

Analysis of Consumer Behavior in Choosing Quality Imported Used Goods

Wiwin Widianti¹ Nurhaeni Sikki² Alexandre de Sousa Guterres³

¹²³Sangga Buana University YPKP, Indonesia

Correspondent: wiwinwidiанти31032001@gmail.com¹

Received : April 2, 2024

Accepted : May 14, 2024

Published : May 30, 2024

Citation: Widiанти, W., Sikki, N., Guterres, A, D, S. (2024). Analysis of Consumer Behavior in Choosing Quality Imported Used Goods. Sinergi International Journal of Management and Business, 2(2), 106-116.

ABSTRACT: This research is entitled "Analysis of Consumer Behavior in Choosing Imported Quality Used Goods". The aim of this research is to find out how consumers behave in choosing imported quality used goods, to find out the quality of imported quality used goods and to find out how traders maintain consumers' buying interest in choosing imported quality used goods. This research uses qualitative research using a descriptive approach, by conducting observations, interviews and documentation. The results of this research show that consumer behavior in choosing imported quality used goods is influenced by various factors, including the price of the goods being sold is relatively cheap, the quality of the goods is still good and suitable for use, there are many types of goods to choose from, and this is one of the factors in choosing used clothes at the Cimol Gedebage market. The results of this questionnaire interview show that the quality of imported used goods has good material quality, although not 100%, but in terms of suitability it is still very suitable for use. The results of this interview questionnaire are that several used goods sellers at the Cimol Gedebage market will first approach their consumers so that they feel comfortable and want to buy goods from the shop again.

Keywords: Consumer Behavior, Used Clothes.



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

Cimol Gedebage Market is a traditional market that sells used goods in the Bandung area, West Java. This market has been around since the 1990s, in Indonesia itself buying used clothes is known as thrifting. thrifting is the activity of shopping for used products, which are considered to have cheaper prices, so they are considered more economical.

In 2024, there will be around 1,300 stalls at the Cimol Gedebage market, with a variety of goods for sale with the following presentation:

TABLE 1
NUMBER OF STALLS IN CIMOL GEDEBAGE MARKET

No	name of goods	percentage
1.	adult clothes	70 %
2	Bags	10 %
3	Shoes	10 %
4.	children's clothes	10 %

Source: Processed by Researchers (2024)

The table above shows that almost 70% of traders at the Cimol Gedebage market sell adult clothing, ranging from shirts, sweaters, trousers, t-shirts, jackets, sportswear and jeans (Nimon, 2021). Around 10% sell bags ranging from large bags such as buyers, school bags and small bags, 10% sell shoes ranging from sports shoes, formal shoes, heels. And around 10% sell various children's clothing (Beaudoin et al., 2018). Some of the items being sold are used branded items from various brands, such as Balenciaga, Gucci, etc.

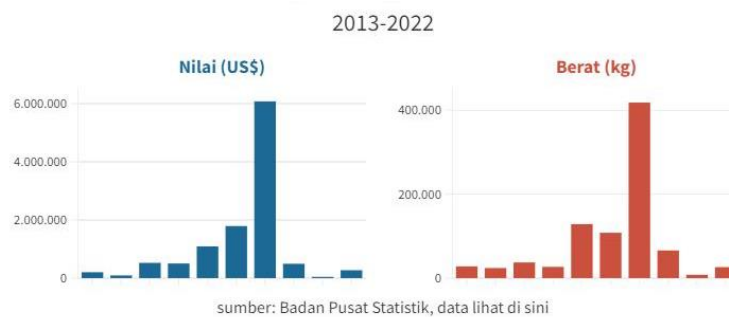


Figure 1 Data on Imports of Used Clothing in Indonesia

Source: Central Bureau of Statistics

Based on data obtained from the Central Statistics Agency (BPS) import statistics report from 2013 to 2022, Indonesia has imported 870.4 tons of used clothes—HS code 63090000— from abroad, with a value of US\$ 11.09 million. Imported used clothes that entered Indonesia during that period came from 92 countries. Judging from annual trends, imports of used clothes began to experience significant disruption in 2017. At that time, the number of imported used clothes entering Indonesia reached 128.5 tons, an increase of almost six times the amount in 2016. Then, 2019 became the peak of imports. used clothes, with a total of 417.7 tons and a value of more than US\$ 6 million. Imports of used clothes experienced a decline when the Covid19 pandemic broke out in 2020-2021, as can be seen in the visualization above. However, BPS noted that imports of used clothes increased again last year.

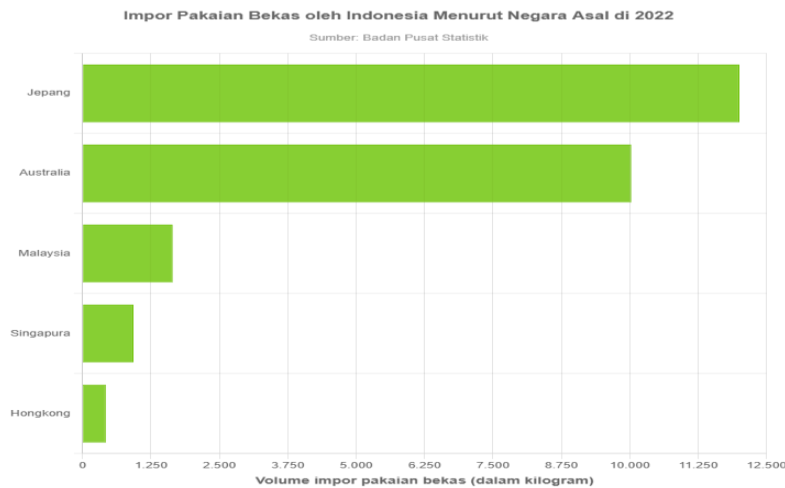


Figure 2 Data on Imports of Used Clothes by Indonesia According to Country of Origin
Source: Central Statistics Agency

From the picture above, Japan tops the country that exports the most used clothes to Indonesia. In 2022, Indonesia will receive 12 tons or a specific figure of 12,003 kilograms with a value of more than 24 thousand US dollars. This means that Japan contributed more than 45% of Indonesia's total used clothing imports which reached 26.22 tons. Furthermore, Australia is in second place with imports of used clothing of 10.02 tons or the equivalent of 10,023 kilograms. Even though the quantity is not as large as Japan, used clothes from Australia are worth a high value of 225 thousand US dollars. The third country with the highest value of used clothing imports to Indonesia is the neighboring country, Malaysia. Indonesia imported 1.64 tons of used clothing from Malaysia or the equivalent of 1,646 kilograms with a value of more than 1,700 US dollars. Apart from Malaysia, Indonesia also imports used clothes from another neighboring country, Singapore. Imports of used clothing from Singapore ranked 4th with a total of 929 kg worth more than six thousand US dollars. Hong Kong closes the top five countries where Indonesia imports used clothes. With a value of 309 US dollars, the volume of used clothing imports from Hong Kong reached 424 kilograms

This research will study consumer behavior in choosing second-hand clothes at the Cimol Gedebage market, this is due to the very high level of consumer purchasing of secondhand goods (Mothersbaugh et al., 2020; Solomon, 2018; Tan et al., 2022). Consumers as individuals have different criteria and conditions from each other and these differences also cause complex consumer behavior. In general, how consumer behavior is influenced by internal and external factors. Internal factors are factors that exist within the consumer himself. Meanwhile, external factors are factors that exist from outside the consumer himself (Amicarelli et al., 2022; Ioanăș, 2014; Sarigöllü et al., 2021a, 2021b). Previous research has found that consumer behavior in the second-hand clothing market is influenced by factors such as perceived value, environmental concerns, and social status (Smith & Jones, 2020; Lee & Kim, 2018). Additionally, demographic characteristics such as age, gender, and income play a significant role in shaping consumers'

intentions to purchase second-hand clothing, affecting their perceptions of quality and pricing in comparison to new items.

This description is interesting to study, so the author is interested in conducting research entitled "ANALYSIS OF CONSUMER BEHAVIOR IN CHOOSING IMPORTED QUALITY USED GOODS" (Mashao & Sukdeo, 2018; Wang et al., 2023; Xiaohong et al., 2023). While prior studies have examined general consumer behavior in the second-hand clothing market, there is limited research specifically focused on the Cimol Gedebage market in Indonesia (Li & Cao, 2022; Xu et al., 2020). This study aims to fill this gap by providing a deeper understanding of the unique factors influencing consumer behavior in this specific market context (Meng et al., 2020; Sumaryanti, 2021). The novelty of this research lies in its focus on a local second-hand clothing market and the exploration of how internal and external factors shape consumer decisions in this under-researched setting (Bocken & Konietzko, 2022; Hashimoto & Karasawa, 2018; Özkan, 2017; Paris, 2019; Puri et al., 2023).

METHOD

In this research, researchers used qualitative research methods with descriptive studies. By using data obtained through questionnaires. According to Sugiyono (2023:9) Qualitative research methods are research methods that are based on postpositivism or interpretive philosophy, used to research the conditions of natural objects, where the researcher is the key instrument, data collection techniques are carried out triangulation (a combination of observation, interviews, documentation), the data obtained tends to be qualitative data, data analysis is inductive/qualitative, and the results of qualitative research are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses.

Data collection techniques in this research encompass a diverse array of methods that researchers employ to gather in-depth, contextual information about a phenomenon of interest. One of the core techniques is observation, where the researcher immerses themselves in the natural setting to witness firsthand how people interact, behave, and navigate their environments. This can involve overt observation, where the participants are aware of the researcher's presence, or covert observation, where the researcher blends into the background to minimize any potential influence on the observed behaviors.

In addition to observation, interviews are a widely used data collection method in this research. Interviews use structured, and conversational dialogues that allow participants to share their experiences, perspectives, and insights in their own words. This interviews conducted one-on-one settings, to elicit a broader range of viewpoints and foster deeper discussions.

Another data collection technique is documentation, which involves the systematic review and analysis of existing written materials, audiovisual records, and other artifacts related to the research topic. This research use academic publications, organizational records, personal journals, media

reports, and any other relevant documents that can provide valuable insights and complement the data gathered through observation and interviews.

Furthermore, the specific data collection techniques employed in qualitative research are often tailored to the research question, the study context, and the characteristics of the participant population. Researchers may incorporate additional methods, such as focus groups, diary studies, or participatory action research, depending on the needs and objectives of the particular study.

The criterion in qualitative research is definite data. Definite data is data that actually occurs as it is, not data that is merely seen or spoken, but data that contains meaning behind what is seen and said. In this research, the analysis of data involves identifying patterns, themes, and meanings within the collected information. This process often includes coding the data, organizing it into categories, and interpreting the underlying concepts and relationships. The goal is to gain a deep understanding of the phenomenon under study by examining the nuances and complexities of the data, rather than relying solely on quantifiable metrics.

RESULT AND DISCUSSION

This research uses a questionnaire as a medium for collecting data. Researchers conducted interviews with traders and consumers at the Cimol Gedebage market. So researchers choose key informants, who have a deep understanding of the research topic and are willing to provide information

TABLE 2

KEY INFORMANT PROFILE

No	key informants	Quality
1.	Traders	5
2.	Consumers	10

Source: Processed by Researchers (2024)

Based on the results of research conducted on consumers using second-hand goods and second-hand goods traders at the Cimol Gedebage market. The research results obtained through interviews are as follows.

The results of this interview questionnaire show that the quality of imported secondhand goods has good material quality, although not 100%, but in terms of suitability it is still very suitable for use, consumers will prefer to choose clothes because they are items that will be directly attached to the body, so they must Ensure its suitability before use, even though it is used goods, the quality also determines the price offered to consumers.

The results of this interview questionnaire show that the quality of imported secondhand goods has good material quality, although not 100%, but in terms of suitability it is still very suitable for

use, consumers will prefer to choose clothes because they are items that will be directly attached to the body, so they must ensure its suitability before use, even though it is used goods, the quality also determines the price offered to consumers.

The results of this interview questionnaire are that several used goods sellers at the Cimol Gedebage market will first approach their consumers so that they feel comfortable and want to buy goods from the shop again. Apart from selling directly at the market, they also use social media as a marketing tool, but there are also, some of them already have customers who usually take goods from the shop to resell.

Consumer behavior in choosing imported quality used goods



Figure 3 Cimol Gedebage market conditions

Consumer behavior is defined as the study of purchasing units and exchange processes involving the acquisition, consumption and disposal of goods, services, experiences and ideas." (Fahmi, 2019:1-2). In this case, consumer prices are influenced by various factors. The first question asked of consumers as informants was What factors influence your decision to buy used goods at the Cimol Gedebage market? From the results of interviews with 10 consumers as informants, all of them answered that used clothes at the Cimol Gedebage market were cheap and high quality, as was the answer from one of the informants interviewed: "There are several factors that influence, for example cheap prices, quality of goods that are still good and suitable for use, I also get branded clothes at prices that are much cheaper than the original price." (Syifa, June 1 2024)

The survey results indicate that consumer behavior in the used high-quality imported goods market is influenced by several key factors. First and foremost, the relatively low prices of these items compared to new products make them an attractive option for budget-conscious consumers. Additionally, the continued good quality and usability of the used goods further enhance their appeal, as savvy shoppers can obtain well-made items at a fraction of the original cost.

The wide variety of available products is another crucial factor in consumers' choices when purchasing used clothing at the Cimol Gedebage market. This diverse selection allows them to find truly unique and fashionable items that may not be readily available in traditional retail settings.

Consumers who opt to buy used goods are often driven by a desire to keep up with current fashion trends while also demonstrating a commitment to sustainability and reducing waste.

Furthermore, the social aspect of the second-hand clothing market plays a significant role. Those who have purchased used items frequently share information about their purchases with others, creating a sense of community and social engagement around this growing consumer segment. This word-of-mouth promotion can further drive interest and participation in the used goods market, as shoppers seek to emulate the fashion choices and sustainable practices of their peers.

Overall, the survey findings underscore the complex and multifaceted nature of consumer behavior in the used high-quality imported goods market. The combination of affordability, product quality, fashion appeal, and social influence all contribute to the growing popularity of this market, which offers a viable alternative to traditional retail for budget-conscious and environmentally-conscious consumers alike. Moreover, the evolving nature of the second-hand apparel market suggests that consumers are increasingly prioritizing not only economic factors but also values related to sustainability and uniqueness, a trend that has been reinforced by the shift from traditional thrift stores to more modern, online platforms

Quality imported used goods

The first question asked to consumers as informants was regarding the quality of imported used goods? From the results of interviews with 10 consumers as informants, they answered that all used clothes at the Cimol Gedebage market were cheap and high quality, as was the answer from one of the informants interviewed: "The quality of the goods I got at the Cimol Gedebage market was very varied, some were still in very good condition, but there were "Also, some items have defects in several parts, but I am quite satisfied with the quality of the items sold at the Cimol Gedebage market as long as I am patient in choosing them." (Ayu, June 5 2024)

The findings from the interview questionnaire reveal that imported secondhand goods generally possess good material quality, although not at a perfect 100% level. However, in terms of suitability, these goods are still highly suitable for use. Consumers tend to prefer choosing clothes among these secondhand items, as they are products that will be in direct contact with the body and hence require more careful consideration.

The survey results indicate that consumers place a strong emphasis on the suitability and comfort of secondhand clothing. Even though these items are pre-owned, consumers understand that the quality of the materials and construction can significantly impact the overall experience of wearing the garment. Factors such as fabric softness, durability, and fit are all crucial considerations for consumers when evaluating the suitability of secondhand clothes.

Additionally, the quality of the secondhand items also plays a significant role in determining the prices offered to consumers. Goods with higher-quality materials and better overall condition can command higher prices, as they are perceived to have greater value and longevity. Conversely, items with more visible wear and tear or inferior quality may be priced lower to reflect their reduced suitability and desirability.

The findings suggest that while imported secondhand goods may not be in pristine condition, they can still provide a satisfactory and cost-effective option for consumers. By carefully assessing the suitability and quality of these items, consumers can make informed purchasing decisions and find affordable, suitable products that meet their needs. The ability to obtain high-quality secondhand goods can be particularly beneficial for budget-conscious consumers or those seeking sustainable fashion alternatives.

How traders maintain consumer buying interest in choosing imported quality used goods

From the results of interviews with 5 traders as informants regarding how consumers are interested in buying the goods they sell and how to maintain consumers' buying interest in choosing secondhand goods? some of them answered "quite well" as answered by one informant who was interviewed: "I sell trousers and clothes, sales in the last two years have been quite good and tend to increase from the previous year, especially on Saturdays and Sundays the items sold will be more than On normal days, apart from selling used goods at the market, I also sell them via WhatsApp and several of my social media accounts." (Sari, June 6 2024).

However, there are also those who actually experience a decline in sales, as in the answer from one informant interviewed: "I sell various types of bags, sales in my shop have not experienced a significant increase, maybe because the goods I sell are not items that are targeted by teenagers. who tend to choose a lot of clothes." (August, June 6 2024).

The findings from this interview questionnaire indicate that numerous secondhand goods vendors at the Cimol Gedebage market undertake proactive measures to foster a comfortable purchasing experience and encourage repeat business. These vendors recognize the importance of creating a welcoming and friendly environment for their customers, which in turn helps to build loyalty and drive repeat visits.

Beyond direct in-person sales at the market, they also leverage social media platforms as a marketing strategy. By utilizing platforms such as Facebook, Instagram, and WhatsApp, the vendors are able to reach a wider audience and showcase their inventory to potential customers. This online presence not only allows them to attract new buyers but also facilitates communication and facilitates the purchase process for existing customers.

Furthermore, some vendors have established a base of regular customers who acquire merchandise from their shops for the purpose of reselling. These repeat customers, who may be small-scale entrepreneurs or individual resellers, play a crucial role in the secondhand goods ecosystem. They provide an additional sales channel for the vendors, allowing them to move their inventory more efficiently and generate a steady stream of revenue.

Overall, the vendors employ a multi-pronged approach to engage with consumers and sustain their secondhand goods operations. By fostering a positive shopping experience, leveraging digital marketing strategies, and cultivating relationships with regular customers, these vendors demonstrate a deep understanding of their target market and the dynamics of the secondhand goods industry. This holistic approach to business management has enabled them to navigate the

challenges of the market and maintain a competitive edge in the thriving secondhand goods trade at the Cimol Gedebage market.

CONCLUSION

Cimol Gedebage Market is a traditional market that sells used goods in the Bandung area, West Java. This market has been around since the 1990s, in Indonesia itself buying used clothes is known as thrifting. thrifting is the activity of shopping for used products, which are considered to have cheaper prices, so they are considered more economical. Cimol Gedebage market is a second-hand goods market consisting of 1,300 shops selling second-hand goods of imported quality. This research uses a questionnaire as a medium for collecting data. Researchers conducted interviews with traders and consumers at the Cimol Gedebage market.

The results of this questionnaire interview show that consumer behavior in choosing used imported quality goods is influenced by various factors, including the price of the goods being sold is relatively cheap and the quality of the goods is still good and suitable for use, many types of choice of goods are also one of the factors. in choosing used clothes at the Cimol Gedebage market. The results of this questionnaire interview show that the quality of imported used goods has good material quality, although not 100%, but in terms of suitability it is still very suitable for use. The results of this interview questionnaire are that several used goods sellers at the Cimol Gedebage market will first approach their consumers so that they feel comfortable and want to buy goods from the shop again.

REFERENCES

- Amicarelli, V., Lagioia, G., Sampietro, S., & Bux, C. (2022). Has the COVID-19 pandemic changed food waste perception and behavior? Evidence from Italian consumers. *Socio-Economic Planning Sciences*, 82. <https://doi.org/10.1016/j.seps.2021.101095>
- Beaudoin, P., Moore, M. A., & Goldsmith, R. E. (2018). Fashion leaders' and followers' attitudes toward buying domestic and imported apparel. *Clothing and Textiles Research Journal*, 36(1), 56–64.
- Bocken, N., & Konietzko, J. (2022). Circular business model innovation in consumer-facing corporations. *Technological Forecasting and Social Change*, 185. <https://doi.org/10.1016/j.techfore.2022.122076>
- Hashimoto, T., & Karasawa, K. (2018). Impact of consumer power on consumers' reactions to corporate transgression. *PLoS ONE*, 13(5). <https://doi.org/10.1371/journal.pone.0196819>
- Ioană, E. (2014). Social Media and its Impact on Consumers Behavior. *International Journal of Economic Practices and Theories*, ue 2). www.ijept.org

- Li, J., & Cao, B. (2022). Study on Tourism Consumer Behavior and Countermeasures Based on Big Data. *Computational Intelligence and Neurosciences*, 2022. <https://doi.org/10.1155/2022/6120511>
- Mashao, E. T., & Sukdeo, N. (2018). Factors that influence consumer behavior in the purchase of durable household products. *Proceedings of the International Conference on Industrial Engineering and Operations Management*.
- Meng, B., Chua, B.-L., Ryu, H. B., & Han, H. (2020). Volunteer tourism (VT) traveler behavior: merging norm activation model and theory of planned behavior. *Journal of Sustainable Tourism*, 28(12), 1947–1969. <https://doi.org/10.1080/09669582.2020.1778010>
- Mothersbaugh, D., Hawkins, D., Kleiser, S. B., & Best, R. (2020). *Consumer Behavior: Building Marketing Strategy* (14th ed.). Mc Graw-Hill.
- Nimon, K. (2021). Ethical fashion consumption: Market research and fashion sustainability in Canada and beyond. *Clothing Cultures*, 7(1), 63–70. https://doi.org/10.1386/cc_00028_1
- Özkan, M. (2017). Generation Z- The Global Market's New Consumers- and Their shopping habits: Generation Z Consumption Scale. *European Journal of Multidisciplinary Studies*, 2(5), 150–157. <https://doi.org/10.26417/ejms.v5i1.p150-157>
- Paris, H. S. (2019). Consumer-oriented exploitation and conservation of genetic resources of pumpkins and squash, Cucurbita. *Israel Journal of Plant Sciences*, 65(3–4), 202–221. <https://doi.org/10.1163/22238980-00001036>
- Puri, S., Pandey, S., & Chawla, D. (2023). Impact of technology, health and consumer-related factors on continued usage intention of wearable fitness tracking (WFT) devices. *Benchmarking*, 30(9), 3444–3464. <https://doi.org/10.1108/BIJ-12-2020-0647>
- Sarigöllü, E., Hou, C., & Ertz, M. (2021a). Sustainable product disposal: Consumer redistributing behaviors versus hoarding and throwing away. *Business Strategy and the Environment*, 30(1), 340–356. <https://doi.org/10.1002/bse.2624>
- Sarigöllü, E., Hou, C., & Ertz, M. (2021b). Sustainable product disposal: Consumer redistributing behaviors versus hoarding and throwing away. *Business Strategy and the Environment*, 30(1), 340–356. <https://doi.org/10.1002/bse.2624>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson Education Limited Edinburgh Gate. <http://www.pearsonmylabandmastering.com>
- Sumaryanti, L. (2021). Reproductive Behavior's: Audiovisual detection of oestrus after synchronization using Prostaglandin F2 Alpha (PGF2 α). *E3S Web of Conferences*, 328. <https://doi.org/10.1051/e3sconf/202132804021>
- Tan, T. M., Makkonen, H., Kaur, P., & Salo, J. (2022). How do ethical consumers utilize sharing economy platforms as part of their sustainable resale behavior? The role of consumers' green consumption values. *Technological Forecasting and Social Change*, 176. <https://doi.org/10.1016/j.techfore.2021.121432>
- Wang, W., Xue, L., & Zhang, M. (2023). Research on environmental regulation behavior among local government, enterprises, and consumers from the perspective of dynamic cost of

enterprises. *Environment, Development and Sustainability*, 25(1), 917–937.
<https://doi.org/10.1007/s10668-021-02084-7>

Xiaohong, M., Zhihao, X., & Ding-Bang, L. (2023). A Hybrid Macro and Micro Method for Consumer Emotion and Behavior Research. *IEEE Access*, 11, 83430–83445.
<https://doi.org/10.1109/ACCESS.2023.3303311>

Xu, X., Wu, J.-H., & Li, Q. (2020). What Drives Consumer Shopping Behavior in Live Streaming Commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.
http://www.jecr.org/sites/default/files/2020vol21no3_Paper1.pdf.

Damiati, dkk (2017) *Perilaku Konsumen*, Depok : PT. Rajagrafindo Persada

Fahmi, I (2019) *Perilaku Konsumen*, Bandung : Alfabeta

Hardiyono, dkk (2023) *Pengantar Bisnis Internasional*, Makassar, Yogyakarta : PT. Nas Media Indonesia.

Indrawati, dkk. (2017) *Perilaku Konsumen Individu*, Bandung : PT Refika Aditama

Sugiyono (2023) *Metode Penelitian Kualitatif*, Bandung : Alfabeta.

Sunyoto, D (2015) *Perilaku Konsumen dan pemasaran*, Jakarta:PT. Buku Seru

Sutisna & Susan, M (2022) *Perilaku Konsumen Sebagai Dasar Untuk Merancang Strategi Pemasaran*, Yogyakarta : CV ANDI OFFSET