

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

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Abstract

Price competition in the fashion industry is increasingly intensifying as the penetration of low-priced imported clothing products increases and the phenomenon of thrifting (imported used clothing) is rampant. This condition puts significant pressure on the sustainability of the domestic garment industry's market share, especially in Central Java as one of the national garment production centers. This study aims to analyze the influence of the price of new imported clothing and the price of used thrifting clothing on the market share of the domestic garment industry in Central Java, as well as examine the role of consumer interest as a mediating variable. This study uses a quantitative approach with primary data obtained through a questionnaire of 58 garment and convection business actors in Central Java. Data analysis was carried out using multiple linear regression and path analysis. The results of the study show that the price of new imported clothes and the price of used thrifting clothes have a positive and significant effect on the market share, both partially and simultaneously. In addition, consumer interest has been proven to be able to mediate the effect of the price of used thrifting clothes on market share, but does not mediate the influence of the price of new imported clothes. These findings indicate that consumer decisions on thrifting products are more influenced by interest and value perceptions, while decisions on new imported clothing are more rational and directly influenced by price. This research makes a theoretical contribution to the study of industrial competition and market crowding-out, as well as practical implications for business actors and policymakers in formulating strategies to strengthen the domestic garment industry.

Keywords: *price competition; imported clothing; thrifting; consumer interest; market share; garment industry.*

INTRODUCTION

Change global fashion industry market structure in a number of year final show improvement intensity significant competition , especially in developing countries . This phenomenon This marked by the entry of product clothes import valuable low and increasing trading clothes used cross- country (second-hand clothing trade). Brooks (2025) explains that more of 24 billion items of clothing used traded every year globally with mark trading reach more from USD 4.9 billion , and some big flow to developing countries . Conditions This No only change pattern consumption society , but also influences structure domestic market demand and supply , especially in the garment and textile sectors which are of a congested work . Sector industry textiles and products Textiles (TPT) is one of the main pillars manufacturing in Indonesia, with Province Central Java as one of the center production garment the biggest national . However , in a number of year lastly , industry garment domestic in Central Java is facing challenge Serious consequence change global market dynamics and shifts behavior consumption society . Two factor the main one that provides pressure significant is penetration clothes imports (especially new fast fashion products) and the surge thrifting phenomenon or trading clothes used import . Brooks (2025) emphasized that entry clothes import cheap and clothes used import create effect market crowding out , namely condition when product domestic shifted in a way gradually by product import , although market demand in general aggregate still high . Condition This show that market changes have an impact straight to the bottom industrial market share domestic .

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

Competition price become issue central in study this . Product garment domestic Central Java , which must bear cost production like wages power work , materials standards , and taxes , often lose compete with clothes import newly produced in a way mass from countries like China, as well as with incoming thrift clothes in a way illegal without burden cost production manufacturing . This is create imbalance in the market, where the market share of the industry local Keep going eroded by products outside . Research show that performance industry textiles national tend not optimal when the market is flooded with alternatives prices far below standard cost production local . Brooks (2025) emphasized that trading clothes used in developing countries often weakens capacity industry local in maintain share the market consequence pressure price that is not balanced . In a way simultaneous , price product clothes imports and increasing circulation clothes used form market pressures that are cumulative to domestic garment industry . Product prices import become trigger main the formation of a cost-effective market low , while thrifting strengthen substitution product domestic in structure request .Brooks, (2025) mention that combination second factor the speed up the crowding out process industry local . In context This , the domestic garment industry market share become indicator an ending that reflects impact accumulative from change the market structure .

Various study previously show that price product import influential significant to decision purchasing and power competition product domestic.Permatasari et al., n.d.(2023) research improvement Power competition industry in face import clothes thrifting in Indonesia. Study results show that quality products and efficiency production influential positive to Power industrial competitiveness .Brooks, (2025) find that import clothes used own impact negative to Power competitiveness and sustainability industry local , especially in low-income countries low .Das, (2025) find that clothes imports and thrifting have Power competition price reflected height from improvement global market share and superiority comparative trade . Findings This show that competition price product imports and thrifting have an impact to industrial market share garment domestic .Hutagalung & Agatha, (2023) find that the thrifting phenomenon contributes to the decline performance industry textiles and garments , which are reflected from less stock returns optimal approaching day highway religious .Liessantri Ndraha et al., (2025) find that perception price influential positive and significant to decision purchase thrifting clothes , with coefficient further regression big compared to quality product .Samudera et al., (2024) find that import clothes thrifting causes instability market prices and weaken Power competition industry textiles domestic , because price clothes import distant traces more cheap push shift request consumer from local Syahyu, (2025)products . find that import clothes illegal thrifting with price cheap lower Power competition and sales industry garment domestic , because consumer tend switch to product import more traces affordable . Other studies have found that that circulation clothes used impact negative to industry local through decline request product new . However , some study show different results , where thrifting viewed only influence certain market segments and not always impact directly to the industry domestic in a way aggregate . Difference findings This show existence inconsistency results study related influence product import and thrifting to performance industry local .

Therefore that , is necessary analysis deep about the extent of the disparity price between clothes import new , thrifting products , and garments local influence industrial market share domestic . Research This focused on Central Java considering role strategic location of this area as a production base garment affected national directly by dynamics competition the . Study This aim For test and analyze in a way empirical influence price product clothes import to market share of the domestic garment industry in Central Java . To what extent is the competition price product clothes imports and thrifting have an impact to decline industrial market share garment domestic in Central Java . In a way theoretical , research This give contribution to development literature theory competition industry and market structure , in particular in context market crowding out in the industry domestic in developing countries . Research This enrich study about market share as indicator performance industry with relate it to the variables price product import and distribution clothes used . In practical , results study This expected give implications managerial for perpetrator garment businesses and MSMEs in Central Java in formulate pricing strategy , differentiation products , and reinforcement Power competitive . Besides that , the findings study This can become material consideration for government regions and stakeholders policy in formulate policy protection and strengthening domestic garment industry .

LIBRARY REVIEW

Theory Structure–Conduct–Performance (SCP) originate from study economy industry developed by Bain and Mason, and is one of the main grand theories in analysis market structure . SCP explains that market structure (number perpetrators , obstacles entry , level concentration and differentiation product) will influence behavior perpetrator business (pricing strategy , innovation , promotion), which ultimately determine market performance or industry , such

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

as efficiency, profitability, and market share. In theory this, change market structure for example consequence entry product import or substitution product will impact systemic to position and performance industry domestic. Theory Trading International, especially Comparative Advantage Theory put forward by Ricardo, explains that the country will export items that can be produced with cost relatively more low and import goods that cost production more high. In modern context, theory This develop with consider scale production, costs power work and efficiency chain global supply. Trade international allows product from low-cost countries low flooding the markets of other countries, so create pressure competitive to industry domestic which has structure cost more tall. Draft market crowding-out explain condition when product or activity certain replace role other products in a market, not Because improvement total demand, but consequence change structure offers and prices. Brooks, (2025) in a way explicit use draft This For explain How when entry goods from source external (inside) matter This clothes import cheap and thrifting) dominate the market so much appearance so that force manufacturer domestic For go out from the market or reduce scale production. Products outside "expelling" products local Because inability product local For match superiority price or Power pull brand competitors.

HYPOTHESIS

Product Price Clothes Import to Domestic Garment Industry Market Share Central Java

Theory Structure–Conduct–Performance (SCP) and theory trading international explain that change market structure due to entry product import cost low will influence market behavior and impact on performance industry domestic. In context this, price product clothes more imports cheap create pressure structural to industry local who have cost production more high. Based on theory comparative advantage, product import capable compete through superiority price, so that shift market demand from product Theoretically, this condition reduces the domestic garment industry's ability to maintain its market share. A number of study previously find that price product import influential significant and negative to performance industry domestic. Research in the sector textile and garment shows that difference big price push consumer switch to product import, so that reduce sales volume product local. Other studies have shown that that increasing penetration product import cheap cause decline Power industrial competitiveness and market share domestic, especially in developing countries. Research empirical cross-country also shows that industry local that is not capable adapt structure cost will experience market share erosion consequence pressure price import. Findings the in a way consistent support suspicion connection negative between price product imports and industrial market share domestic. Therefore That can formulated hypothesis in the form of:

H1: Product price clothes import **influential negative** to domestic garment industry market share in Central Java

Product Price Thrifting Clothes vs. Domestic Garment Industry Market Share Central Java

Market structure theory and consumer preference theory explain that price is the primary reference in forming consumption choices. low imports form expectation market prices and increase sensitivity consumer to alternative cost low. In condition said, the clothing market used develop as response to structure competitive prices. In general theoretical, pressure price from product import push improvement circulation product substitution, including clothes used. Study previously show that the product market used develop rapidly in an environment characterized by prices product new and increasingly cheap. Study empirical find that penetration product import cost low expanding the thrifting market Because consumer the more used to with pattern consumption based price. Other studies also show existence connection positive between pressure prices in the clothing market new with increasing trade volume clothes former. Findings the indicates that price product import contribute to the growth of the thrifting market. Therefore That can formulated hypothesis in the form of:

H2: Product price thrifting clothes have an impact negative to domestic market share

Interest Consumer moderate the influence of clothing prices Import to Industrial Market Share Garments Domestic Central Java.

Influence negative price clothes import (new) against local market share will become more strong when interest consumer to product high overseas. Consumers who have preference strong on foreign brands will be very sensitive to price; if price product import A little just more competitive, interest the will direct push displacement consumption in a way massive, so that garment market share Central Java will decline more Sharp. Research conducted by (Amelia et al., 2023) stated that consumer interests and desires are key to innovation. If local industries are unable to keep up with the

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

high consumer interest in global trends, the price competitiveness of imported products will easily dominate the market. Therefore, the following hypothesis can be formulated:

H3: Consumer Interest moderates the influence of Imported Clothing Prices on the Market Share of the Domestic Garment Industry in Central Java.

Interest Consumer moderate The influence of thrifting clothing prices on Industrial Market Share Garments Domestic Central Java .

Interest consumer to style thrifting life (such as vintage trends or sustainable fashion) act as catalyst . Although price garment domestic Central Java is lowered , if interest public towards moderate thrifting is at its peak , then price cheap from clothes used will give impact distant market crowding- out more big . Interest consumer create " value " from price cheap thrifting becomes more meaningful in the eyes buyers . (Ndraha & Kramadibrata , 2025) found that interest perception - driven buying very affordable prices on thrift products positive influence decision purchase in a way significant . This indicates that interest in strengthening consumers' reasons for abandoning new (domestic) products. Therefore, the following hypothesis can be formulated:

H4: Consumer Interest moderates the influence of Thrifting Clothing Prices on the Market Share of the Domestic Garment Industry in Central Java

RESEARCH METHODS AND MODELS

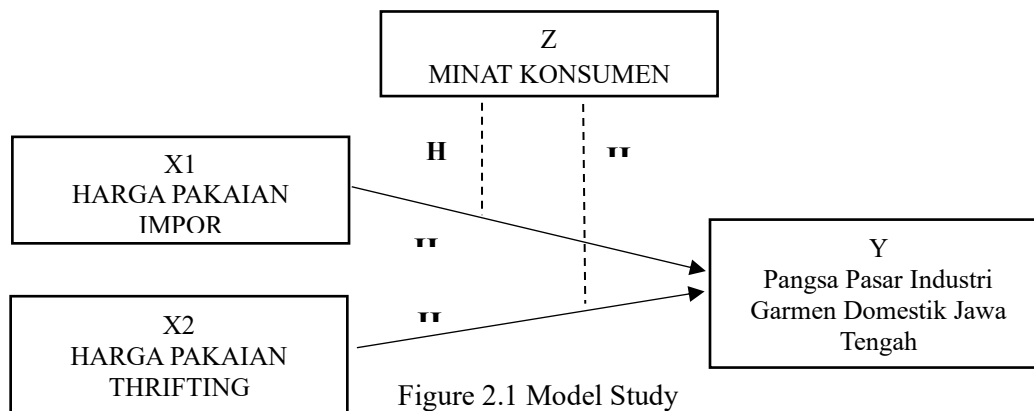


Figure 2.1 Model Study

Population in study This is **perpetrator business garment and convection industry operating in the Province Central Java** , good scale micro , small , and medium , which is active produce and market product clothes So . Sample in study This is perpetrator garment/ convection businesses located in the Central Java region have operate at least two year, producing and marketing product clothes So in a way active . Because the population perpetrator relative garment business small , then technique determination samples in research This refers to Saturated Sampling (if population small) or at least 30-50 actors business For get enough data deep in analysis statistics industry . Data analysis in study This use **analysis quantitative** rely on primary data obtained through instrument data collection in the form of questionnaire with use Likert scale 1-5 (1: Very Disagree) Agree , 2: No Agree , 3: Neutral , 4: Agree , 5: Strongly Agree).

RESULTS AND DISCUSSION

Results

Table 1 presents validity test results For each indicator item in the Clothing Price variable Import New (X1). Validity test This done For ensure that every indicator own significant relationship with a total score measured variables so that can used in analysis continued .

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

Table 1. Validity and Reliability

No	Indicator	r count	Sig. (p-value)	r table	Information
1	X1.1	0.681	0,000	0.254	Valid
2	X1.2	0.672	0,000	0.254	Valid
3	X1.3	0.680	0,000	0.254	Valid

If $r \text{ count} > r \text{ table}$ and $\text{Sig.} < 0.05$, then the item is declared valid. All indicators meet the validity criteria.

Table 2 shows reliability test results using Cronbach's Alpha to fourth variables in study this , namely Clothing Prices Import New (X1) , Used Thrifting Clothing Prices (X2) , Interest Consumers (Z) and Market Share (Y) .

Table 2. Reliability Statistics

Variables	Cronbach's Alpha	N of Items	Information
Clothing Prices Import New (X1)	0.609	3	Reliable
Price of Used Thrifting Clothing (X2)	0.639	3	Reliable
Interest Consumer (Z)	0.644	3	Reliable
Share (Y)	0,642	3	Reliabel

Based on reliability test results use Cronbach's Alpha method , obtained Cronbach's Alpha value all variables more big from 0.60, so that fourth instrument stated reliable and have level sufficient internal consistency .

Table 3 presents summary statistics from the multiple linear regression model that looks at connection between variables independent (Clothing Prices Import New and Used Thrifting Clothing Prices) against variables dependent (Market Share) .

Tabel 3. Model Summary Regresi Linear Berganda

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.879 ^a	0.773	0.765	0.64569

Based on results analysis multiple linear regression , obtained The R value is 0.879, which indicates that there is very strong relationship between variables independent clothing prices Import New (X1) and Used Thrifting Clothing Prices (X2) with variables dependent Market Share (Y). The R Square (R²) value of 0.773 indicates that amounting to 77.3% variation Market Share (Y) can explained by both variables independent namely , the price of clothes Import New and Used Thrifting Clothing Prices . Meanwhile that , the remaining 22.7% influenced by other variables outside the research model This . The Adjusted R Square value of 0.765 indicates that after customized with amount variables independent variables used , regression models Still capable explains 76.5% of the variation Market Share (Y). This is show that the model is built good and worthy used .

Table 4 shows ANOVA test results (F test) for the regression model multiple , which tests whether variables independent in a way together influential significant to variables dependent .

Table 4. Simultaneous Test (ANOVA) for ANOVA Regression Model ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77,983	2	38,992	93,524	.000 ^b
	Residual	22,930	55	0.417		
	Total	100,914	57			

Based on ANOVA test results obtained calculated F value amounting to 93,524 with level significance of 0.000 (< 0.05). This show that the multiple linear regression model significant in a way simultaneous .

With thus , it can concluded that Clothing Price Variable Import New (X1) and Used Thrifting Clothing Prices (X2) in total simultaneously (simultaneously) have an effect significant to Market Share (Y).

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

Table 5 presents t-test results for each variable independent in the regression model multiple . Purpose table This is For know influence partial clothing prices Import New (X1) and Used Thrifting Clothing Prices (X2) against Market Share (Y).

Table 5 Coefficients Regression Partial X1 and X2 against Y

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,653	0.849		1,946	0.057
	Clothing Prices Import New (X1)	0.487	0.097	0.503	5,009	0.000
	Price of Used Thrifting Clothing (X2)	0.389	0.091	0.432	4,303	0.000

The Influence of Clothing Prices Import New (X1) against Market Share (Y) Clothing Price Variable Import New (X1) has t - value amounting to 5,009 with level significance of 0.000 (< 0.05). This show that the price of clothes Import New influential positive and significant to Market Share (Y). Coefficient value regression B = 0.487 shows that every increase of 1 unit in clothing price Import New will increase Market share of 0.487 units , with assumptions other variables are constant .

The Influence of Used Thrifting Clothing Prices (X2) on Market Share (Y)

The variable Price of Used Thrifting Clothing (X2) has t - value amounting to 4,303 with level significance of 0.000 (< 0.05). This show that the Price of Used Thrifting Clothes influential positive and significant to Market Share (Y). Coefficient value regression B = 0.389 shows that every 1 unit increase in the price of used thrifting clothing will increase Market share of 0.389 units , with assumptions other variables are constant .

Table 6 presents results analysis track For see connection direct variables free to Interest Consumers (Z) and connection No direct through mediation Interest Consumer to Market Share (Y).

Table 6. Path Coefficients of Mediation Analysis for Consumer Interest

Connection	B	t	Sig.	Conclusion
X1 → Interest Consumer (Z)	0.407	4,036	0,000	significant
X2 → Interest Consumer (Z)	0.525	5,208	0,000	significant
X1 → Z → Y (mediation)	—	1,982	—	No significant
X2 → Z → Y (mediation)	—	2,251	—	significant

T Count 1.982 < T Table 2.002, so that can concluded that variable Z does not capable mediate in a way significant influence variable X against Y. With Thus , the influence of X on Y is only nature directly , but in a way No directly (via variable Z) no influential . Based on the results of the indirect effect test using the Sobel Test, obtained t - value amounting to 2,251, while t- table value amounting to 2,002 at the level significance 5%. Because t count (2.251) > t table (2.002), then can concluded that influence No significant direct (indirect effect) . With Thus , the variable mediation (Z) is capable mediate in a way significant influence variable X2 against variable Y

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

Table 7 presents assumption test results classic regression models , which include residual normality , heteroscedasticity , multicollinearity , and autocorrelation .

Table 7. Classical Assumption Tests: Normality, Heteroscedasticity, Multicollinearity, and Autocorrelation

Assumptions	Test Results	Conclusion
Normality (Kolmogorov-Smirnov)	p = 0.200	Normal
Heteroscedasticity	No significant	Fulfilled
Multicollinearity (VIF)	< 5	n't any
Autocorrelation (Runs Test)	p = 0.227	n't any

Discussion

Research result show that the price of clothes Import New (X1) and Used Thrifting Clothing Prices (X2) have an effect positive and significant to Domestic Garment Industry Market Share (Y) . In general simultaneous , both variables price the capable explains 77.3% of the variation market share , which indicates strong role price in competition garment industry . In addition that , Interest Consumer (Z) is proven play a role as variables mediation partial , where only capable mediate influence price thrifting used clothing to market share , but No mediate influence price clothes import new . Partial test results show that the price of clothes Import New (X1) has an effect positive and significant to Market Share (Y) ($\beta = 0.503$; sig. 0.000). Findings This show that the more competitive price clothes import new , then the more big the pressure experienced domestic garment industry , so happen change distribution market share . These results in line with findings of Das (2025) and Syahyu (2025) which state that price product import — good new and used — have Power pull tall for consumer Because considered give mark more compared to product local , so that impact on the decline Power competition industry domestic . The Used Thrifting Clothing Price Variable (X2) is also proven influential positive and significant to Market Share (Y) ($\beta = 0.432$; sig. 0.000). This show that cheap price thrifting clothes increases shift request consumer from product local to product used import . Findings This consistent with research by Rahman et al . (2024) and Hutagalung & Agatha (2023) which confirms that thrifting is annoying industrial market stability textiles domestic Because offer price low with quality that is still worthy use , so that influence structure market share . The results of the path analysis show that the price of clothes Import New (X1) and Used Thrifting Clothing Prices (X2) have an effect positive and significant to Interest Consumer (Z). However , the influence of X2 on Z is greater strong ($\beta = 0.525$) compared to X1 ($\beta = 0.407$). This is indicates that consumer more sensitive to price thrifting clothes compared clothes import new .

Research result show that Interest Consumer (Z) does not capable mediate the influence of clothing prices Import New (X1) against Market Share (Y). The Sobel test produces the calculated t value (1.982) < t table (2.002), so that hypothesis mediation rejected . This means that the influence price clothes import new to market share is directly , without through improvement interest consumers . Consumers tend buy clothes import new No Because interest emotional , but Because consideration rational such as global brands, perceptions quality , and prestige . On the contrary , Interest Consumer succeed mediate the influence of the price of used thrifting clothes (X2) on Market Share (Y) (t count 2.251 > t table 2.002). This show that Power pull main thrifting clothing lies in the combination price cheap and interested consumers , especially in the segment young and consumers oriented value -conscious. Difference This can explained in a way rational Thrifting clothes decision purchase fueled by interest , trends , and prices , Clothing import new decision purchase more rational and functional Findings This strengthen results study Kramadibrata & Ndraha (2025) stated that that thrifting prices are very dominant in form interest buy , compare product import new . Research This built based on a number of theory main : Theory Demand and Price (Demand Theory) Explains that decline price will increase request , which is in context This impact on shifting market share of product domestic to product import / thrifting. Theory of Consumer Behavior Explains How consumer respond difference price through cognitive (rational) and affective (interest) processes . This theory is relevant in explaining the role of consumer interest as a partial mediator. Competition Industrial Organization Theory states that market structure and competition price determine distribution market share between perpetrator industry , including between product local and imported . With framework theory said , the results study confirm that price is instrument competition main , but mechanism its influence different between product import new and used thrifting clothing to domestic garment industry market share .

CONCLUSION

PRICE COMPETITION OF IMPORTED CLOTHING PRODUCTS AND THRIFTING ON THE MARKET SHARE OF THE DOMESTIC GARMENT INDUSTRY IN CENTRAL JAVA

Wahyu Jumiarsih et al

Study This conclude that competition price product clothes import new and used thrifting clothing own positive and significant influence to Market share of the domestic garment industry in Central Java . Regression results show that second variables price capable explain part big variation market share , which confirms that price is factor key in structure competition garment industry . In addition that , interest consumer proven play a role as variables mediation partial , where only mediate influence price thrifting clothes to market share , but No mediate influence price clothes import new . findings This indicates that decision consumer to more thrifting clothes influenced by interests and perceptions value , whereas decision to clothes import new tend nature rational and direct influenced by price . By overall , research This strengthen argument that thrifting phenomenon and products import valuable competitive give pressure significant to sustainability domestic garment industry market share .

This study has several limitations that should be considered. First, the study's scope is limited to Central Java, so the results cannot be generalized nationally. Second, this study focuses only on price as the primary factor of competition, while other factors such as product quality, brand image, government policy, and distribution channels have not been included in the model. Third, the relatively limited sample size has the potential to affect the generalizability of the findings. Fourth, the use of a cross-sectional design means this study is unable to capture the dynamics of changes in consumer behavior and market share over the long term. Based on these limitations, further research is recommended to expand the region and sample size to ensure more nationally representative results. Future research should also integrate additional variables, such as product quality, brand attitude, the policy banning used clothing imports, and consumer awareness of local products. Furthermore, using a longitudinal approach or structural modeling (SEM-PLS) can provide a more comprehensive understanding of the causal relationships between variables. Future research could also explore the role of moderating factors, such as income or consumer lifestyle orientation, to deepen our understanding of the mechanisms of price competition and its impact on the market share of the domestic garment industry.

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