

THRIFT SHOPPING TRENDS IN BUILDING WORD OF MOUTH AND INCREASING SHOPPING INTEREST IN ECOMMERCE SHOPEE

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ABSTRACT

This study aims to find out how electronic word of mouth in encouraging thrift shop trends, to find out how electronic word of mouth in improving thrift shop marketing, and to find out how electronic word of mouth in encouraging shopping interest in thrift products. This study uses qualitative research, in order to find out and provide an overview of the problems that are happening, in qualitative research data collection is obtained from facts obtained in the field. The results show that the thrifting trend is influenced by electronic word of mouth, so that people, especially young people interested in buying the product being sold. and with word of mouth as a strategy that benefits sellers, because they don't have to chase the ball, so they can save time and costs. The use of thrift products is considered a contemporary slang which results in continuous purchasing of thrift products. Marketing through e-commerce to sell thrift products is a phenomenon in itself, it is easy to sell products that they cannot sell directly, only based on photo catalogs on e-commerce though. Reviews and feedback provided by customers are a very important part to encourage increased sales of informants. Interest in shopping for thrift products is related to the purpose of buying, the result of previous eWOM perceived by customers. Economic conditions that occur to buyers, so they buy their own products. Information obtained through eWOM from customer story updates and postings via social media can encourage customers to be interested in buying

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1. INTRODUCTION

The number of foreign brands that have sprung up at high prices does not stop fashion lovers, in fact it makes fashion lovers compete to look better than others. Some are even willing to set aside a lot of money to meet their appearance needs. To look today, especially for some teenagers, is a trend that must be followed, but not all teenagers and even the public are able to meet and follow the ever-changing fashion trends. Bardhi & Arnould, (2005) stated that some people are also looking for ways to always look cool and fashionable but with minimal capital. To fulfill a lifestyle that fits his identity, each individual must look for the best way to achieve it according to their respective abilities. Some individuals think that a cool style of dress is their lifestyle, but there are also individuals who are unable to fulfill this lifestyle because at this time

the price of clothes is quite expensive. Therefore, some individuals are also interested in shopping cheaply but still modern to fulfill their lifestyle. The way to shop cheaply but even then is by shopping for used clothes. In a study it was found that the sale of used clothing has created a cultural pattern, which then has an impact on the people around them so that the phenomenon of buying used clothing has value for society, especially teenagers who have a contemporary lifestyle (Hochtritt, 2019). Thrift Fashion is a style of dress that is currently trending even though it is called used clothing (Monja). Thrift Fashion is considered a cheap trend. Thrifting means the activity of finding and buying used items such as clothes whose condition is still suitable for use and still suitable for use. In modern times like today, lifestyle is like a demand, especially the lifestyle demands of city children and students. Moreover, with the development of the fashion industry at this time which makes conversation in the wider community to always be up-to-date with current fashions.

Positive Impact of Thrift Shopping in addition to having a positive impact on individuals, it turns out that this thrift shopping activity has a positive impact on the earth, the impact is that this thrift shopping activity can reduce the pile of garbage on earth, this activity can also help reduce the use of water and waste from the process production of clothing. Not only positive impacts, on the other hand there are also negative impacts of Thrift Shopping, there are negative impacts that can be generated from this activity, namely based on laboratory results that have been carried out by the ministry, it was found that imported used clothing products contain many bacteria that can harm health. (Aljukhadar & Senecal, 2011)

The purpose of thrift shopping activities is to save the expenses of those who do thrift shopping activities. Not only that, these activities are also useful for the world. This activity can reduce garment waste and can also save the world's water. Because making clothes requires a long process and a lot of water. All activities must have an impact, of course there are negative impacts as well as positive impacts. The following are positive impacts that can be taken from thrift shopping activities. Besides having a positive impact on individuals, it turns out that this thrift shopping activity has a positive impact on the earth as well. This thrift shopping activity can reduce the pile of garbage on earth, besides that this activity can also help reduce the use of water and waste from the production process in clothing (Hochtritt, 2019).

Technological developments make the delivery of information run quickly, including playing the role of buying and increasing market trends, various kinds of social media are now also a way to increase information. If WOM is the process of conveying information from person to person and plays a major role in customer purchasing decisions 3 in Twitter Power: Tweets as Electronic Word of Mouth (Reichelt et al., 2014) In addition, the journal also states that in commercial situations, WOM involves customers sharing attitudes, opinions, or reactions about a business, product, or service with others. Positive WOM is also considered a powerful marketing communication medium for companies to influence customers. WOM functions based on social networking and trust: people rely on family, friends, and other people in their social networks. Research also shows that people seem to be more interested in the opinions of people outside of their social network, such as online reviews (Bahtar & Muda, 2016)

The products he's tried are much simpler and less annoying than most ads. (Nicolin: 2004) The more sources of information sent and then received by consumers to make decisions, it resulted in the effectiveness of advertising which has been a tool to communicate and introduce a product or service to be decreased. Compared to advertisements that always show the goodness and advantages of a product, consumers tend to believe more in word of mouth or commonly called word of mouth promotion because usually the source of the news is people who can be trusted and the cost is relatively cheap. In September 2006, Marketing Research Indonesia (MRI) conducted a research involving 202 male and female respondents, aged 8 years

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and over, middle and upper social class in Jakarta. The question asked is, what media is the best source to get information on various categories ranging from restaurants, cafes, new cars, computers, banking products, insurance, hospitals, food, to household products. The results are surprising. Because it was not television advertising that became the best source of information and gave the biggest influence in decision making, but Word Of Mouth. Of the 10 categories asked, there are 8 categories that consumers consider the biggest influence to come from Word Of Mouth, not Above The Line advertisements. In just one category, namely new cars, Above The Line's influence is enormous. This may be due to Above The Line advertisements, especially television, being able to clearly show the visuals of the car.

Electronic Word of Mouth In its role in the digital era, the internet has created a new paradigm in Word of Mouth communication and this is the beginning of the emergence of the term Electronic Word of Mouth (eWOM). According to (Mishra & Satish, 2016) Electronic Word of Mouth is a positive statement made by consumers about a product or company that can be accessed by many people or institutions via the internet. According to (Serra Cantallops & Salvi, 2014) the dissemination of information through eWOM is carried out through online media or the internet such as via email, blogs, chat rooms, Facebook, Twitter and various other types of social media that can lead to interactions between consumers with one another, with the existence of This online social communication will automatically be able to help consumers share experiences about the products or services they get in the buying process.

2. LITERATURE REVIEW

Lifestyle

Lifestyle is a reflection or self-reflection of someone who gives rise to his identity, everyone has a lifestyle that is different from one another. From these differences can show how each character has a different identity. The lifestyle of each subject can be related to shopping patterns and social patterns, these are factors that affect the individual which is reflected in daily habits, interactions with other people, and likes in something. (Hendariningrum & Susilo, 2008) In modern times like today, lifestyle is like a demand, especially the demands of lifestyle in big cities. Moreover, with the development of the fashion industry at this time which makes conversation in the wider community to always be up-to-date with current fashions. The number of foreign brands that have sprung up with expensive prices does not (Rindell et al., 2011) make fashion lovers stop, even this makes fashion lovers more vying to look better than others. Some are even willing to set aside a lot of money to meet their appearance needs. To look today, especially for some teenagers is a trend that must be followed, but not all teenagers and even the public are able to meet and follow the ever-changing fashion trends. Therefore, some people are also looking for ways to always look cool and fashionable but with minimal capital.

Shopping As a Lifestyle

Basically, an individual must have needs, but these needs cannot be fulfilled by themselves. Someone must need something or someone else to fulfill it. Shopping Needs as a Lifestyle Basically, an individual must have needs, but these needs cannot be fulfilled by themselves. Someone must need something or someone else to fulfill it. The needs of an individual also vary, so that sometimes nature is not able to fulfill it. Therefore, an idea was obtained for humans to produce a product to meet other human needs (Rahmadika, NA, & Kristianingsih, 2019). Therefore, with the needs that must be met, it becomes a person's impetus to shop. Shopping activities are buying and selling activities that require products and payment instruments. This shopping activity can also occur because it is planned and some are

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unplanned. Shopping activities also if often done can already be called a lifestyle. Vivian, (2020) states that shopping orientation is a special part of a lifestyle and can be reflected in various activities, interests and also statements of opinion related to the shopping behavior of each individual. Therefore, it can be stated that shopping orientation can also be referred to as part of a shopping lifestyle, it can also describe the desire and totality of individuals when doing shopping activities. Shopping as a lifestyle has also been closely related to today's society, especially teenagers. Because teenagers are still very easily influenced by their environment to do something. In addition, the rapid development of fashion among teenagers is also the background for teenagers to shop.

Thrift Shopping

The word Thrift Shopping itself is a word that comes from English, for the word 'Thrift' even then has the meaning of an activity that minimizes or reduces waste or in short it is called financial savings. While for 'Shopping' is the activity of buying goods. So thrift shopping is an activity or method of shopping that aims to save money and so that the costs incurred for shopping come out to a minimum. The goods sold in thrift shops are usually secondhand or used goods, but they are still very suitable for use. The term 'Thrift Shopping' is actually a modern term from the words used goods or used clothes. Secondhand clothes are clothes that have been worn before. Usually these used clothes are imported from abroad, namely from Korea, Malaysia, and Singapore. (H. Park et al., 2020)

Electronic Word of Mouth (eWOM)

According to (Reichelt et al., 2014) some marketers emphasize two special forms of word of mouth or word of mouth (buzz and viral). Buzz marketing (gossip/talk) generates interest, creates interest, and expresses new relevant information related to the brand in the unexpected or even surprising way. Viral marketing or also known as electronic word of mouth (eWOM) according to (Kotler & Armstrong, 2018) is marketing using the internet to create the effect of word of mouth to support marketing efforts and goals. Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to share the products and services developed by the company in audio, video, and written form with others online. The important role of eWOM in product evaluation in research (Shriver et al., 2013) has noted the differential impact of eWOM under several conditions. For example, (Jeong & Jang, 2011) show that eWOM increases the time it takes to consider a recommended product. eWOM differs from traditional word-of-mouth (WOM) in three important ways. First, the scope of eWOM communication is much wider. Unlike traditional WOM, which can only spread among people who know each other, eWOM communication can reach a much wider range, regardless of whether these people know each other. Second, online reviews on websites collect many examples of eWOM every day and make them accessible to anyone in a short time, which makes eWOM much more impactful than traditional WOM, reviews can be easily measured through various rating systems provided by each website, which makes it easier to spread (C. Park et al., 2011).

eWOM is any positive or negative statement made by potential customers, current or former customers about a product or company, which is available to many people and institutions through the internet (Chu & Kim, 2011). eWOM communication can take place in a variety of settings. Website bulletin boards, email, chat rooms, weblogs, discussion forums, review websites, retail websites, social networks, and other computer-mediated communication tools have become increasingly important for today's online consumers to exchange opinions and experiences regarding companies, products, and services. and services with individuals

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outside of their personal communication network (Abrantes et al., 2013). On the basis of different functions and communication forums, (Aljukhadar & Senecal, 2011) group eWOM into four classes:

1. eWOM specifically refers to customer reviews posted on comparison shopping or rating websites that are not involved in selling the product for example. Epinions.com
2. Affiliated eWOM refers to customer reviews affiliated with websites, for example traditional WOM, which can only spread among people who know each other, eWOM communication can reach a much wider range, regardless of whether these people know each other. Second, online reviews on websites collect many examples of eWOM every day and make them accessible to anyone in no time, which makes eWOM much more impactful than traditional WOM Third, reviews can be easily measured through various rating systems provided by each website. , which makes it easier to spread. eWOM is any positive or negative statement made by a potential customer, regular customer or former customer about a product or company, which is made available to many people and institutions via the internet (HennigThurau et al, 2004) in (Redondo et al., 2016) .

Attitude Towards Brand

Mitchell's Theory of Planned Behavior and (Cheng et al., 2021) as a consumer's positive or negative attitude towards a brand. Attitude towards a brand can also be defined as "the consumer's overall evaluation of a brand." A positive attitude towards a brand resulting from the evaluation not only results in a persistent consumer preference for the brand but also has a positive effect on purchase intentions. Attitude towards a brand is also defined as an evaluation buyers towards the brand in terms of its expected capacity to generate currently relevant purchase motives. This motive-based definition means that potential buyers may have different overall attitudes towards the same brand depending on their primary reason for buying it on a particular purchase occasion. A positive individual attitude towards a brand can increase the chances of using the brand (Kotler & Armstrong, 2018). Attitude is a stable and enduring tendency to behave. Thus, marketers regard it as the most important predictor of consumer behavior towards a product or service (Kotler & Armstrong, 2018). Attitude towards a brand is the continuous preference or tendency of consumers to hate a particular brand and the overall evaluation that consumers have of that brand.

Shopping interest

Consumer buying interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another (Kotler & Armstrong, 2018). In addition, buying interest can also be interpreted as a decision to buy one alternative brand among various other brand alternatives. Buying interest arises after going through a series of processes, namely need recognition, information search, information evaluation, so that purchase intentions arise. Buying interest is defined by Kurniawati (2013) as a consumer's desire to buy certain products or services from online group purchasing websites. Purchase intention is one of the most prominent and popular variables resulting from eWOM communication. Purchase intention represents the probability that the consumer will plan to purchase a particular product or service in the future.

Factors Affecting Shopping Interest

The factors that shape consumer spending interest according to (Kotler & Armstrong, 2018) are:

- a. The attitude of others, the extent to which other people's attitudes reduce a person's preferred alternative will depend on two things, namely the intensity of the negative nature of the other person towards the consumer's preferred alternative and the consumer's motivation to comply with the wishes of others.
- b. Unanticipated situations, these factors will later be able to change the attitude of consumers in making purchases. It depends on the consumer's own thinking, whether the consumer is confident in deciding whether to buy an item or not. In carrying out the purchase intention, the consumer can make five sub-purchase decisions as follows:
 1. Brand decision
 2. Supplier decision
 3. Quantity decision
 4. Decision time
 5. Payment method decision

In addition, according to (Suhardi & Irmayanti, 2019) that external influences, awareness of needs, product introduction and evaluation of alternatives are things that can lead to consumer shopping interest. These external influences consist of marketing efforts and socio-cultural factors. The marketing effort in question is the marketing communication mix. According to (Kotler & Armstrong, 2018) there are eight kinds of marketing communication mix, namely advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling. Kotler and Keller (2016) Buying behavior is influenced by four factors, namely:

1. Culture (culture, sub culture, and social classes)
2. Social (reference group, family, and roles and status)
3. Personal (age and stage of life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values)
4. Psychological (motivation, perception, learning, emotions, memory).

The above factors can indirectly affect a person's shopping interest towards a particular brand or product.

Shopping interest indicator

The indicators of shopping interest according to (Arista & Sri, 2011) are:

1. Transactional interest, namely the tendency of a person to buy a product.
2. Referential interest, namely the tendency of a person to refer products to others.
3. Preferential interest, which shows the behavior of someone who has a major preference for the product. This preference can be overridden if something happens to the product of its preference.
4. Explorative interest, which shows the behavior of a person who is always looking for information about the product of interest and looking for other information that supports the positive characteristics of the product.

3. METHOD

This study uses quantitative methods, namely analyzing data and matters relating to numbers or calculation formulas used to analyze the problem being studied. Data analysis using multiple linear regression. In regression analysis, the dependent variable is often influenced not only by quantitative variables according to the scale, but also by qualitative variables.

This study uses qualitative research, in order to find out and provide an overview of the problems that are happening, in qualitative research data collection is obtained from the facts obtained in the field. This research is to answer the formulation of the problem regarding how

to improve the trend and marketing of thrift shop with e-commerce shopee. This research is located in Sidoarjo with the research subject of thrift shop entrepreneurs. Primary data were obtained from interviews conducted with thrift shop business actors. Research with qualitative methods utilizes open interviews to examine and understand the attitudes, views, feelings, and behaviors of individuals or groups of people (Moleong 2011: 5). Enter information into different lists. Based on data collection techniques, and based on sources of information, for example for interviews from informants of tift shop business actors. Create a category matrix and place the evidence into that category. This step is a step to categorize, create an analysis of data flowcharts and other tools to examine the data in question.

4. RESULT AND DISCUSSION

4.1 Word of Mouth Drives Thrifting Trend

The results of this study indicate that the existence of a thirf shop is not new, thrift activities have been around for a long time, but in recent times thifting is being loved by young people. Thriftig is considered an eco-friendly trend towards the environment, these thrift products are widely sold in shops, surprise markets, and places that are considered attractive. The reasons for choosing trend thrifting are:

1. Saving expenses for products that have superior brands, and the price is much cheaper than buying the latest products, the informant believes that the brand is the most important part in dressing, therefore after all, the use of thrift products prioritizes brands, especially leading brands, so that it can increase confident in dressing.
2. Products sold are branded products. almost most of thift's products are products from reputable brands.
3. Customers can freely sort and choose the products to be purchased
2. Sometimes there are products that are considered rare and were popular at that time
3. The products sold are still very usable, and are usually still good and have a distinctive design at that time
4. It has aesthetics and not many have it, it is very rare for thrift users to have the same, because basically this thrift product is rarely owned, so only a few people have it, and even then it is spread in several areas.

4.2 Electronic Word of Mouth Boosts Thift Shop Marketing in Ecommerce

Based on the results obtained, the existence of electronic word of mouth has a major role in increasing sales of thrift products through e-commerce, this increase occurs because the products sold have characteristics, and are different from others, so that they can encourage customer interest. The communication conveyed is a form of opinions that can be used as a reference for choosing the products to be sold, the results show that there are things that encourage eWOM to be very influential:

1. Reviews given by other customers are a factor that makes potential customers feel reassured that the product from the Informant being sold is a good product that has a lot of demand
2. The existence of eWOM in e-commerce used by informants can be a tool for assessing product quality
3. Expect positive feedback from every buyer who buys products through e-commerce
2. Easy to spread and influence potential customers
3. This is especially relevant when consumers' persistent preferences for thrift products are sold, so that the evaluation of potential buyers can have different overall attitudes towards the same brand depending on the main reason for buying it on a particular purchase occasion.

Marketing efforts are carried out by conducting marketing mix and marketing communications so that customers will continue to connect with the seller to ask some

questions related to the thrift products being sold. Informants understand that the products marketed are influenced by several components, namely:

1. The thrifting culture is now loved by young people, and many artists or celebrities use thrift products, so that they can attract customers
2. Customers who buy thrift products are considered slang, and become the center of attention if the products they sell come from well-known brands
2. Economic conditions that make customers interested in buying thrift products, because the prices are relatively cheap and are supported by the community or the environment around customers
3. Psychologically, buying thrif products will motivate customers to pay more attention to fashion, so that it will create a contemporary perception by the public.

4.3 Electronic Word of Mouth Encourages Thrift Product Shopping Through Ecommerce

Thrift shop customers tend to buy thrift products based on 4 components, namely:

1. The main goal is the need to dress, so thrifting becomes another alternative in buying clothes, and the preferred product will encourage motivation to buy products like what other people have
2. The results of eWOM tend to come from other people's efforts to reference the products sold by the informants to others
2. Thrift products sold are products from leading brands, thus making customers who prioritize brands become the main factor in buying thrift products.
3. There are also potential customers who seek information first, to explore the products being sold so that they prioritize what they want

Consumer spending interest as follows:

1. Brand is one of the reasons consumers decide to buy thrift products, Informants sell thrift products with various brands, for clothes and jackets that have well-known brands are often contested by customers, so it will make the price more expensive.
2. The informant gets a thrift product from a large supplier that sells random content, where the informant cannot choose the product to be taken, but the informant will sort the product himself, and determine the price himself.
2. In terms of quantity, the goods obtained by the informants contain various designs and brands, but not all products obtained by the informants have good brands, there are also products that are not well-known brands, thus making the selling price of their products much cheaper than those with brands.
3. By utilizing e-commerce, it will make it easier for informants to open their shop for 24 hours, but the products ordered if it is late in the afternoon will be packaged the next day.
4. The payment method used is very flexible, depending on e-commerce which gives customers the option to pay using cash or through a scheme that has been implemented by e-commerce, but the informant will get the money if the customer agrees to report that the product sold has been received and conformance is given.

5. CONCLUSION

Based on the conclusion, it can be seen that the thrifting trend is influenced by electronic word of mouth, so that people, especially young people, are interested in buying the products being sold. and with word of mouth as a strategy that benefits sellers, because they don't have to chase the ball, so they can save time and costs. The use of thrift products is considered a contemporary slang which results in the continuous purchase of thrift products. Marketing through e-commerce to sell thrift products is a phenomenon in itself, it's easy to sell products that they can't sell directly, only based on a photo catalog on ecoommerce though. Reviews and feedback provided by customers are a very important part to encourage increased sales of informants. Interest in shopping for thrift products is related to the purpose of buying, the

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