data and serve as the main source for analysis. Variable measurement was conducted using a five-point Likert scale to assess respondents' levels of agreement with the statements provided, ranging from strongly disagree to strongly agree. The use of the Likert scale aims to quantitatively measure respondents' perceptions, attitudes, and evaluations of the independent and dependent variables examined in this study. In addition to primary data, this study also utilizes secondary data obtained from various sources, including textbooks, scholarly journal articles, academic publications, and relevant online sources related to consumer behavior and thrift shopping. Secondary data are used to strengthen the theoretical foundation, develop the conceptual framework, and support the interpretation of the research findings (Sekaran & Bougie, 2020).

**Table 1.** Research Variable Indicators

<b>Variable</b>	<b>Indicator</b>	<b>Reference</b>
Product Knowledge (X1)	1. Knowledge of product quality	(Peter & Olson, 2010)
	2. Information dissemination	
	3. Functional benefits	
	4. Psychological benefits	

Lifestyle (X2)	1. Activities 2. Interest 3. Opinions	(Kotler & Keller, 2009)
Word of Mouth (Z)	1. Talking about the product 2. Promoting the product 3. Recommending the product 4. Selling the product to other consumers	(Kotler & Armstrong, 2014)
Purchase Decision (Y)	1. Confidence in a product 2. Purchasing habits 3. Choice of purchasing channels 4. Determination of purchasing timing	(Kotler & Keller, 2016)

Source: Proceed by Author (2025)

The data analysis technique employed in this study is Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS software. According to Hair et al. (2017) PLS-SEM through SmartPLS is used to test validity, reliability, and both mediated and non-mediated relationships among research constructs within an analytical framework. The PLS-SEM method is selected because it is capable of simultaneously analyzing relationships among latent variables and is suitable for studies with relatively moderate sample sizes and predictive-oriented research models.

Data analysis was conducted in two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model evaluation includes tests of convergent validity, discriminant validity, and construct reliability. Meanwhile, the inner model evaluation involves testing path coefficients, R-square values, predictive relevance ( $Q^2$ ), and both direct and indirect effects to examine the mediating role of word of mouth.

## Result and Discussion

### 1. Descriptive Analysis of Respondent Characteristics

**Table 2.** Respondent Characteristics

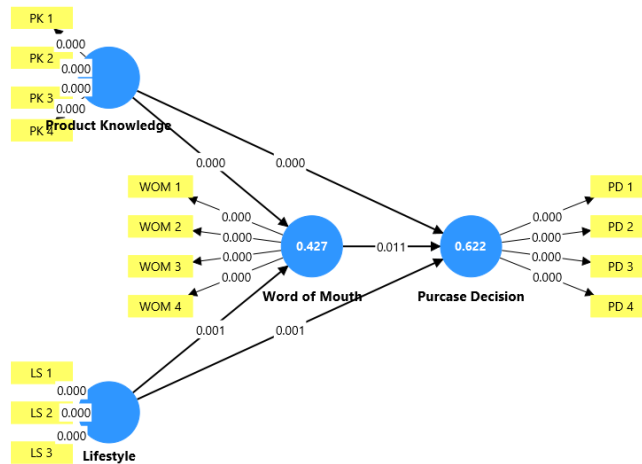
Gender	N	%
Man	54	45%
Woman	66	55%
Total	120	100%

Source: Data Processed, 2025

Based on Table 2, the majority of respondents in this study are female, with 66 respondents (55%), while 54 respondents (45%) are male. This dominance of female respondents is consistent with the typical characteristics of thrift shop consumers, who are generally more engaged in following fashion trends and actively participating in word-of-mouth marketing activities.

**2. Outer Model Analysis**

Outer model analysis was conducted to evaluate the relationship between indicators and latent variables in this study, in order to ensure the level of validity and reliability of the constructs tested based on the values of Discriminant Validity, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha.



**Figure 4.** Outer Model

**Table 3.** Validity Test Results

	Product Knowledge	Lifestyle	Word of Mouth	Purchase Decision	Keterangan
X1.1	<b>0.704</b>				Valid
X1.2	<b>0.681</b>				Valid
X1.3	<b>0.758</b>				Valid
X1.4	<b>0.728</b>				Valid
X2.1		<b>0.785</b>			Valid
X2.2		<b>0.831</b>			Valid
X2.3		<b>0.828</b>			Valid
X3.1			<b>0.715</b>		Valid
X3.2			<b>0.784</b>		Valid
X3.3			<b>0.813</b>		Valid
X3.4			<b>0.791</b>		Valid
X4.1				<b>0.778</b>	Valid
X4.2				<b>0.805</b>	Valid
X4.3				<b>0.801</b>	Valid
X4.4				<b>0.694</b>	Valid

Source: Data Processed, 2025

Based on Table 3, the results of convergent validity testing indicate that all measurement items are valid, as evidenced by factor loading (outer loading) values greater than 0.60. Outer loading values ranging from 0.60 to 0.70 are considered acceptable, provided that they are not the sole indicators of a construct. Furthermore, items with outer loading values below 0.70 may be considered for

removal if their deletion increases the Average Variance Extracted (AVE) value to above 0.50 (Hair et al., 2022).

**Table 4.** Discriminant Validity Analysis Test Results

Variable	Lifestyle	Product Knowledge	Purchase Decision	Word of Mouth
Lifestyle	<b>0.810</b>			
Product Knowledge	0.471	<b>0.719</b>		
Purchase Decision	0.606	0.696	<b>0.771</b>	
Word of Mouth	0.508	0.602	0.648	<b>0.777</b>

Source: Data Processed, 2025

Based on Table 4, all indicators show the highest factor loading on their respective constructs compared to loadings on other constructs, indicating that each latent construct predicts its own measurement indicators better than those of other constructs. Discriminant validity in this study was assessed using the Fornell-Larcker criterion (Hair et al., 2022). According to this criterion, the square root of the Average Variance Extracted (AVE) for each construct must be greater than the correlation values between that construct and other constructs.

**Table 5.** Average Variance Extracted (AVE) Test Result

Variable	AVE
Product Knowledge	0.516
Lifestyle	0.664
Word of Mouth	0.603
Purchase Decision	0.594

Source: Data Processed, 2025

Based on Table 5, the AVE values for all variables exceed 0.50, indicating that the constructs demonstrate adequate validity. According to Hair et al. (2022) the minimum acceptable AVE value is 0.50, as an AVE of 0.50 or higher indicates that a construct explains at least half of the variance of its indicators.

**Table 6.** Composite Reliability Test Result

Variable	Composite Reliability
Product Knowledge	0.810
Lifestyle	0.856
Word of Mouth (WOM)	0.859
Purchase Decision	0.854

Source: Data Processed, 2025

Based on Table 6, the composite reliability values for all variables exceed 0.70. A construct is considered to have good reliability, or the questionnaire used as the research instrument is deemed consistent, when the composite reliability and Cronbach's alpha values for all variables are greater than 0.70. According to Hair

et al. (2022) composite reliability values should range between 0.70 and 0.95, indicating adequate internal consistency reliability.

**Table 7.** Cronbach's Alpha Test Result

Variable	Cronbach's Alpha
Product Knowledge	0.690
Lifestyle	0.749
Word of Mouth (WOM)	0.780
Purchase Decision	0.772

Source: Data Processed, 2025

Based on Table 7, the Cronbach's alpha values meet the required threshold, with values greater than 0.60. According to Hair et al. (2022) suggest that a Cronbach's alpha value of  $\geq 0.60$  can be used as the minimum reliability threshold, indicating internal consistency among indicators in measuring the research constructs. Once the Cronbach's alpha criteria are satisfied, all variables are considered valid and reliable, allowing the analysis to proceed to the subsequent stages.

### 3. Inner Model Analysis

Inner model analysis was conducted to evaluate the structural relationship between latent variables in this study, to determine the direction, strength, and significance of the influence between the constructs tested based on R-square, Predictive Relevance ( $Q^2$ ), Effect Size ( $F^2$ ), Path Coefficient, Collinearity Assessment, and Fit Model.

**Table 8.** R-Square ( $R^2$ ) Test Result

Variable	R Square	R Square Adjusted
Purchase Decision	0.622	0.615
Word of Mouth	0.427	0.419

Source: Data Processed, 2025

Based on Table 8, the purchase decision variable has an R-square value of 0.622, indicating that the model explains 62.2% of the variance in purchase decisions, while the remaining variance is influenced by factors not included in the model. The word-of-mouth variable records an R-square value of 0.427, indicating that the model explains 42.7% of its variance, reflecting a moderate level of explanatory power.

**Table 9.** Predictive Relevance ( $Q^2$ ) Test Result

Variable	RMSE	MAE	$Q^2$ predict
Purchase Decision	0.686	0.457	0.557
Word of Mouth	0.793	0.544	0.400

Source: Data Processed, 2025

Based on Table 9, the  $Q^2$ predict value for the Purchase Decision variable is 0.557, while the  $Q^2$ predict value for the Word of Mouth variable is 0.400. Referring

to Hair et al. (2022),  $Q^2_{\text{predict}}$  values are used to assess the predictive relevance of endogenous constructs in PLS-SEM.  $Q^2_{\text{predict}}$  values greater than zero indicate that the model has predictive relevance.

**Table 10.**  $F^2$  (Effect Size) Test Result

Relationship Between Variables	Value $F^2$	Category
Product Knowledge → Word of Mouth	0.295	Medium - Strong
Product Knowledge → Purchase Decision	0.262	Medium
Lifestyle → Word of Mouth	0.113	Small
Lifestyle → Purchase Decision	0.148	Small - Medium
Word of Mouth → Purchase Decision	0.103	Small

Source: Data Processed, 2025

Based on Table 10, the product knowledge variable exerts the strongest influence on other variables, both on purchase decision and word of mouth. In contrast, the word-of-mouth variable has the weakest influence on purchase decisions. Overall, the model demonstrates relatively strong and consistent relationships, particularly through the product knowledge construct.

**Table 11.** Path Coefficient Test Result

Variable	Purchase Decision	Word of Mouth
Product Knowledge	0.406	0.466
Lifestyle	0.282	0.288
Word of Mouth	0.261	

Source: Data Processed, 2025

Based on Table 11, the results of the path coefficient analysis, lifestyle has a positive effect on purchase decision (0.282) and on word of mouth (0.288). Product knowledge has a positive effect on purchase decision (0.406) and on word of mouth (0.466). Meanwhile, word of mouth has a positive effect on purchase decision (0.261). The strongest relationship is observed between product knowledge and word of mouth (0.466), indicating that higher levels of product knowledge significantly increase the likelihood of consumers providing positive recommendations.

**Table 12.** Collinearity Assessment (VIF) Test Result

Variable	Purchase Decision	Word of Mouth
Product Knowledge	1.684	1.285
Lifestyle	1.430	1.285
Word of Mouth	1.744	

Source: Data Processed, 2025

Based on Table 12, all Variance Inflation Factor (VIF) values range from 1.285 to 1.744. These values are well below the commonly accepted threshold of

5.0, indicating the absence of multicollinearity among the variables in the model. Therefore, the independent variables product knowledge, lifestyle, and word of mouth are considered appropriate and free from collinearity issues, allowing the analysis to proceed to the hypothesis testing stage.

**Table 13.** Model Fit Test Results

Indicator	Saturated Model	Estimated Model
SRMR	0.092	0.092
d_ ULS	1.024	1.024
d_ G	0.347	0.347
Chi-square	293.499	293.499
NFI	0.686	0.686

Source: Data Processed, 2025

Based on Table 13, the model's Standardized Root Mean Square Residual (SRMR) value is 0.09. According to SmartPLS GmbH (2024) an SRMR value below 0.10 indicates a good model fit, suggesting that the proposed model adequately represents the observed data.

#### 4. Hypothesis Testing

**Table 14.** Hypothesis Test Results (*Direct Effect*)

Connection	Original Sample (0)	T-Statistic	P-Values
Product Knowledge → Word of Mouth	0.466	5.623	0.000
Lifestyle → Word of Mouth	0.288	3.365	0.001
Product Knowledge → Purchase Decision	0.406	4.220	0.000
Lifestyle → Purchase Decision	0.282	3.210	0.001
Word of Mouth → Purchase Decision	0.261	2.545	0.011

Source: Data Processed, 2025

Based on Table 14, the effect of product knowledge on word of mouth yields a p-value of 0.000, which is below the 5% significance level ( $\alpha = 0.05$ ). Therefore,  $H_0$  is rejected, and  $H_1$  is accepted, indicating that product knowledge has a significant effect on word of mouth. The original sample value of 0.466 indicates a positive relationship, suggesting that higher levels of consumer product knowledge increase the likelihood of engaging in word-of-mouth communication.

The effect of lifestyle on word of mouth shows a p-value of 0.001, which is below the 5% significance level. Thus,  $H_0$  is rejected, and  $H_2$  is accepted. This finding indicates that lifestyle has a significant effect on word of mouth. The original sample value of 0.288 reflects a positive relationship, meaning that a more favorable lifestyle increases consumers' tendency to disseminate product-related information through word of mouth.

The effect of product knowledge on purchasing decisions has a p-value of 0.000, which is below the 5% significance level. Consequently,  $H_0$  is rejected, and

H<sub>3</sub> is accepted. This result confirms that product knowledge has a significant effect on purchasing decisions. The original sample value of 0.406 indicates a positive effect, suggesting that better consumer knowledge about a product increases the likelihood of making a purchase decision.

The effect of lifestyle on purchasing decisions yields a p-value of 0.001, which is below the 5% significance level. Therefore, H<sub>0</sub> is rejected and H<sub>4</sub> is accepted, indicating that lifestyle significantly affects purchasing decisions. The original sample value of 0.282 demonstrates a positive relationship, implying that a more favorable lifestyle leads to higher purchasing decisions.

The effect of word of mouth on purchasing decisions shows a p-value of 0.011, which is below the 5% significance level. As a result, H<sub>0</sub> is rejected and H<sub>5</sub> is accepted. This finding indicates that word of mouth has a significant effect on purchasing decisions. The original sample value of 0.261 suggests a positive influence, meaning that stronger word of mouth communication increases purchasing decisions.

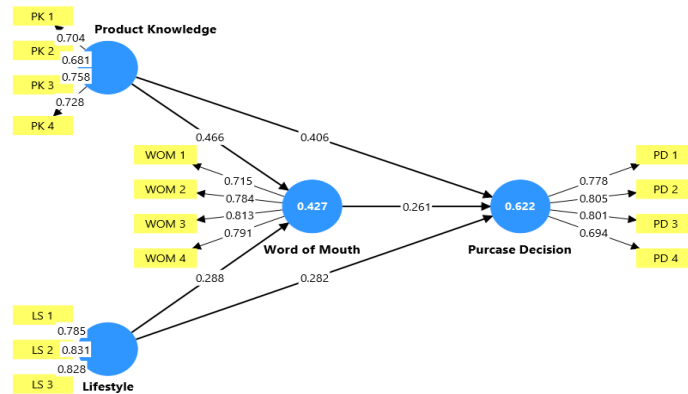
**Table 15.** Hypothesis Test Results (*Indirect Effect*)

Connection	Original Sample (0)	T-Statistic	P-Values
Product Knowledge → Word of Mouth → Purchase Decision	0.122	2.192	0.028
Lifestyle → Word of Mouth → Purchase Decision	0.075	2.275	0.023

Source: Data Processed, 2025

Based on Table 15, the indirect effect of product knowledge on purchasing decisions through word of mouth has a p-value of 0.028, which is lower than the 5% significance level ( $\alpha = 0.05$ ). Thus, H<sub>0</sub> is rejected and H<sub>6</sub> is accepted. This result indicates that product knowledge significantly affects purchasing decisions through word of mouth. The original sample value of 0.122 shows a positive indirect effect, suggesting that higher consumer understanding of product attributes enhances purchasing decisions via word of mouth communication.

The indirect effect of lifestyle on purchasing decisions through word of mouth has a p-value of 0.023, which is below the 5% significance level. Therefore, H<sub>0</sub> is rejected and H<sub>7</sub> is accepted. This finding demonstrates that lifestyle significantly affects purchasing decisions through word of mouth. The original sample value of 0.075 indicates a positive indirect effect, meaning that a more favorable lifestyle increases purchasing decisions influenced by word of mouth communication.



**Figure 5.** Inner Model

Based on the inner model diagram, the structural model illustrates the relationships among the latent variables of product knowledge, lifestyle, word of mouth, and purchase decision. Product knowledge and lifestyle function as exogenous variables that directly influence word of mouth and purchase decision, while word of mouth serves as a mediating variable.

The path coefficient values indicate that product knowledge has the strongest positive effect on word of mouth ( $\beta = 0.466$ ), followed by lifestyle ( $\beta = 0.288$ ). This finding suggests that higher levels of consumer understanding of products and greater alignment between products and consumers' lifestyles increase the likelihood of consumers disseminating information through word of mouth. Together, these two variables explain 42.7% of the variance in word of mouth ( $R^2 = 0.427$ ), while the remaining variance is influenced by other factors not included in the model.

Furthermore, product knowledge ( $\beta = 0.406$ ), lifestyle ( $\beta = 0.282$ ), and word of mouth ( $\beta = 0.261$ ) are shown to have positive effects on purchase decision. This indicates that consumer purchase decisions are influenced not only directly by product knowledge and lifestyle, but are also reinforced through word of mouth communication. Overall, the combined effect of these three variables explains 62.2% of the variance in purchase decision ( $R^2 = 0.622$ ), while the remaining variance is attributed to other factors not examined in this study.

## Discussion

### The Effect of Product Knowledge on Word of Mouth

The results indicate that product knowledge has a significant effect on word of mouth. Therefore, hypothesis H<sub>1</sub> is accepted. This finding suggests that the higher the level of consumers' knowledge regarding product attributes, benefits, and usage, the greater their tendency to share experiences and provide positive recommendations to others. Product knowledge functions as a cognitive foundation that enhances consumers' confidence in conveying information. Consumers with strong product understanding tend to perceive themselves as more competent, resulting in word of mouth that is more accurate, credible, and valuable to others.

Theoretically, this finding is consistent with *Consumer Knowledge Theory* proposed by Alba & Hutchinson (1987) which states that consumer knowledge

enables individuals to evaluate products more effectively and encourages information-sharing behavior as a form of social contribution and self-identity reinforcement. With higher levels of knowledge, consumers are more motivated to engage in positive word of mouth.

This result is in line with previous studies by Khoirunnisa (2023), Prasetyo (2024), and Tyas & Elvira (2024) which found that product knowledge has a significant influence on word of mouth.

### **The Effect of Lifestyle on Word of Mouth**

The results show that lifestyle has a significant effect on word of mouth. Thus, hypothesis H<sub>2</sub> is accepted. This finding indicates that consumers' lifestyles, reflected through their activities, interests, and values, influence their tendency to share experiences and product recommendations positively. Lifestyle serves as a representation of social identity that shapes consumers' communication behavior. Consumers are more likely to engage in word of mouth regarding products that align with their lifestyles and values, as such products are perceived to reflect self-image and social group membership. Consequently, word of mouth functions not only as an information exchange mechanism but also as a means of identity affirmation and group affiliation.

Theoretically, this finding aligns with *Social Identity Theory* proposed by Tajfel & Turner (1986) which suggests that individuals identify with social groups based on shared values and strive to maintain these identities through consistent behaviors, including information sharing. In a consumption context, lifestyle becomes part of social identity that motivates consumers to disseminate word of mouth about products representing their social groups.

This finding is supported by studies conducted by Adeliika et al. (2024), Sulistiyani & Nurlinda (2023), and Saputra & Santosa (2024) which demonstrate that lifestyle significantly influences word of mouth, as consumers use it as a medium for self-expression and social solidarity reinforcement.

### **The Effect of Product Knowledge on Purchase Decision**

The results indicate that product knowledge has a significant effect on purchase decisions. Therefore, hypothesis H<sub>3</sub> is accepted. This finding suggests that higher levels of consumer understanding regarding product characteristics, quality, and benefits increase the likelihood of making a purchase decision. Product knowledge acts as a cognitive foundation that assists consumers in evaluating product feasibility. Consumers with sufficient product knowledge tend to process information more objectively, compare available alternatives, and reduce perceived uncertainty and risk during the purchasing process, leading to more confident and well-directed decisions.

Theoretically, this finding is consistent with the *Consumer Decision-Making Process Theory* proposed by Engel (2006) which explains that purchase decisions result from a systematic process involving need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. In the information search and alternative evaluation stages, *product knowledge* plays a crucial role in shaping consumers' judgments regarding product selection.

This result is consistent with studies by Suparwi & Fitriyani (2020), Rachmawati (2024), and Putri & Susilowati (2025) which found that product

knowledge significantly influences purchase decisions.

### **The Effect of Lifestyle on Purchase Decision**

The results show that lifestyle has a significant effect on purchase decisions. Thus, hypothesis H<sub>4</sub> is accepted. This finding indicates that consumers' lifestyles, reflected in their activities, interests, and opinions, influence their preferences and consumption patterns. Lifestyle serves as a personal factor that shapes consumers' product and brand choices. Consumers tend to select products that align with their lifestyles because such products are perceived to represent self-image and support daily activities. Differences in lifestyle may lead to variations in purchase decisions, even among consumers with similar social or cultural backgrounds.

Theoretically, this finding aligns with *Consumer Behavior Theory* proposed by Kotler & Keller (2016) which states that purchase decisions are influenced by cultural, social, personal, and psychological factors. Within this framework, *lifestyle* is categorized as a personal factor reflecting the overall way individuals interact with their environment, thereby directing preferences toward different products and brands.

This finding is supported by studies conducted by Ananda et al. (2025), Pujianingsih et al. (2025), and Dzakiyah & Sutrisna (2025) which shows that lifestyle has a significant influence on purchasing decisions.

### **The Effect of Word of Mouth on Purchase Decision**

The results indicate that word of mouth has a significant effect on purchase decisions. Therefore, hypothesis H<sub>5</sub> is accepted. This finding suggests that information, recommendations, and experiences shared by other consumers play an important role in influencing purchasing decisions. Word of mouth serves as a social information source that is perceived as more credible and trustworthy than formal marketing communications. Consumers tend to rely on word of mouth when evaluating products because the information originates from real consumer experiences, thereby reducing perceived uncertainty and risk prior to purchase.

Theoretically, this finding is consistent with *Consumer Behavior Theory* proposed by Kotler & Keller (2016) which identifies *word of mouth* as a social factor influencing consumer attitudes and beliefs through reference groups, family, and social environments.

This result aligns with previous studies by Pamungkas (2021), Noviana (2025) and Irfandi & Chairiyaton (2025) which found that word of mouth significantly influences purchase decisions.

### **The Effect of Product Knowledge on Purchase Decision through Word of Mouth**

The results indicate that product knowledge has a significant effect on purchase decisions through word of mouth. Thus, hypothesis H<sub>6</sub> is accepted. This finding suggests that product knowledge not only directly influences purchase decisions but also indirectly affects them through the formation of word of mouth. Product knowledge acts as a catalyst for generating high-quality word of mouth, which subsequently becomes an important information source in the purchase decision-making process. Consumers with high levels of product knowledge tend to feel more confident and competent in sharing experiences, resulting in word of mouth that is more informative, credible, and persuasive, thereby influencing other

consumers' perceptions and purchase decisions.

Theoretically, this finding is consistent with *Word of Mouth and Interpersonal Communication Theory* proposed by Berger (2014) which states that individuals with greater knowledge and understanding are more likely to disseminate valuable information. Information conveyed through *word of mouth* exerts a strong influence on purchase decisions because it is delivered through interpersonal communication, which is perceived as more trustworthy than formal marketing sources.

his result is supported by studies conducted by Ayuningsih & Maftukhah (2020), Febriyanti (2024), and Tyas & Elvira (2024) which shows that product knowledge encourages the formation of positive word of mouth, which then plays a significant role in influencing purchasing decisions.

### **The Effect of Lifestyle on Purchase Decision through Word of Mouth**

The results show that lifestyle has a significant effect on purchase decisions through word of mouth. Therefore, hypothesis H<sub>7</sub> is accepted. This finding indicates that consumers' lifestyles not only directly influence purchase decisions but also indirectly affect them through the motivation to share product-related information and experiences. Lifestyle functions as a representation of social identity that encourages the formation of relevant and meaningful word of mouth. Consumers tend to engage in word of mouth regarding products that align with their lifestyles and values as a form of self-expression and reinforcement of social affiliation. This word of mouth subsequently influences other consumers' perceptions, attitudes, and beliefs in determining purchase decisions.

Theoretically, this finding is consistent with *Social Identity Theory* proposed by Tajfel & Turner (1986) and is further reinforced by *Word of Mouth and Interpersonal Communication Theory* by Berger (2014) which emphasizes that socially relevant and informative *word of mouth* has a strong influence on purchase decisions through interpersonal communication.

This finding is supported by studies conducted by Indriana & Helmi (2025), Manullang & Gultom (2024), and Haristiyanti et al. (2023) which shows that lifestyle encourages the formation of positive word of mouth, which then plays a significant role in influencing purchasing decisions.

### **Conclusion**

This study demonstrates that both directly and through the contribution of interpersonal recommendations, consumers' understanding of product information and lifestyle have a positive and significant influence on purchase decisions. These two factors increase consumers' likelihood of disseminating positive recommendations, which ultimately encourages purchasing behavior. In addition to their direct effects, both variables also exert indirect effects through word of mouth, confirming that word of mouth serves as an important mediating factor in the consumer behavior model related to thrift shop purchases.

From a theoretical perspective, this study contributes to the development of marketing science by reinforcing the role of word of mouth as a powerful communication channel that connects cognitive aspects represented by product knowledge with psychosocial aspects reflected in lifestyle in influencing purchase decisions.

From a practical standpoint, thrift shop owners are advised to focus on improving the quality and clarity of product information and to create shopping experiences that align with consumers' lifestyles to stimulate positive and sustainable word of mouth. This study has several limitations, particularly concerning the scope of variables examined and the number of respondents involved. Therefore, future research is encouraged to incorporate additional variables such as brand image, trust, and perceived value, as well as to consider longitudinal research designs to gain a more comprehensive understanding of the dynamic changes in consumer purchase decision behavior.

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