



The Influence of Green Lifestyle, Price, and Limited Time Scarcity on Thrift Clothing Purchase Decisions in Jayapura City

Muhammad Riyan Hidayat¹, Ira Eka Pratiwi¹*, Fachrudin Fiqri Affandy¹

¹Fakultas Ekonomi dan Bisnis Islam, IAIN Fattahul Muluk Papua, Kota Jayapura, Indonesia

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ABSTRACT

The growing popularity of thrift (second-hand clothing) consumption reflects both economic considerations and an emerging shift toward environmentally conscious and sustainable lifestyles, particularly among urban consumers in Indonesia. This study examines the influence of Green Lifestyle, Price, and Limited Time Scarcity on thrift purchase decisions among consumers in Jayapura City, an underrepresented regional context within Eastern Indonesia. A quantitative approach was employed, with primary data collected from 100 respondents selected through purposive sampling and analyzed using multiple linear regression. The results reveal that Green Lifestyle does not exert a statistically significant effect on Purchase Decision, whereas Price and Limited Time Scarcity both exert a positive and significant effect, with Limited Time Scarcity emerging as the strongest predictor. Simultaneously, the three variables jointly explain 34.0% of the variance in Purchase Decision. These findings suggest that, within the study context, transactional and promotional factors exert a more immediate influence on thrift purchase behavior than environmental attitudes alone, offering theoretical and practical implications for sustainable fashion marketing and thrift retail strategy in regional Indonesian markets.

Keywords: Green lifestyle, Price, Limited time scarcity, Thrift, Purchase decision

*Corresponding Author: Email: irax23@gmail.com

1. Introduction

The rapid advancement of digital technology has fundamentally transformed consumption patterns worldwide, enabling commercial transactions to be conducted without direct physical interaction between buyer and seller. This shift has expanded consumer access to markets, information, and product variety, while simultaneously altering the psychological and behavioral mechanisms underlying purchase decisions. Within the context of Islamic economic principles, such commercial activity remains permissible, as trade is explicitly distinguished from usury (*riba*) [1]. This distinction underscores that consumption and exchange, when conducted in accordance with Islamic ethical principles, constitute a legitimate and encouraged means of fulfilling human needs, provided such transactions are free from exploitative or unjust elements.

The diffusion of global cultural influences, facilitated by advances in communication technology, has further reshaped consumer behavior in meeting both essential and discretionary needs [2]. As cross-cultural interaction intensifies, consumers are increasingly exposed to lifestyle trends, values, and consumption norms originating beyond their immediate socio-cultural environment, which in turn complicates the boundary between primary,

secondary, and tertiary needs. Consumer behavior itself is broadly defined as the set of actions undertaken by individuals in acquiring, using, and disposing of goods and services to satisfy their needs and wants [3]. Understanding these behavioral patterns has become increasingly important for both academics and practitioners seeking to explain shifts in market demand.

Among the sectors most visibly affected by these global and technological shifts is the fashion industry, which has emerged as one of the most economically significant industries in Indonesia [4]. Historically, Indonesia's fashion industry developed under strong Western influence, encompassing design aesthetics, materials, and production techniques. In recent decades, however, this industry has become increasingly dominated by the fast fashion business model, characterized by rapid, low-cost mass production and deliberately short product life cycles designed to encourage frequent repurchase. While this model has generated substantial economic value, it has simultaneously produced considerable environmental externalities, including the use of hazardous chemicals in textile processing, excessive consumption of natural resources such as water and raw materials, and a sharp increase in textile waste generation [5]. These environmental costs have prompted growing scrutiny from both policymakers and increasingly environmentally conscious consumers.

In response to heightened awareness of these environmental consequences, more sustainable consumption alternatives have gained considerable traction globally, most notably the second-hand clothing market, colloquially referred to as thrift. Once primarily associated with lower-income consumers seeking affordable clothing options, thrift consumption has undergone a marked transformation in social perception, increasingly diffusing across socioeconomic strata to include middle- and upper-income consumers who view thrift purchasing as both a fashion statement and an expression of environmental responsibility [6]. This transformation reflects a broader global shift toward circular economy principles, wherein the reuse and redistribution of existing garments is positioned as a viable alternative to the resource-intensive production cycles characteristic of fast fashion.

This trend is also clearly observable in Jayapura City, the provincial capital of Papua, where the growth of thrift consumption reflects not only economic considerations, given regional cost-of-living pressures and limited access to affordable new apparel, but also an emerging preference among urban consumers for environmentally conscious and sustainable lifestyles. According to Databoks, Indonesia imported approximately 12.85 thousand tons of used clothing in 2023 [7], a figure that reflects substantial and sustained national demand for thrift products despite ongoing regulatory debates surrounding used-clothing imports.

Given the increasingly competitive nature of the thrift retail sector, both in national and regional markets, understanding the determinants of consumer purchase decisions has become critical for business actors seeking sustainable competitive advantage. Prior studies have identified both internal and external factors influencing thrift purchase intention. Internal factors primarily comprise lifestyle orientation and motivational drivers, while external factors encompass price, brand reputation, and perceived product quality [8]–[10]. Among internal factors, environmentally conscious lifestyle, commonly referred to as green lifestyle, has received particular scholarly attention as a behavioral driver of sustainable consumption. Arrazzaqy and Lukiarti [11], for instance, demonstrated that environmental knowledge and environmental concern exert a significant positive effect on purchase intention toward thrift products, suggesting that consumers' ecological awareness meaningfully shapes their willingness to engage in second-hand consumption rather than purchasing new garments.

Beyond lifestyle-related determinants, price remains a consistently influential factor in purchase decision literature, particularly within price-sensitive markets such as those characteristic of regional Indonesian cities. Thrift products, by nature, offer a substantial price advantage relative to new apparel, making price perception a central consideration for consumers weighing cost against perceived product value, quality, and social acceptability of second-hand consumption.

In addition to lifestyle- and price-related determinants, scarcity-based marketing strategies have been increasingly employed by retailers to influence consumer purchase behavior, particularly within digital and hybrid retail environments. Limited time scarcity, one prominent manifestation of this strategy, is exemplified by national online shopping events such as 12.12, in which time-bound discounts and promotional offers are strategically deployed to create urgency and induce Fear of Missing Out (FOMO) behavior among consumers. Such time-based constraints have been shown to accelerate decision-making processes, often reducing the extent of deliberate product evaluation in favor of impulsive purchasing. A related mechanism, limited quantity scarcity, is evident in limited-edition product collaborations, such as those between Nike and prominent designers, which similarly

compel consumers toward accelerated purchase decisions due to perceived stock constraints and the psychological value attached to exclusivity.

Despite the growing body of literature examining thrift consumption behavior, several gaps remain evident in current empirical research. First, existing studies predominantly focus on urban centers in Java and Sumatra, with limited attention given to Eastern Indonesian markets such as Papua, despite distinct regional economic and cultural characteristics that may shape consumer behavior differently. Second, while green lifestyle and price have each been examined as independent predictors of thrift purchase intention, studies that jointly examine these factors alongside scarcity-based marketing mechanisms, particularly limited time scarcity, remain scarce, despite the increasing prevalence of scarcity-based strategies among both digital and physical thrift retailers. Addressing these gaps, the present study examines the influence of green lifestyle, price, and limited time scarcity on thrift (second-hand clothing) purchase decisions among consumers in Jayapura City. This study contributes empirical evidence from an underrepresented regional context and offers a more integrated understanding of how sustainability-driven and scarcity-driven motivations jointly shape consumer purchase decisions.

The remainder of this paper is organized as follows. Section 2 presents the theoretical background, conceptual framework, and hypothesis development. Section 3 describes the research methodology. Section 4 presents the results and discussion. Section 5 concludes the study and offers recommendations for future research and practice.

2. Theoretical Background and Hypothesis Development

2.1. Purchase Decision

Purchase decision represents the final stage of the consumer decision-making process, following the sequential stages of need recognition, information search, evaluation of alternatives, and the ultimate decision to purchase [24]. Within the context of digital commerce, purchase decisions are influenced not only by product attributes but also by marketing strategies capable of generating perceived value, urgency, and a positive shopping experience. A substantial body of research indicates that purchase decisions are shaped by both internal and external factors, including price, promotion, product quality, brand image, and consumer psychological factors. Accordingly, purchase decision is regarded as a dependent variable that reflects the effectiveness of marketing strategies in influencing consumer behavior.

2.2. Green Lifestyle and Purchase Decision

Green lifestyle describes an individual behavioral pattern that incorporates environmental sustainability considerations into daily consumption activities. Consumers exhibiting a higher degree of green lifestyle orientation tend to demonstrate greater concern for the environmental impact of the products they consume, resulting in more selective purchasing behavior. According to Irmawati and Waskito, green lifestyle is manifested through concern for environmental preservation and the use of environmentally friendly products [25]. Similarly, Puspitasari et al. found that environmental awareness increases consumers' propensity to select products perceived as more sustainable [26]. Accordingly, a higher degree of green lifestyle orientation is theorized to increase the likelihood that consumers will make purchase decisions aligned with environmental values.

2.3. Price and Purchase Decision

Price constitutes one of the primary attributes considered by consumers prior to making a purchase. According to Kotler and Armstrong, price reflects the value that consumers must sacrifice to obtain the benefits associated with a product [27]. Within digital marketing environments, consumer perceptions of price affordability, price-quality conformity, and perceived benefit are important determinants shaping purchase decisions. Empirical studies further indicate that competitive pricing exerts a positive effect on purchase decisions by enhancing consumers' perceived value for money [28].

2.4. Scarcity Marketing and Purchase Decision

Scarcity marketing refers to a marketing strategy that generates a perception of scarcity through limitations in either time or product quantity. This strategy draws on the psychological principle that a product is perceived as more valuable when its availability is constrained. Aggarwal et al. classify scarcity into two categories: limited time scarcity and limited quantity scarcity [29]. In e-commerce practice, this strategy is commonly implemented through flash sales, countdown timers, and stock-availability indicators. Wu et al. demonstrated that scarcity marketing heightens consumers' perceived urgency, thereby accelerating the purchase decision-making process [30]. In addition, product scarcity has been shown to influence purchase decisions, particularly when consumers perceive limited product availability and an associated increase in product value [31].

2.5. Research Hypotheses

The hypotheses of this study are as follows:

- a. H0: Green Lifestyle does not have a significant effect on thrift purchase decisions in Jayapura City.
H1: Green Lifestyle has a significant effect on thrift purchase decisions in Jayapura City.
- b. H0: Price does not have a significant effect on thrift purchase decisions in Jayapura City.
H1: Price has a significant effect on thrift purchase decisions in Jayapura City.
- c. H0: Limited Time Scarcity does not have a significant effect on thrift purchase decisions in Jayapura City.
H1: Limited Time Scarcity has a significant effect on thrift purchase decisions in Jayapura City.
- d. H0: Green Lifestyle, Price, and Limited Time Scarcity do not have a simultaneous effect on thrift purchase decisions in Jayapura City.
H1: Green Lifestyle, Price, and Limited Time Scarcity have a simultaneous effect on thrift purchase decisions in Jayapura City.

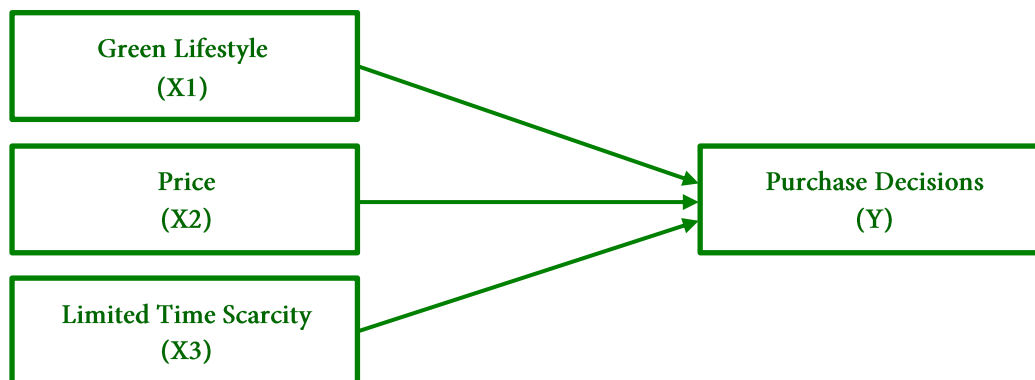


Fig. 1: Conceptual Framework of This Study

3. Method Details

This study adopts a quantitative research approach, in which data are collected through structured instruments and analyzed statistically to test predetermined hypotheses [12]. The approach was employed to examine the influence of Green Lifestyle, Price, and Limited Time Scarcity on Thrift Purchase Decisions among consumers in Jayapura City. Primary data were collected through field research, using structured questionnaires distributed directly and indirectly to respondents. The questionnaire consisted of closed-ended items measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents were selected using purposive sampling, a non-probability technique in which participants are chosen based on criteria relevant to the research objectives [13], specifically, consumers who had purchased thrift products more than once, ensuring sufficient purchasing experience to provide informed responses.

The population in this study is the citizen of Jayapura City, totaling 417,611 individuals according to data from the Central Bureau of Statistics (Badan Pusat Statistik) of Jayapura City [14]. Using the Slovin formula with a 10%

margin of error, the sample size was determined to be 100 respondents, corresponding to a 90% confidence level [13]. The sample was drawn using a purposive sampling technique, a non-probability method in which participants are selected based on characteristics relevant to the research objectives, specifically, consumers who had purchased thrift products in Jayapura City on more than one occasion.

The variables in this study are classified into two categories. The first is the independent variable, defined as a variable that influences or gives rise to changes in the dependent variable. In this study, the independent variables consist of Green Lifestyle (X1), Price (X2), and Limited Time Scarcity (X3). The second is the dependent variable, defined as a variable that is influenced by the independent variables. In this study, the dependent variable is Purchase Decision (Y), operationally measured based on consumers' actual purchase behavior toward thrift (second-hand clothing) products. The operational definitions and indicators of each variable are presented in Table 1. The questionnaire used to collect data from respondents comprised a total of 16 items, all of which were confirmed to be valid and reliable following validity and reliability testing.

Table 1. Operational Variable Used In The Study

Research Variable	Operational Definition	Indicators
Green Lifestyle (X1)	Green lifestyle refers to a sustainable pattern of living adopted as a behavioral response to climate change, requiring consistent practice to prevent more severe environmental degradation in the future [15].	- Concern regarding deteriorating environmental quality - Environmental issues as a primary concern - Empathy toward environmental news - Continuous consideration of ways to improve environmental quality [16]
Price (X2)	Pricing plays a critical role in generating profit when set appropriately. According to Kotler and Armstrong, price refers to the amount of money charged for a product or service [17].	- Price affordability - Price-quality conformity - Price-benefit conformity - Price competitiveness relative to consumer purchasing ability
Limited Time Scarcity (X3)	According to Sutrisno et al., limited time scarcity refers to an offer that restricts the purchase period until the product is no longer available [18]. According to Wu et al., limited time scarcity denotes an offer available only for a predetermined period until it expires [19].	- Limited time - Does not last long - Remaining time - Ends quickly [20]
Purchase Decision (Y)	Purchase decision constitutes a sequential process beginning with problem recognition, followed by information search regarding a specific product or brand, and evaluation of the extent to which available alternatives can resolve the identified problem, ultimately culminating in the purchase decision [21].	- Confidence to purchase after obtaining product information - Purchase decision based on brand preference - Purchase aligned with needs and desires - Purchase based on recommendations from others

Multiple linear regression analysis was employed to determine the extent to which Green Lifestyle, Price, and Limited Time Scarcity influence Purchase Decision, following the regression model specification proposed by Sugiyono, expressed as follows [12]:

$$Y_i = \alpha + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \varepsilon_i$$

Where Y denotes the dependent variable, Purchase Decision. α denotes the constant; β_1 – β_3 denote the regression coefficients of the respective independent variables; X1 denotes the independent variable Green Lifestyle; X2 denotes the independent variable Price; X3 denotes the independent variable Limited Time Scarcity; and ε denotes the error term.

Prior to multiple regression analysis, it is required to conduct classical assumption tests to satisfy the results. The tests consist of:

1. Normality Test

The normality test aims to examine whether the residuals in the regression model are normally distributed, as normally distributed data is a prerequisite for a reliable regression model. Normality can be assessed through histogram and normal probability plot analysis, whereby data are considered normally distributed if the histogram exhibits a symmetrical shape without skewness, and the data points in the normal plot cluster closely around the diagonal line [21]. Normality can also be verified using the Kolmogorov-Smirnov statistical test, whereby data are considered normally distributed if the significance value exceeds 0.10.

2. Multicollinearity Test

The presence of multicollinearity in the regression model is commonly detected by examining the tolerance and variance inflation factor (VIF) values. The absence of multicollinearity is indicated by a tolerance value greater than 0.10 and a VIF value below 10 [22].

3. Heteroscedasticity Test

According to Ghozali, the heteroscedasticity test is conducted to examine whether the variance of residuals remains constant across observations in the regression model; unequal residual variance across observations indicates the presence of heteroscedasticity. This study employs the Glejser test, performed using SPSS, to detect heteroscedasticity [23].

4. Results and Discussion

4.1. Characteristics of The Respondents

As shown in Table 2, the majority of respondents were female (58%) and aged 23–30 years (57%), reflecting a predominantly young adult consumer base. Geographically, respondents were most heavily concentrated in Abepura district (49%), followed by North Jayapura (32%), South Jayapura (10%), and Heram (9%), with no respondents residing in Muara Tami.

Table 2. Demographic Characteristics of Respondents

Category	Classification	Frequency	Percentage
Gender	Male	41	41%
	Female	58	58%
Age	15-22 years	43	43%
	23-30 years	57	57%
Districts	North Jayapura	32	32%
	South Jayapura	10	10%
	Abepura	49	49%
	Muara Tami	0	0%
	Heram	9	9%

Source: Authors' calculation

4.2. Descriptive Statistics of Variable

1. Green Lifestyle

Table 3 presents the descriptive statistics for each indicator of the Green Lifestyle (X1) variable. All four indicators recorded mean values above 4.00 on the five-point Likert scale, indicating a generally high level of agreement among respondents regarding environmentally conscious attitudes and behavior. The second indicator (X1.2) recorded the highest mean value ($M = 4.21$, $SD = 0.729$), suggesting that respondents most strongly agreed with this particular aspect of green lifestyle. Conversely, the fourth indicator (X1.4) recorded the lowest mean value ($M = 4.12$, $SD = 0.715$), although the difference relative to the other items remains marginal. The standard deviation values, ranging from 0.715 to 0.845, indicate a relatively consistent distribution of responses across items, with X1.3 exhibiting slightly greater variability ($SD = 0.845$) compared to the other indicators. Overall, the composite mean for the Green Lifestyle variable was 4.16, indicating that respondents generally exhibited a high level of environmentally conscious lifestyle orientation.

Table 3. Descriptive Statistics of Green Lifestyle (N = 100 Respondents)

No.	Statement	Mean	Std. Dev
X1.1	I am concerned about the negative impact of fashion industry waste on the environment.	4.17	0.739
X1.2	Environmental issues are one of my main considerations when shopping.	4.21	0.729
X1.3	I feel influenced by news reports on environmental damage caused by the fashion industry.	4.15	0.845
X1.4	I always seek ways to contribute to environmental sustainability.	4.12	0.715

Source: Authors' calculation

2. Price

Table 4 presents the descriptive statistics for each indicator of the Price (X2) variable. All four indicators recorded mean values above 4.40 on the five-point Likert scale, indicating that respondents generally perceived price to be an important and favorable consideration in their thrift purchase decisions. The first indicator, price affordability (X2.1), recorded the highest mean value ($M = 4.69$, $SD = 0.486$), suggesting that respondents most strongly agreed that thrift products fit within their budget. The remaining indicators—price–quality conformity (X2.2), price–benefit conformity (X2.3), and price competitiveness (X2.4)—recorded comparatively lower yet still high mean values ($M = 4.49$, 4.58 , and 4.48 , respectively), with standard deviations ranging from 0.541 to 0.577 , indicating slightly greater variability in responses relative to X2.1. Overall, the composite mean for the Price variable was 4.56 , indicating that price considerations play a strongly favorable role in shaping consumers' thrift purchase decisions in Jayapura City.

Table 4. Descriptive Statistics of Price (N = 100 Respondents)

No.	Statement	Mean	Std. Dev
X2.1	I am more inclined to purchase thrift products when the price fits my budget.	4.69	0.486
X2.2	Higher-priced products are of better quality than lower-priced ones.	4.49	0.577
X2.3	I am willing to pay more for thrift products of better quality.	4.58	0.572
X2.4	I feel that the benefits I receive from thrift products are commensurate with the price I pay.	4.48	0.541

Source: Authors' calculation

3. Limited Time Scarcity

Table 5 presents the descriptive statistics for each indicator of the Limited Time Scarcity (X3) variable. All four indicators recorded mean values above 4.20 on the five-point Likert scale, indicating that respondents generally perceived time-limited promotional offers as an influential factor in their thrift purchase decisions. The first indicator (X3.1) recorded the highest mean value ($M = 4.43$, $SD = 0.640$), suggesting that respondents most strongly associated urgency with limited-time offers. The remaining indicators, X3.2 ($M = 4.34$, $SD = 0.607$), X3.3 ($M = 4.33$, $SD = 0.652$), and X3.4 ($M = 4.21$, $SD = 0.671$), also recorded consistently high mean values, with X3.4 exhibiting the lowest mean and the greatest variability among the four items. Overall, the composite mean for the Limited Time Scarcity variable was 4.33 , indicating that time-based scarcity cues exert a strong influence on consumer purchase decisions for thrift products in Jayapura City..

Table 5. Descriptive Statistics of (N = 100 Respondents)

No.	Statement	Mean	Std. Dev
X3.1	I feel rushed to purchase a product when a limited-time offer is available.	4.43	0.640
X3.2	Offers available only for a certain period encourage me to shop immediately.	4.34	0.607
X3.3	I am aware that special offers usually do not last long.	4.33	0.652
X3.4	When there is a time-limited promotion, I feel the need to seize the opportunity immediately.	4.21	0.671

Source: Authors' calculation

4. Purchase decision

Table 6 presents the descriptive statistics for each indicator of the Purchase Decision (Y) variable. The second indicator (Y2) recorded the highest mean value ($M = 4.54$, $SD = 0.558$), indicating that respondents strongly agreed that product information significantly influences their purchase decisions. This was followed by Y3 ($M = 4.51$, $SD = 0.522$) and Y1 ($M = 4.50$, $SD = 0.595$), both of which also recorded consistently high mean values, reflecting the importance of product familiarity, brand preference, and quality-related confidence in shaping purchase decisions. The fourth indicator (Y4) recorded the lowest mean value ($M = 4.24$, $SD = 0.767$), along with the highest variability among the four items, suggesting relatively greater diversity in respondents' reliance on brand reputation as a determinant of purchase confidence. Overall, the composite mean for the Purchase Decision variable was 4.45, indicating a generally high level of purchase intention and decision-making confidence among thrift consumers in Jayapura City.

Table 6. Descriptive Statistics of (N = 100 Respondents)

No.	Statement	Mean	Std. Dev
Y.1	I feel more confident purchasing a product after obtaining clear information about its quality.	4.50	0.595
Y.2	The information I receive about a product influences my purchase decision.	4.54	0.558
Y.3	I tend to purchase products from brands I am already familiar with and like.	4.51	0.522
Y.4	A well-known brand makes me more confident in purchasing the product.	4.24	0.767

Source: Authors' calculation

4.3. Classical Assumption Test

1. Normality Test

A good regression model exhibits a normal or near-normal distribution. Normality is assessed by examining the distribution of data points along the diagonal axis of the normal probability plot, whereby data points that follow the direction of the diagonal line indicate a normally distributed dataset. The results of the normality test are presented in Figure 2 and Figure 3.

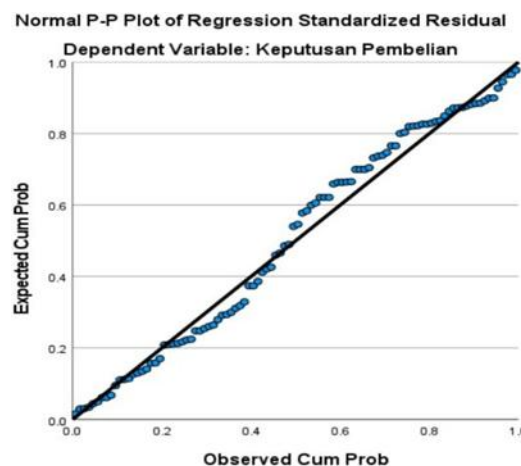


Fig. 2: Normality Test Results

This finding is further supported by the histogram of standardized residuals presented in Figure 3, which displays a bell-shaped distribution closely approximating the normal curve. The residuals exhibit a mean value approximating zero ($\text{Mean} = 9.45\text{E-}16$) and a standard deviation approximating one ($\text{Std. Dev.} = 0.985$), both of which are consistent with the theoretical assumptions of normally distributed residuals in a regression model. Taken together, the results of the normal P-P plot and the histogram of standardized residuals confirm that the data satisfy the normality assumption, allowing the analysis to proceed to subsequent testing.

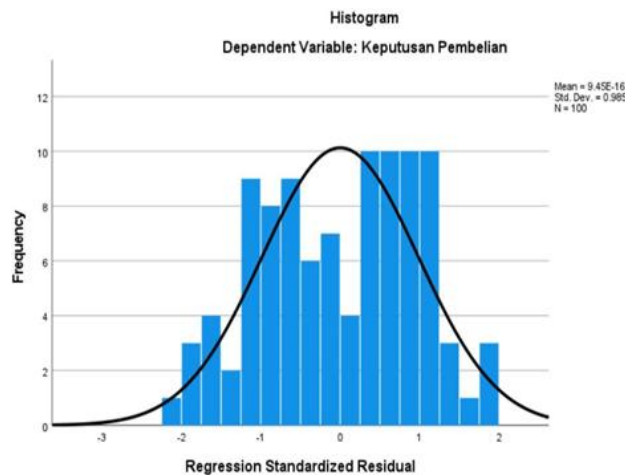


Fig. 3: Histogram of Standardized Residual

Moreover, based on the Kolmogorov-Smirnov test, the statistic value was found to be 0.081 with a p-value of 0.099, indicating that the residuals are normally distributed, as the significance value approximates the conventional threshold used to confirm normality.

2. Multicollinearity Test

The multicollinearity test was conducted to determine whether multicollinearity is present among the independent variables in the regression model, assessed through the Tolerance and Variance Inflation Factor (VIF) values. The results are presented in Table 7.

Table 7. Multicollinearity Test Results

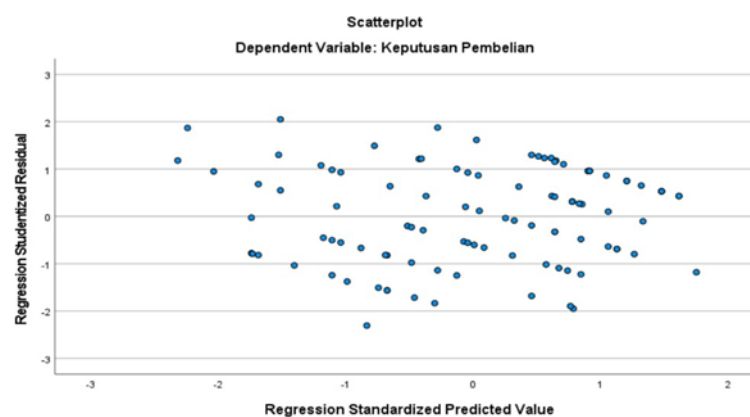
Variable	Tolerance	VIF
Green Lifestyle (X1)	0.958	1.044
Price (X2)	0.652	1.525
Limited Time Scarcity (X3)	0.629	1.589

Source: Authors' calculation

As shown in Table 5, all independent variables exhibit Tolerance values greater than 0.10 and VIF values below 10. These results indicate that no multicollinearity is present among the independent variables in the regression model, allowing the analysis to proceed to subsequent testing.

3. Heteroscedasticity Test

The heteroscedasticity test was conducted to examine whether the variance of residuals differs across observations in the regression model. The results of the scatterplot-based heteroscedasticity test are presented in Figure 4.



Source: Authors' calculation (2025)

Figure 4. Heteroscedasticity Test Results

As shown in Figure 4, the data points are randomly scattered both above and below the zero point on the Y-axis (Purchase Decision), without forming a discernible pattern. These results indicate that the regression model does not exhibit heteroscedasticity, and the analysis can therefore proceed to subsequent testing.

4.4 Multiple Regression Analysis

Table 8 presents the results of the multiple linear regression analysis, including the partial (t-test) and simultaneous (F-test) significance tests, as well as the coefficient of determination (R^2).

Table 8. Regression Results

Variable	Unstandardized B	Std. Error	Standardized B	t	p-value
Constant	5.129	2.023		2.535	0.013
Green lifestyle	0.069	0.060	0.096	1.150	0.253
Price	0.230	0.102	0.227	2.246	0.027
Limited time scarcity	0.423	0.097	0.447	4.340	0.001

Source: Authors' calculation (2025)

The regression results indicate that Green Lifestyle (X1) does not exert a statistically significant effect on Purchase Decision, as evidenced by a calculated t-value of 1.150, which is smaller than the critical t-table value of 1.660 ($df = n - k = 97$, $\alpha = 0.10$), and a significance value of 0.253, which exceeds the 0.10 threshold. Accordingly, the first hypothesis (H1), positing a significant effect of Green Lifestyle on Purchase Decision, is rejected. In contrast, Price (X2) is found to exert a positive and statistically significant effect on Purchase Decision, with a calculated t-value of 2.246 exceeding the critical t-table value and a significance value of 0.027, below the 0.10 threshold, thereby supporting the acceptance of the second hypothesis (H2). Similarly, Limited Time Scarcity (X3) demonstrates the strongest effect among the three predictors, with a calculated t-value of 4.340 and a significance value of 0.001, indicating a positive and highly significant effect on Purchase Decision and supporting the acceptance of the third hypothesis (H3). Based on the standardized beta coefficients, Limited Time Scarcity emerges as the dominant predictor of Purchase Decision ($\beta = 0.447$), followed by Price ($\beta = 0.227$), while Green Lifestyle exhibits the weakest and statistically non-significant influence ($\beta = 0.096$).

The simultaneous effect of the three independent variables was examined using the F-test. The results yield a calculated F-value of 17.984, which exceeds the critical F-table value of 2.14 ($df1 = 4$, $df2 = 96$, $\alpha = 0.10$), with a significance value of 0.001, well below the 0.10 threshold. These results indicate that Green Lifestyle, Price, and Limited Time Scarcity jointly exert a statistically significant effect on Purchase Decision, thereby supporting the acceptance of the fourth hypothesis (H4).

The coefficient of determination (Adjusted R^2) was found to be 0.340, indicating that the three independent variables—Green Lifestyle, Price, and Limited Time Scarcity—collectively account for 34.0% of the variance in Purchase Decision. The remaining 66.0% of the variance is attributable to other factors not examined in this study.

4.5 Discussion

The results of this study indicate that green lifestyle does not exert a statistically significant effect on the purchase decisions for thrift products in Jayapura City. This finding suggests that consumer orientation toward environmental sustainability has not yet emerged as a primary determinant in the purchase decision-making process. Although sustainable consumption trends are expanding across various regions, consumer behavior in Jayapura City remains predominantly driven by economic considerations and fashion trends rather than ecological motivation. Theoretically, the concept of green lifestyle posits that individuals with a high degree of environmental concern tend to favor products that support environmental sustainability. However, this theoretical proposition was not fully substantiated in the present study. This outcome may be attributed to the characteristics of the thrift market in Jayapura City, which appears to be driven primarily by price considerations, product variety, and social media trends rather than by environmental awareness. This finding diverges from the results reported by Saleky and Souisa, who found that green lifestyle exerts a positive effect on purchase decisions [32]. This divergence suggests that the influence of green lifestyle is highly contingent on social and cultural characteristics, the level of environmental literacy, and the regional context of the study. In urban populations with a high degree of environmental awareness,

green lifestyle tends to emerge as a significant determinant of purchase decisions. This is consistent with other research demonstrating that pro-environmental attitudes and green awareness exert a positive effect on green purchase intention [33]. Conversely, within the context of the present study, thrift purchasing motivation appears to be driven predominantly by economic value and lifestyle considerations rather than sustainability concerns. These findings indicate that continued efforts to enhance literacy regarding sustainable consumption remain necessary, so that thrift purchasing is understood not merely as an affordable alternative to new clothing, but also as a form of consumption behavior that contributes to reducing textile waste and supporting the circular economy.

Regarding the second variable, this study confirms that price exerts a positive and statistically significant effect on purchase decisions. This finding indicates that price constitutes a primary determinant considered by consumers when purchasing thrift products, the higher consumers' perceptions of price affordability and price-quality conformity, the greater their propensity to make a purchase. This result is consistent with consumer behavior theory proposed by Kotler and Armstrong, which posits that price represents the value consumers must sacrifice; consumers tend to weigh price against perceived product quality, such that perceived value for money becomes a primary basis for purchase decision-making [27]. This finding is also consistent with Pratiwi et al., Gunarsih et al., and Pranata et al., who similarly concluded that price exerts a positive effect on purchase decisions [34]–[36]. This convergence of results reinforces the notion that price sensitivity remains a defining characteristic of Indonesian consumers, particularly for fashion products with numerous available market alternatives. This finding is further corroborated by research identifying price perception as a dominant positive determinant of repurchase intention for fashion products [37]. The practical implication of this finding is that thrift business owners should maintain competitive pricing strategies while preserving product quality. In addition to enhancing competitiveness, such strategies strengthen consumers' perceived value, thereby increasing the likelihood of repeat purchases.

Moreover, the results of this study indicate that limited time scarcity exerts a positive and statistically significant effect on purchase decisions. This finding suggests that time-based scarcity marketing strategies are effective in generating a perception of urgency, thereby accelerating consumers' purchase decision-making process. Theoretically, scarcity marketing posits that time constraints heighten consumers' perception of product scarcity, prompting them to make a purchase in order to avoid missing an opportunity, commonly referred to as fear of missing out (FOMO). Within the thrift business context, promotional mechanisms such as flash sales, countdown timers, and time-limited offers can enhance perceived product value while simultaneously accelerating purchase decisions. This finding supports the results reported by Yanti et al. and Tedry and Tulipa, who found that scarcity marketing strategies increase impulse buying and purchase decisions on digital platforms [38], [39]. This convergence of findings indicates that urgency- and exclusivity-based mechanisms remain effective marketing strategies for driving consumer purchasing behavior. For thrift business practitioners, the implementation of time-limited promotions may serve as an effective marketing strategy, particularly when integrated with digital platforms such as Instagram, TikTok Shop, or e-commerce marketplaces. Nevertheless, this strategy should be applied proportionately to avoid creating a perception of manipulation, which could undermine consumer trust over the long term.

The results of the simultaneous test indicate that green lifestyle, price, and limited time scarcity jointly exert a significant effect on purchase decisions. The research model explains approximately 34% of the variance in purchase decisions, while the remaining variance is attributable to other factors not examined in this study, such as product quality, brand image, electronic word of mouth (e-WOM), service quality, shopping experience, and social media influence. This finding indicates that purchase decision is a multidimensional behavior. Although green lifestyle does not exert a significant effect when examined independently, it nonetheless contributes meaningfully when combined with economic factors and marketing strategies. This suggests that purchase decisions are not shaped by a single determinant but rather emerge from the interaction of multiple psychological, economic, and marketing-related factors. From a managerial perspective, these findings suggest that marketing strategies for thrift products in Jayapura City should not rely solely on competitive pricing, but should also leverage scarcity marketing strategies capable of generating purchase urgency. At the same time, continued efforts to promote awareness of sustainable consumption are needed to enable green lifestyle to develop into a more influential determinant of consumer behavior in the future. In doing so, business actors can achieve economic benefits while simultaneously contributing to the development of a circular economy and environmental sustainability.

5. Conclusion

This study aimed to examine the influence of Green Lifestyle, Price, and Limited Time Scarcity on thrift (second-hand clothing) purchase decisions among consumers in Jayapura City, motivated by the growing prevalence of thrift consumption as both an economically driven and sustainability-oriented lifestyle trend, as outlined in the Introduction. The empirical findings partially confirm this premise. Contrary to expectations, Green Lifestyle was found to exert no statistically significant effect on Purchase Decision, suggesting that although consumers in Jayapura City demonstrate a relatively high level of environmental awareness, as reflected in the descriptive results, this awareness does not necessarily translate into a decisive influence on their actual purchasing behavior. This finding indicates that environmental consciousness alone may be insufficient to drive thrift consumption in the absence of other reinforcing factors. In contrast, Price and Limited Time Scarcity were both found to exert a positive and statistically significant effect on Purchase Decision, with Limited Time Scarcity emerging as the dominant predictor. These results affirm the relevance of price sensitivity and scarcity-based marketing mechanisms discussed in the Introduction, confirming that consumers are strongly motivated by affordability considerations and by the psychological urgency induced by time-limited promotional offers. Simultaneously, the three independent variables were found to jointly exert a significant effect on Purchase Decision, collectively explaining 34.0% of its variance, thereby indicating that additional factors beyond those examined in this study, such as product quality, brand image, or social influence, may further account for consumer purchase behavior in the thrift market.

Taken together, these findings extend the theoretical understanding of thrift consumption behavior by demonstrating that, within the context of Jayapura City, transactional and promotional determinants exert a more immediate influence on purchase decisions than sustainability-oriented attitudes alone. This contributes empirical evidence from an underrepresented regional context in Eastern Indonesia, as noted in the research gap identified in the Introduction, and offers a more nuanced understanding of how sustainability-driven and scarcity-driven motivations jointly, albeit unequally, shape consumer behavior in the second-hand clothing market.

Based on these findings, several recommendations are proposed for future research and practical application. First, future studies are encouraged to incorporate additional variables, such as product quality, brand trust, social influence, or religiosity, given the predominantly Muslim composition of the sample population, to develop a more comprehensive model of thrift purchase decision-making. Second, future research may benefit from employing alternative analytical approaches, such as Structural Equation Modeling (SEM), to examine potential mediating or moderating relationships, for instance, the possibility that green lifestyle influences purchase decisions indirectly through attitude or purchase intention rather than through a direct effect. Third, given that this study was confined to a single case context, future studies are encouraged to expand the sample to multiple thrift retailers or broader urban populations across Papua, thereby enhancing the generalizability of the findings. From a practical standpoint, thrift business owners are advised to prioritize competitive and transparent pricing strategies, alongside the strategic use of limited-time promotional offers, as these factors were found to more strongly influence consumer purchasing behavior than environmental appeals alone. Nevertheless, given the relatively high baseline environmental awareness observed among respondents, retailers may still benefit from integrating sustainability-oriented messaging as a complementary, rather than primary, marketing strategy to strengthen long-term brand positioning within the growing green consumption market.

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Author Contributions Statement

Muhammad Riyan Hidayat: Conceptualization, investigation, methodology, formal analysis, writing the original draft preparation. Ira Eka Pratiwi: Conceptualization, review, editing, validation, supervision. Facrudin Fiwri Affandy: Review, editing, validation, supervision.

Conflict of Interest Statement

Authors state no conflict of interest.

Informed Consent

We have obtained informed consent from all individuals included in this study.

Ethical Approval

Not applicable.

Data Availability

The data that support the findings of this study are available on request from the corresponding author. The data, which contain information that could compromise the privacy of research participants, are not publicly available due to certain restrictions.

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