Content Analysis of Male & Female Green Preferences on Thrift Clothes

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Abstract: *Currently, consumer purchasing behavior has shifted towards more environmentally friendly consumption such as thrift clothes, but literature regarding differences in male and female consumer preferences for thrift clothes is still limited. Therefore, the aim of this research is to explore differences in male and female consumer preferences for thrift clothes in Indonesia. The method used in this research is content analysis of data obtained online via Quora. The research results show that female consumers' preferences for thrift clothes are not limited to everyday clothes, but also formal clothes or work clothes. Like-wise with male consumers. However, differences can be seen in terms of their concern for the environment, where female consumers are more numerous and more eager to show their concern for the environment by purchasing thrift clothing which is considered more environmentally friendly. This knowledge can provide a knowledge base for marketers of green products such as thrift clothes to develop marketing strategies that are more suited to female consumers in order to be able to improve their marketing performance in terms of increasing sales and increasing the number of consumer engagements.*

Keywords: *Content analysis; Female preferences; Green preferences; Male preferences; Thrift clothes*

1.   Introduction

The changing patterns in purchasing fashion products happen in many countries worldwide. Consumers and business people nowadays are aware of the negative environmental effects of the fashion sector (Mohr et al., 2021). Thus, consumers are beginning to change their fashion preferences to thrift clothes in favor of budget-friendly options, which are also considered more environmentally friendly (Wangsa, 2023; Faerrosa & Dethan, 2023). This statement is supported by the fact that consumer's decisions to buy environmentally friendly clothing are known to be most influenced by environmental values, not product attributes (Bielawska & Grebosz-Krawczyk, 2021). However, research on consumer purchasing behavior and preferences towards environmentally friendly second-hand clothing is still minimal (Frank & Brock, 2018; Park & Lin, 2020). As a result, there is a massive gap between theoretical and practical research on environmentally related consumer preferences (Frank & Brock, 2018).

Meanwhile, it has long been known that research on consumer behavior has an important contribution to professional marketers' knowledge of consumer purchasing decisions (Pirlympou, 2017). It is extremely important to understand how consumers perceive and respond to products (Haws et al., 2014). Consumers have long consideration and thought before deciding to make a purchase. Each gender also has differences in their purchasing behavior. For example, discounts influence female consumers more easily than

male consumers. Female consumers are also more interested in brands than men (Pirlympou, 2017). Cheap prices and branded products, especially second-hand clothes, can now be easily found in second-hand shops or markets. The current phenomenon shows that many people are consumers of second-hand clothes. We can observe this phenomenon both online and offline. However, what do we know about their preference for used-clothing related to environmental sustainability? How strongly do consumers' environmental knowledge and eco-friendly attitudes influence their thrift clothing purchases?

Several websites claim that this thrifting movement is good for the environment. However, environmentally friendly products are still more associated with the company's production process (Alamsyah & Muhammed, 2018; Bielawska & Grebosz-Krawczyk, 2021). This trend has not been widely associated with consumption and the thrift clothing business. Regarding each consumer's preferences for thrift clothing, researchers believe that marketing strategy must be based on knowledge of consumer needs and preferences (Faerrosa & Dethan, 2023). For this reason, research on this topic is considered important. Apart from that, as far as researchers are concerned, there is very little number of research examining the differences in male and female consumers' preferences for thrift clothing related to environmental sustainability, which researchers call *green preferences*. However, the gender gap in consumer products has grown wider than ever over the past eight to ten years. Therefore, it is not unexpected that marketers have long seen gender as a crucial factor in market segmentation and a significant influencer of consumer behavior (Millan & Wright, 2018). Additionally, the discussion of how gender affects consumer behavior toward clothing consumption reveals that gender differences exist concerning various clothing-related phenomena, such as motivation and actual purchasing behavior (Peluchette et al., 2006; Workman, 2010).

Consumers share various testimonials/reviews online regarding their product preferences and shopping experiences. Online reviews have grown in importance as a source of information for manufacturers to understand customer preferences better (Wang et al., 2020). In today's digital era, this is also seen as important because online information provided by consumers can greatly influence the performance of a business (Gavilan et al., 2018; Li et al., 2020).

Thus, this research aims to deepen knowledge regarding male and female consumers' green preferences for used clothing in the thrift market. One of the aspects of this consumer preference study is the purchasing aspect and the factors to be considered. More specifically, researchers studied consumer preferences with a new analytical approach: online testimonial analysis. It has been proven that one way to analyze consumer preferences is by looking at user-generated content such as YouTube videos, TikTok videos, personal websites, and other online sharing platforms which are seen as promising data sources by many researchers (Li et al., 2020; Pirlympou, 2017). Overall, research on differences in male and female consumer preferences using a testimonial analysis approach can provide a new depth of understanding of the differences in green preferences of each gender towards thrift clothing. This approach adds to the novelty of this research compared to previous studies. The results of this research can provide a complete picture of consumers' green preferences that can be

used to determine marketing strategies that are more environmentally friendly. This research can also prove that the data collection and analysis methods used can be relied upon as new methods that are relevant in research on consumer behavior, especially concerning consumer preferences.

2. Literature Review (The Theory of Consumption Values (TCV) in Context on Consumption of Green Product)

This theory explains how consumers evaluate and choose a product, and that consumer purchase decisions and choices are influenced by various value dimensions, namely functional, social, emotional, epistemic, and conditional, which are generally treated as discrete constructs in contemporary research (Bielawska & Grebosz-Krawczyk, 2021; Sheth et al., 1991). Consumer preferences are not seen from their ability to buy a product or service, but rather how consumers rank one product and service compared to others, then choose one of them (Guleria, 2015). Preference theory studies the basic aspects of consumer behavior in choosing products from a set of existing choices and how these preferences shape their purchasing decisions (Dyer & Jia, 2001). This research concludes that environmentally friendly values held by consumers include conditional values resulting from a particular situation or series of circumstances faced by consumers (Bielawska & Grebosz-Krawczyk, 2021; Sheth et al., 1991). Previous research states that theoretically and empirically, consumers' responses to products labeled as eco-friendly are influenced by the environmentally friendly values they hold (Haws et al., 2014).

The expression of consumer preferences can be seen from how they compare one product with another in pairs before they decide on a choice, which is usually called a pairwise comparison (Li et al., 2020). In the case of this study, researchers looked at how consumers compared buying new clothes or used clothes before making a choice. Previous research has concluded that male consumer preferences tend to be correlated with quality, price, brand, and other factors (Pirlympou, 2017). Meanwhile, according to this research, female consumer preferences are sequentially correlated with quality, price, other factors, and brand. However, male consumers are known to be more influenced by brands than female consumers, conversely, female consumers are more influenced by discounts than male consumers (Pirlympou, 2017)

3. Method

Currently, many consumers share their experiences and daily lives through written testimonies that can be accessed online. The tendency of many consumers to share information online provides opportunities for researchers to collect data in new ways. Therefore, this research uses a testimonial analysis approach to consumer preferences. It has been previously understood that understanding a problem or phenomenon can be done through studying other people's testimonies (Malfatti, 2019). Researchers took several steps in collecting and analyzing data. Firstly, Researchers looked for consumer testimonials related to preferences for thrift clothes. This data was searched via Quora with several keywords such as "experience of buying thrift clothes" and "reasons for buying used clothes". Answers that are relevant to these keywords will appear. The data collected was

then analyzed by adopting content analysis techniques. Researchers use content analysis on online testimonial data because content analysis can be used to analyze all forms of textual data, including the results of online testimonial data extraction (Bengtsson, 2016). In conducting content analysis, the various steps researchers will take are depicted in Figure 1.
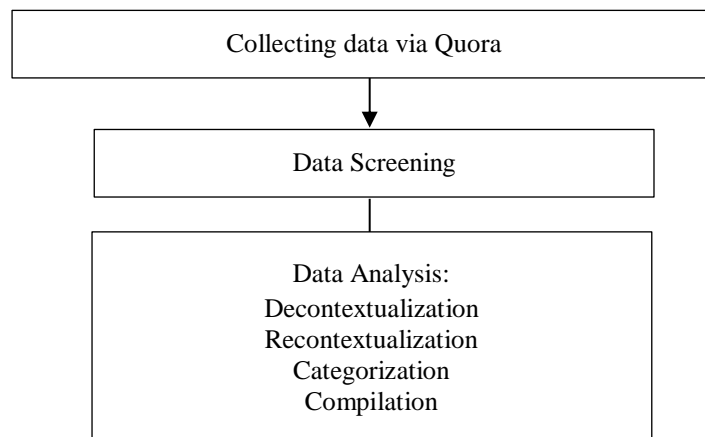
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      │         Recontextualization       │
      │           Categorization          │
      │             Compilation           │
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Figure 1. Research's Flow

The content analysis used is manifest analysis, which means the researcher will describe the things that the informant clearly conveys in his sentences (Bengtsson, 2016). Researchers determine units of meaning or collections of sentences with certain meanings that are related to each other and are in accordance with the research objectives. Each unit of meaning is given a relevant code and presented with its own definition. Complete sentences are presented next to each code by excluding sentences that are not relevant to the research (recontextualization). Next, the researcher categorized each meaning unit obtained. The fourth step is the compilation. In this research, researchers used manifest analysis so that each conclusion was based on the sentences spoken by the informants. Researchers describe research findings and compare them with previously existing research or theories (Richards & Morse, 2012). Testing the validity of research results can be done by submitting the interpretation results to the informant even though there is a risk that the informant will reject or forget the sentence (Long & Johnson, 2000). Therefore, researchers will provide information and data categorization results so that these risks can be avoided or consult research results with colleagues who are not involved in the research being conducted (Bengtsson, 2016; Downe-Wamboldt, 1992).

4. Result & Discussion

4.1. Collecting Data via Quora

This research uses primary data, with the data source being Quora testimonies written by men and women who are consumers of thrift clothing. Although this data originates from Quora, it is considered primary data as it was collected directly by the researcher for analysis purposes (Sugiyono, 2017). To achieve the objectives of this research, researchers only chose testimonials that could be ascertained as being written by men or women, namely by looking at the names and photos shared in their testimonials. Table 1 shows two accounts

owned by men and 9 others owned by women. The questions answered by these accounts were not created by researchers but were generated by Quora for members to respond to.

Table 1. Source of Data

| Name of Accounts on Quora	Gender	Questions Answered
El De Pradana	Male	Reasons to buy thrift clothing
Muspiar Saputra	Male	Will you buy thrift clothes?
Dwi	Female	What do you think about buying "preloved" clothes?
Mirza Annisa Izzati	Female	What do you think about buying used clothes that are still usable? Why?
Alicia Van Akker	Female	Have you ever bought used clothes or items to reuse? Would you like to share a story about why you are interested in buying used goods?
BungaA	Female	Have you ever bought used clothes or items to reuse? Would you like to share a story about why you are interested in buying used goods?
Vanessa Rizki	Female	Have you ever bought used clothes or items to reuse? Would you like to share a story about why you are interested in buying used goods?
Yenny Aprilia	Female	Have you ever bought used clothes or items to reuse? Would you like to share a story about why you are interested in buying used goods?
Salsa	Female	How do you feel after purchasing a "preloved" item?
Virginia Emmanuella	Female	What do you think about buying "preloved" clothes
M.J	Female	What is your reason for buying used goods?

4.2. Data Screening
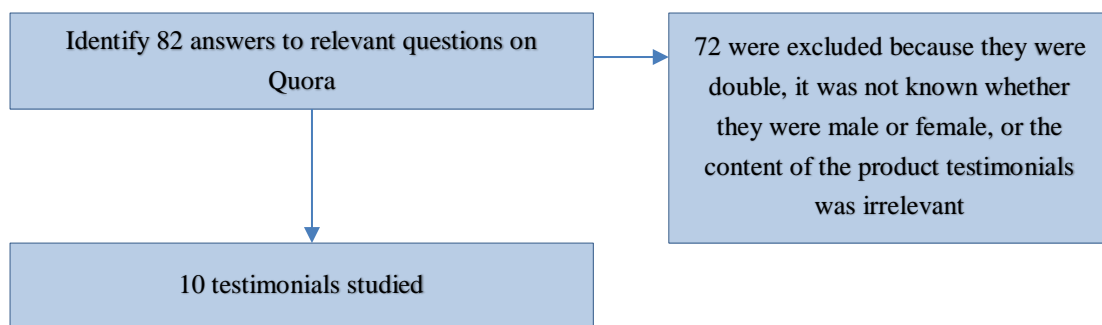
Figure 2. Data Screening

Data screening as shown in Figure 2 was carried out to obtain relevant data for the research. Testimonials taken as data are only testimonials that discuss purchasing clothing (or in combination with other products). Because the raw data uses Indonesian, the researchers translated the data into English first. Extracted and screened data from Quora is presented in Table 2. This data was taken by copying and pasting testimonials from Quora. This screening data causes an imbalance in the number of female and male testimonials analyzed in this study. The summary presented has removed irrelevant data such as stories of purchasing products other than clothing, images, filling words, and emojis.

Table 2. Summary of Male and Female Consumer Testimonials

Summary of Consumer Testimonials
El De Pradana/Male: Cheap price (buy 1 new, you can buy 3 preloved), sizes available, unique model, helps to recycle, helps MSMEs, have thrifting acquaintances, online purchase can help courier, reduces the risk of getting tired of looking but nothing is suitable. What I bought: a Uniqlo sweater that I

Summary of Consumer Testimonials

customized with Japanese and koi paintings, a tie with a picture of a duck, Hawaiian shirts, and Bape T-shirts.

Muspiar Saputra/Male: Yes, I will buy used clothes, I'm one of those people who likes to look different but not tacky, and second-hand imported clothes are good. When I thrift used clothes, I prefer vintage models. My favorite brands when I'm thrifting are Carhartt, Timberland and Japanese Sukajan T-shirts.

Dwi/Female: I also like buying second-hand things, including clothes. Most of my tops, dresses, pants, and skirts are second-hand. My mother is often shocked when she sees that my collection of clothes, which she thinks are good, turns out to be used clothes. What makes me happy, too, is that I often get additional bonuses for (used) clothes from my regular sellers. The bonus product fits me because I already understand the size of the clothes I often buy. Regarding cleanliness, usually after the clothes arrive, I wash them straight away. The seller also cleaned it first. Sometimes, some have even been washed and ironed before being sent.

Mirza Annisa Izzati/Female:

Following the 3R principle, namely Reduce, Reuse, and Recycle, buying used clothes is an effort to reduce the amount of waste we produce. Reusing other people's clothes is still considered unusual in Indonesia - even if the clothes in question are still suitable for use. In fact, clothing waste is increasing every year. One of them is caused by consumer behavior driven by the fashion industry.

Currently, the fashion industry creates clothing trends that change quickly, at least four times a year (Spring/Summer Collection, Fall/Winter Collection, Resort Collection, and Pre-Fall Collection). This rapid change in trends encourages consumers to buy clothes according to the latest trends, even though the clothes they have just purchased may still be very suitable. Imagine if every three months you bought clothes, how quickly would your closet fill up?

Apart from that, this rapidly changing trend is accompanied by the modest quality of clothing. As a result, apart from buying clothes because trends change, someone may often buy clothes because the clothes they own quickly break down. Reusing clothes that are still fit for use makes more and more sense. Added to this is the textile waste that results from clothing production. Indonesia is 1 of the 10 largest clothing-producing countries in the world. So, I think buying second-hand clothes is a sensible choice. Apart from getting clothes at cheaper prices with good quality, I also participate in reducing rubbish and textile waste. Fortunately—even though it's still not commonplace—many people are starting to sell good quality pre-loved clothes online and through garage sales in Indonesia.

Alicia Van Akker/Female:

Alice, 10 years ago, definitely wouldn't have wanted to buy second-hand or preloved goods.

I changed because in 2018, I moved house, and at that time, I realized how much stuff I had!

That was the turning point in my life when I changed to become a minimalist and started buying pre-loved things because at that time, I was selling some things that I didn't use, and then I thought that if everyone thought like me, no one would want to buy them, so I had to start from myself first. At first, I only bought preloved bags, and they were still really good, but the price was much lower! Then start buying blazers. Honestly, it's better to buy preloved blazers because most of them are only used 1/2 times. I usually buy on Prelo or Carousell. Some vintage items can only be obtained preloved because no one is selling them on the official site

Bunga/Female:

Often and addictively. College was my heyday; I used to like hunting for clothes, pants, and sweaters almost every week because I was addicted to that. If asked why do you like pre-loved items? Apart from the price of 100 thousand (Indonesian Rupiah), you already get a suit from top to bottom, and the chances of it being the same as other people are also slim. For those who want to mix and match and like ideas but have a low budget, looking for BJ/preloved/thrift items is the best answer.

I used to go hunting when I was in college; there was a special market for pre-loved goods; if you went there with your friends when you had just entered the market, I felt like I didn't remember being stuck with the friends I invited, aka forgetting myself, forgetting about my college assignments, forgetting all the burdens of life. Eh, I've gone back to my hometown, and I never buy any anymore, it's expensive in my

Summary of Consumer Testimonials
village, and the price of BJs is the same as new stuff especially now that the trend is thrift, it's getting crazier, people are giving prices, so now if you need something, you buy a new one. I have to.
Vanessa Rizki/Female:
I have; it became a mess. In my opinion, it's just fun, apart from the fact that the price is low, there are lots of options. Choose wisely. The important thing is to wash it clean later. In my opinion, it is also effective because it reduces clothing waste and makes use of old items. There is a sense of pride in finding good things at low prices. Apart from that, we also have to be clever at mixing and matching. People won't know if it's a pre-loved item. Or usually people also call it thrift/*dalbo*. Even though the price is cheap, the quality is still okay.
Yenny Aprilia/female:
I like buying clothes at the Instagram thrift shop. Thrift shop and preloved are similar, but there are differences. If it's pre-loved, it tends to be personal items, if it's a thrift shop, it's usually second-hand clothes (if you're lucky you get new ones) from imported second-hand clothes bales. The reason I like it is simple. I like vintage clothing models, so those selling vintage models are usually thrift shops. Most sell the latest clothing styles if it's not a thrift shop. Yes, so I like to hunt for treasure at the thrift shop. I'm not worried about germs or anything, because when I buy clothes at a thrift shop, they've always been washed, as soon as I receive them, I'll wash them again, in fact, if sometimes there's a stain on the thrift clothes, I soak them in hot water first. So, I'm taking it easy, and I haven't had any bad experiences. Until finally my favorite thing made me want to have my own thrift shop. I was afraid of losing, afraid it wouldn't sell, I had a lot to think about, but this month, exactly 2 weeks ago, I finally had the opportunity and I had the courage to open my own thrift shop.
Salsa/female:
It feels addictive. Yes, how about that. It is good quality, low price, and really suitable for student pockets. Let's talk about it. The first time I found out about pre-loved was when my friend invited me to *Pasar Senen* to look for trousers. After getting the trousers, she casually took me to a place that was full of collection of pre-loved items. Well, I just found out that there is a place like that. It turns out there's still a lot of good stuff. At first, I didn't want to go shopping because I didn't bring more money (because my friend suddenly asked me to). The more you walk around the place, the more tempted you are to shop. I bought trousers for IDR 100,000/3pcs. After that, I liked shopping for pre-loved goods. But because of the pandemic, I couldn't go to *Pasar Senen*, so I finally bought it online.
Virginia Emmanuella/female:
I often buy preloved clothes. The jackets, hoodies, and everyday clothes that I wear are thrifts. Maybe 70% of my clothing collection is preloved clothes. If you like it and feel comfortable, why not? Apart from being more affordable, consider implementing the 3Rs. However, sometimes I'm picky. I often buy on Shopee (where the seller is an individual, aka it's their own collection). Apart from being good and suitable for use, someone's collection is better "maintained". I got good service from sellers who have a similar style to me. Apart from that, if there were a church or organization that was selling pre-loved clothes, I wouldn't think twice about buying them. Some time ago, the thrift shop trend boomed. But I never bought it because it was quite expensive (almost the same as new clothes. Too much). I've also had the experience of shopping in the early days. *Awul-awul* (traditional/public market) is a place to sell used clothes, but it is much more diverse than today's thrift shops. There were so many clothes, and there were also piles of clothes. If we are lucky, we will get good things.
M.J./female:
Initially, I was just thrifting for fun because I wanted to buy new clothes for the event, but my budget was limited. It was recommended by a friend to thrift and find really good stuff. Cheap prices and still good quality. Since then, I have become addicted to buying pre-loved items. In my opinion, if it's still good, it's

Summary of Consumer Testimonials
worth using, and usually the quality is good. Because most of them are pre-loved branded goods which they say (there's a price and there's a look), so why not?

4.3. Data Analysis

a. Contextualization

In contextualization, researchers determine units of meaning that are related to each other. Units of meaning in this study are presented in Table 3. In this research, the decontextualization process produced 101 units of meaning. However, researchers only present 54 units of meaning that are relevant to the objectives of this research.

Table 3. Units of Meaning

Units of Meaning
1) Cheap price (buy 1 new, you can buy 3 preloved)
2) Sizes available
3) Unique model
4) Helps to recycle
5) Helps MSMEs
6) Have thrifting acquaintances
7) Vintage models
8) Online purchase can help courier
9) Reduces the risk of getting tired of looking but nothing is suitable
10) Most of my tops, dresses, pants, and skirts are second-hand.
11) Following the 3R principle, namely Reduce, Reuse, and Recycle, buying used clothes is an effort to reduce the amount of waste we produce.
12) Reusing other people's clothes is still considered unusual in Indonesia - even if the clothes in question are still suitable for use.
13) In fact, clothing waste is increasing every year.
14) Currently, the fashion industry creates clothing trends that change quickly, at least four times a year (Spring/Summer Collection, Fall/Winter Collection, Resort Collection, and Pre-Fall Collection).
15) This rapid change in trends encourages consumers to buy clothes according to the latest trends, even though the clothes they have just purchased may still be very suitable.
16) Imagine if every three months you bought clothes, how quickly would your closet fill up?
17) Apart from that, this rapidly changing trend is accompanied by the modest quality of clothing.
18) As a result, apart from buying clothes because trends change, someone may often buy clothes because the clothes they own quickly break down.
19) Reusing clothes that are still fit for use makes more and more sense.
20) Added to this is the textile waste that results from clothing production.
21) Indonesia is 1 of the 10 largest clothing-producing countries in the world.
22) So, I think buying second-hand clothes is a sensible choice.
23) Apart from getting clothes at cheaper prices with good quality, I also participate in reducing rubbish and textile waste.
24) Fortunately—even though it's still not commonplace—many people are starting to sell good quality pre-loved clothes online and through garage sales in Indonesia.
25) I changed because in 2018, I moved house, and at that time, I realized how much stuff I had!
26) That was the turning point in my life when I changed to become a minimalist and started buying pre-loved things
27) At first, I only bought preloved bags, and they were still really good, but the price was much lower!
28) Honestly, it's better to buy preloved blazers because most of them are only used 1/2 times.
29) Some vintage items can only be obtained preloved because no one is selling them on the official site
30) If asked why do you like pre-loved items? Apart from the price of 100 thousand (Indonesian Rupiah), you already get a suit from top to bottom, and the chances of it being the same as other people are also slim.

Units of Meaning
31) For those who want to mix and match and like ideas but have a low budget, looking for BJ/preloved/thrift items is the best answer.
32) In my opinion, it's just fun, apart from the fact that the price is low, there are lots of options.
33) In my opinion, it is also effective because it reduces clothing waste and makes use of old items.
34) There is a sense of pride in finding good things at low prices.
35) Apart from that, we also have to be clever at mixing and matching.
36) People won't know if it's a pre-loved item.
37) Even though the price is cheap, the quality is still okay.
38) The reason I like it is simple. I like vintage clothing models, so those selling vintage models are usually thrift shops.
39) It is good quality, low price, and really suitable for student pockets.
40) Let's talk about it.
41) The first time I found out about pre-loved was when my friend invited me to Pasar Senen to look for trousers.
42) It turns out there's still a lot of good stuff.
43) I often buy preloved clothes.
44) The jackets, hoodies, and everyday clothes that I wear are thrifts.
45) Maybe 70% of my clothing collection is preloved clothes.
46) If you like it and feel comfortable, why not?
47) Apart from being more affordable, consider implementing the 3Rs.
48) However, sometimes I'm picky.
49) I often buy on Shopee (where the seller is an individual, aka it's their own collection).
50) Apart from being good and suitable for use, someone's collection is better "maintained".
51) I think their style is better than the new clothes I have chosen.
52) It was recommended by a friend to thrift and find really good stuff.
53) Cheap prices and still good quality.
54) In my opinion, if it's still good, it's worth using, and usually the quality is good.

b. **Recontextualization and Categorization**

Each unit of meaning formed in the decontextualization process is then given a relevant code for subsequent recontextualization. In this research, recontextualization is carried out by defining each unit of meaning. The recontextualization results are presented in Table 4. It can be seen from Table 4 that the points highlighted by male and female consumers in their purchasing testimonials for thrift clothing are quite different. However, it can be said that they both look at the environmental sustainability side of their purchases. Although women do show higher awareness of this problem.

Table 4. Results of Recontextualization

Results of Recontextualization	
Male Preferences	Female Preferences
Affordability and Value: Male consumers value affordability, realizing that the cost of thrift clothes allows them to purchase numerous clothes for the price of one new item. The availability of different sizes also influences their perception of value, making thrifting a viable option. Uniqueness and Sustainability: They value the uniqueness of thrift clothing models and understand the environmental benefits of thrift buying. Supporting Micro, Small, and Medium Enterprises (MSMEs) motivates them. Convenience and Social Factors:	Environmental Awareness and Ethical Considerations: Female shoppers are motivated by a greater understanding of the environmental impact of fast fashion and the significance of decreasing garment waste. They match their shopping habits with ethical beliefs, looking for ways to contribute positively to sustainability. Aesthetic and Personal Style: Their interest in antique clothing models shows their quest for one-of-a-kind, timeless fashion pieces that express their individual style. Satisfaction with the quality of pre-owned things demonstrates discriminating taste and a desire for well-made apparel. Enjoyment and Social Interaction: Thrifting is more than just a transaction for them; it's a fun experience filled with treasure hunting and socializing. They

Results of Recontextualization	
Male Preferences	Female Preferences
Their relationships in the thrifting world offer them information and opportunities to thrift. They also use internet platforms to make purchases because of their convenience. **Variety and Personal Experience:** Specific pieces they've purchased, such as personalized sweaters and unusual ties, demonstrate their appreciation for the variety and personal expression through thrift clothing.	enjoy discovering hidden gems and sharing their thrift store adventures with others. **Hygiene and Quality Assurance:** Concerns about cleanliness are addressed through thorough cleaning techniques, which ensure that thrift products fulfill hygienic standards. Their contentment with the quality of previously owned things indicates a level of trust and confidence in the thrift clothing they purchase. **Economic Factors and Shopping Habits:** Transitioning to thrifting due to financial restrictions demonstrates their practical attitude to shopping. Despite financial constraints, many find value and satisfaction in thrift stuff, preferring quality and individuality to brand-new clothing.

Based on the results of recontextualization and categorization in Table 3 and Table 4, we conclude that when it comes to thrifting, male customers prioritize economy and practicality, recognizing the worth and cost-effectiveness of thrift clothes. Their preference for innovative models and sustainable procedures reflects their desire to express themselves while positively contributing to environmental efforts. Convenience and social ties within the thrifting community improve their shopping experience, allowing them to explore various options and share their findings with others.

On the other hand, female consumers take a comprehensive approach to thrifting, taking into account ethical, aesthetic, and social issues. The tendency of female consumers to shop ethically is in line with previous research by (Pudaruth et al., 2015), as is their sensitivity to more environmentally friendly products (Nadeem et al., 2020). This means that they are proven to care more about the environment than male consumers. It is their concern for the environment that influences their desire to make more environmentally friendly purchases (Mobrezi & Khoshtinat, 2016). This knowledge is certainly valuable for entrepreneurs, both thrifting businesses and other types of businesses based on green products, to develop more specific strategies to satisfy female consumers, for example by making shopping situations more comfortable for female consumers. Furthermore, besides their preference for second-hand clothes was based on their commitment to environmental preservation, they also share the fair amount of love of vintage apparel. This reflects their quest for unique and timeless style. The results of this study support previous research which states that women are more likely to be involved in environmentally friendly purchases and activities than men (Brough et al., 2016; Kawgan-Kagan, 2020).

In fact, previous research also stated that the behavior and attitudes of female and male consumers have been different since they were teenagers, with female teenagers having higher scores in terms of environmental concern and environmental responsibility (Lee, 2009). On the other hand, male teenagers associate it more with their self-identity in protecting the environment, so their scores on this point are higher than female teenage consumers. Thrifting is not only a cost-effective alternative for budget-conscious individuals but also a fun activity involving social interaction and discovery. Their thorough attention

to sanitation and quality assurance guarantees that thrift clothes exceed their expectations, increasing their pleasure with thrift shopping.

5. Conclusion

Our study reveals distinct patterns in the thrifting behavior of male and female consumers. Male customers primarily prioritize thrift shopping for its economic and practical benefits, recognizing thrift clothes as cost-effective and appreciating innovative models and sustainable practices. They also value the convenience and social aspects of thrifting, which enrich their shopping experience and allow for exploration and sharing within the community. In contrast, female consumers adopt a more multifaceted approach to thrifting, considering ethical, aesthetic, and social dimensions. Their inclination towards ethical consumption aligns with previous research, indicating a higher concern for environmental issues and a preference for eco-friendly products. This concern influences their decision-making process, leading them to favor environmentally friendly purchases and engage in thrifting as a means of supporting environmental preservation efforts. Additionally, female consumers display a fondness for vintage apparel, driven by a desire for unique and timeless style.

The study supports existing literature suggesting that women are more likely to engage in environmentally friendly purchases and activities compared to men. This trend is observed from adolescence, with female teenagers exhibiting greater environmental concern and responsibility. In contrast, male teenagers tend to associate environmental protection with self-identity, leading to higher scores on this aspect compared to their female counterparts. Overall, thrifting emerges not only as a cost-effective option but also as a source of enjoyment, social interaction, and discovery for both male and female consumers. Attention to sanitation and quality assurance further enhances the satisfaction derived from thrift shopping, ensuring that thrift clothes meet or exceed expectations. These insights are valuable for entrepreneurs seeking to cater to the specific preferences and priorities of female consumers, particularly in developing strategies that promote comfort and environmental consciousness in shopping environments.

6. Limitation & suggestion for the future

While our study sheds light on the nuanced differences in green preferences between male and female consumers, it is important to acknowledge its limitations. One notable limitation is that our research primarily focuses on green preferences of thrift clothes and does not delve into consumer behavior or other green products, especially in online shopping. As online shopping continues to grow in popularity, particularly in the realm of thrift shopping, understanding the intricacies of online consumer behavior becomes increasingly crucial. To address this limitation, future research could explore online consumer behavior in greater depth. By examining how male and female consumers interact with online thrift stores, we can gain a comprehensive understanding of their preferences, motivations, and decision-making processes in the digital sphere. Empirical evidence from such studies could provide valuable insights into how online platforms can be optimized to better cater to the needs and preferences of thrifting enthusiasts (Lee et al., 2015).

Additionally, this research is still limited to collecting online data from Quora only. In addition, researchers admit that there are obstacles in identifying the gender of each consumer who provides testimony online so that strategies need to be strengthened so that this gender determination can be carried out by further researchers in the future. Future researchers can also increase the amount of data studied and use other data sources apart from Quora. This step will certainly deepen and enrich the research results compared to this research.

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