



Students Buying Behavior Towards Ukay-Ukay Store: A Basis for Entrepreneurial Development Plan

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Abstract— This study investigates the factors driving student patronage of ukay-ukay (second-hand clothing stores) in the Philippines, focusing on budget considerations, style preferences, and sustainability. A descriptive survey of 447 students reveals that ukay-ukay shopping is particularly prevalent among younger students, with a strong interest from male students. Students demonstrate complex buying behaviors, prioritizing quality and brand while seeking unique and exciting finds. The study also explores dissonance-reducing behaviors and habitual purchasing patterns among students. These findings offer valuable insights for entrepreneurs and marketers in the ukay-ukay industry, emphasizing the need for targeted marketing strategies, quality assurance, and the creation of a unique and engaging shopping experience.

Index Terms— ukay-ukay, second-hand clothing, student consumers, Philippines, consumer behavior, sustainability, thrift shopping, entrepreneurial strategies, marketing, complex buying behavior, dissonance-reducing behavior, habitual purchasing.

1. Introduction

From fashion faded prints to summer sequins, the roots are many. Thrift shopping or "ukay-ukay" has become a trendy thing recently and also sustainable, a practical option for those who want to keep their fashionable life at very affordable price. However, the demand for such clothes remains high despite quality issues as people still crave cheap clothing and also due to concerns about recycled products. The following study analyzes the factors among students that entice them to patronize ukay-ukay regarding their budget, style preferences and sustainability.

The paper studies the workings of the ukay-ukay market; and how it has transformed from thrifting as a compulsion to an intentional preference, showcasing mindful consumerism. This is an exploratory study that profiles student behavior and purchase patterns to reflect on the changing face of fashion consumption. This knowledge may prove helpful for retailers and marketers looking to reach the growing population of budget-minded, eco-friendly buyers.

2. Literature Review

A literature review and associated research regarding the instructional leadership of student learning development are provided in section 2. The chapter contextualizes the ukay-ukay industry at various levels on consumer, market, and sustainability domains as it investigates both foreign and local literatures.

The chapter opens with an understanding of customer engagement from the perspective of the ukay-ukay market, because online platforms and communities bring about a feeling of belonging and purchase motivation resulting to repeat purchase. Influence of eWOM, environmental concerns and gen y attitudes on consumer choices and purchase intention. This shows why having clear communication strategies is imperative in popularizing the advantages of second-hand clothing and building a culture of conscious consumption.

Next level customer engagement, then taking a deeper dive into the impact of second-hand apparel on individuals, communities and environment. It talks about ukay-ukay contributing to sustainable fashion, creating less textile waste, and building a circular economy. They also point out how ukay-ukay is an important element of the cultural space, as it plays a dimension of local markets such as that in Baguio City where climate and conditions rarely change but becomes an intercultural interaction based on proximity to modernity by opening up avenues of fashion inclusion that become important elements within the values of agency.

In addition, the chapter examines shifting market trends in the ukay-ukay market such as online buying among customers, underlying trends with Gen Z consumers and rising interest in sustainable and ethically-sourced clothing. The script investigates the economics of ukay-ukay, in a global and local perspective, shedding light on some of the challenges and opportunities that businesses face. These insights highlight the importance for businesses to align adaptation of sustainable practices with new consumer preferences as well as ethical sourcing and pricing strategies.

Along with the market dynamics, this chapter also examines

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consumer behavior especially considering service guarantees and experiences in ukay-ukay. Investigates the effects of product quality, pricing flexibility, and consumers bargaining on customer satisfaction and loyalty. The study also discusses the moral issues regarding the hiking of ukay-ukay costs and its effects on low-income people who rely on reasonably priced, pre-owned apparel.

Key findings are pointed out at final of the chapter, demonstrate the relationship between existing literature and the objectives set in this study. With these insights, the paper shines light on the relationship between consumer involvement and market forces and sustainability in ukay-ukay, useful information for entrepreneurs and policymakers wishing to promote sustainable consumption behavior or want to ensure that a second-hand clothing market can thrive.

The researchers aim to determine the Student's Buying Behavior towards Ukay-ukay stores to Students of College Business and Management at CITI Global College.

Especially, it sought to answer the following questions.

1. What are the demographic profiles of the respondents in terms of?
 - 1.1 Age;
 - 1.2 Gender;
 - 1.3 Year; and
 - 1.4 Program
2. What is the buying behavior of the respondents in terms of:
 - 2.1 Complex-buying behavior
 - 2.2 Dissonance-reducing buying behavior
 - 2.3 Habitual buying behavior
 - 2.4 Variety-seeking buying behavior

3. Methodology

The descriptive survey design was used in this study to determine the purchasing behavior of high school students based on thrift stores. The research involves a quantitative analysis of data collected through questionnaires to uncover patterns and trends in how students are purchasing. Such allows to conduct a wide analysis of preferences/demographics of the respondents thus offering interesting information for entrepreneurs and marketers of ukay-ukay.

This is a cross-sectional analysis of current buying behaviors through marketing and consumer research for students of the College of Business and Management at CITI Global College. Though unable to provide longitudinal changes, it is still a snapshot of trends today; knowledge that can guide business decision-making as the ukay-ukay industry reposition around its student target market.

This research seeks to identify certain characteristics of ukay-ukay consumer behaviour among students in the context of rapid growth of this market by looking at demographics, buying patterns and preferences etc. The Insights it generates will help organizations to effectively target and serve the needs of this particular consumer segment.

A. Population and Sampling

This study will focus on 210 students from the College of

Business and Management at Citi Global College, selected through a combination of simple random and convenient sampling. A questionnaire will gather data on student demographics and buying behavior, which will be analyzed to identify trends and variations in their ukay-ukay purchasing habits.

Table 1

Respondent's population and Sample		
Respondents	Population Size	Sample Size
BSTM	239	150
BSAIS	56	50
BSE	46	41
BSBA	106	84
Total	447	325

B. Instrumentation

This study uses a self-made questionnaire to survey College Business Management students at CITI Global about their ukay-ukay buying behaviors. The survey has two sections: the first gathers personal information using a rating scale, and the second explores buying behaviors with a mix of question types. Researchers carefully considered the level of measurement and question structure to ensure accurate and meaningful data collection. To improve respondent engagement, statements on certain topics were shortened.

C. Data Source

This research will utilize two primary data sources to understand student buying behavior towards ukay-ukay stores. First, a survey questionnaire will be administered to a sample of students. This questionnaire will gather quantitative data on purchasing habits, preferences, and motivations related to ukay-ukay shopping. It will explore factors like frequency of visits, spending patterns, product categories of interest, and the influence of price, quality, and social factors on their buying decisions. This structured data will provide a broad overview of student engagement with the ukay-ukay market.

To complement the survey findings, quantitative data will be collected through structured interviews with a representative sample of students. These interviews will utilize a standardized questionnaire with closed-ended questions to gather quantifiable data on:

- Frequency of ukay-ukay shopping: How often students shop at ukay-ukay stores (e.g., weekly, monthly).
- Spending habits: Average expenditure per visit and monthly/yearly spending on ukay-ukay purchases.
- Motivations for shopping: Using a rating scale to assess the importance of factors like price, uniqueness, sustainability, and brand variety.
- Preferences and satisfaction: Quantifying satisfaction levels with various aspects of ukay-ukay shopping (e.g., product quality, store environment, finding desired items).

This quantitative approach will allow for statistical analysis of the data, enabling the identification of trends and patterns in student buying behavior. For example:

- Correlation analysis: Determine if there is a

relationship between spending habits and motivations (e.g., do students who prioritize sustainability spend more?).

- Regression analysis: Predict future ukay-ukay spending based on factors like frequency and satisfaction.

Combining these quantitative insights with the survey data will provide a comprehensive and data-driven understanding of student buying behavior, informing the development of a robust and relevant entrepreneurial plan.

D. Data Analysis

This study will employ the following statistical treatments to analyze the collected data:

- Percentage: To express proportions and frequencies of responses.
- Weighted Mean: To determine the average response considering varying levels of importance.
- Pearson's Correlation: To examine the relationship between two variables.

These methods will be used to analyze and interpret the data, presented in tables for clarity and ease of understanding.

4. Results and Discussion

A. Respondent's Profile

1) Respondents Profile in Terms of Age

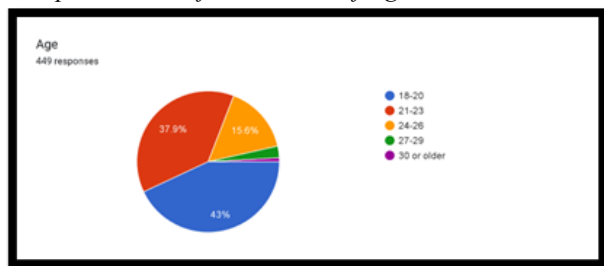


Fig. 1. Respondents profile in terms of age

The majority of the 449 students surveyed (81%) were between 18 and 23 years old, indicating that ukay-ukay shopping is most popular among young adults. This likely reflects their need for affordable options while developing financial independence. While the sample size of older students was small, their participation suggests motivations beyond

price, such as sustainability and finding unique items.

This age-related trend aligns with research on self-efficacy and metacognitive calibration, which suggests that thrift shopping can empower students to make independent, value-driven decisions while managing their finances effectively. An entrepreneurial development plan could capitalize on this by incorporating educational components on budgeting and financial literacy, further attracting students and fostering customer loyalty.

2) Respondents Profile in Terms of Gender

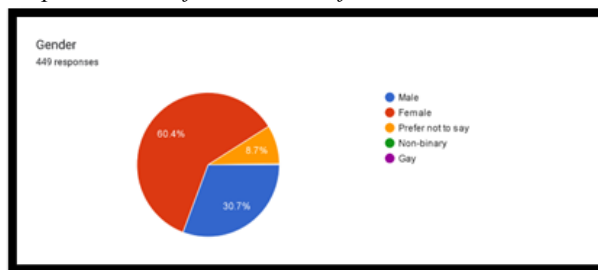


Fig. 2. Respondents profile in terms of gender

The survey reveals that 60.4% of the 449 respondents are male, 30.7% are female, and 9% identify as Non-binary, Gay, or prefer not to say. This gender distribution suggests a strong male interest in ukay-ukay, with potential implications for product offerings and marketing strategies. While female respondents also show significant interest, their motivations might differ, perhaps focusing on variety and affordability. Understanding these nuances can help entrepreneurs tailor their businesses to better cater to diverse customer segments and create a more inclusive shopping experience.

Furthermore, this gender data can be utilized in conjunction with metacognitive theories and ICT tools to enhance customer satisfaction and loyalty. By analyzing purchasing behaviors and preferences, ukay-ukay businesses can leverage digital platforms and predictive analytics to optimize marketing campaigns, inventory management, and overall shopping experiences. This data-driven approach can lead to more effective entrepreneurial strategies within the second-hand apparel industry.

3) Respondents Profile in Terms of Program

The respondents were mostly students from Business and Accounting (BSAIS 53.5%, BSBA 23.6%), Entrepreneurship

Table 2
Respondent's complex buying behavior

Statement	Weighted Mean	Descriptive Evaluation	Rank
I consider ukay-ukay shopping decisions as significant and need careful consideration.	3.13	Agree	1.5
I compare products from different ukay-ukay stores before making a purchase.	3.13	Agree	1.5
Quality and brand are my top priorities when purchasing from ukay-ukay stores.	3.11	Agree	3
I thoroughly research the items before purchasing at ukay-ukay stores.	2.94	Disagree	4
I seek advice from friends or family when planning to buy from ukay-ukay stores.	2.9	Disagree	5
Total	3.04	Agree	

Table 3
Respondent's dissonance-reducing buying behavior

Statement	Weighted Mean	Descriptive Evaluation	Rank
I often feel uncertain after purchasing items from ukay-ukay stores.	0.299248	Disagree	3
I try to justify my choice by focusing on the positive aspects of the purchased item.	0.896643	Agree	1
I rarely return items to ukay-ukay stores even if not completely satisfied.	0.290519	Disagree	4
I usually stick to brands I know and trust even at ukay-ukay stores.	0.0558836	Strongly Disagree	5
I limit my choices to a few options to reduce shopping stress.	0.388766	Agree	2

(BSE 12.7%) and Tourism (BSTM 10.2%). There could be a link between the course they are taking and their ukay-ukay shopping habits, as students who have Business and Accounting related courses may be more likely to practice frugal buying because of what they learn in school about finances.

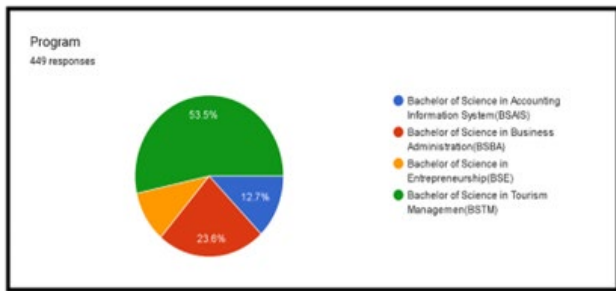


Fig. 3. Respondents profile in terms of program

Recognizing these program-based preferences enables individualized entrepreneurship strategies. For students coming from Business and Accounting, marketing can underscore the value of used clothing or suggest practical tips on how to wash them; while those studying entrepreneurship and tourism could promote sustainable consumption and unique ukay finds. Such targeted approach based on consumer choice theory can serve as a rational roadmap for entrepreneurs in the second-hand clothing space to optimize their business development plans.

4) Respondents Profile in Terms of Year of Study

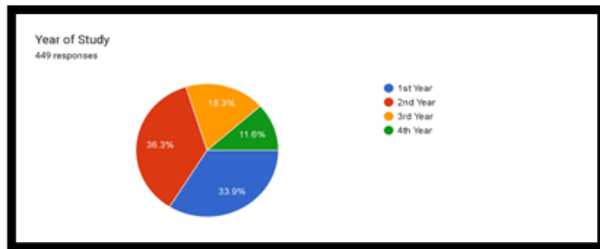


Fig. 4. Respondents profile in terms of year of study

The survey, which was administered to 449 students and included the most freshmen (36.3%) and sophomores (33.9%), encompassed a wide range of questions including how sexual harassment is defined on campus, if enforcement happens, what resources can be used for prevention, and the perceived likelihood of generating reports at any level outside of informal discussions. Interestingly, ukay-ukay patronage dropped with every advancement in year level - fourth-year students had the

least ukay-ukay engagement at 11.6%. Younger students, possibly working with tighter budgets and less established personal styles, are likely attracted to the low cost and variety of ukay-ukay.

For entrepreneurs, this trend offers some relevant insights. Younger students are usually more price and variety driven, whereas older students will be keen to develop a professional wardrobe with quality and interesting vintage pieces. This lends itself to targeted year group marketing strategies. By limiting their endeavours to these three segments — social, economic and cultural — ukay-ukay entities can then more effectively position themselves within the diverse student market without redundant or ineffective efforts mounted.

B. The Buying Behavior of the Respondents

1) The Buying Behavior of the Respondents in Terms of Complex-Buying Behavior

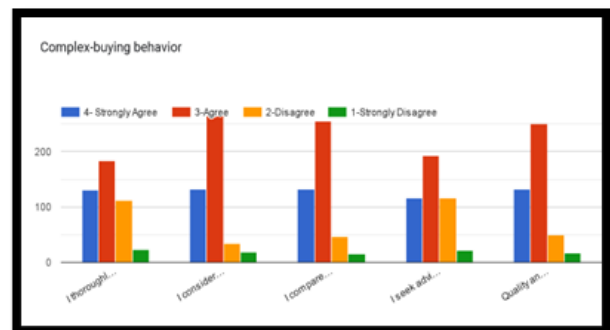


Fig. 5. The buying behavior of the respondents in terms of complex-buying behavior

Based on the analysis of the chart, it can be inferred that students have a convoluted and careful approach towards ukay-ukay shopping. They do their research, compare, and prioritize quality and brand in a rational manner. This implies that ukay-ukay business should emphasize product information, quality assurance and ease of comparison to serve these selective shoppers. Also, the use of social proof in testimonials and reviews can also help boost credibility to capture students.

In short, to have a profitable ukay-ukay business, you need to respond well to how students shop in an organized, structured manner. Which means you are making efforts for creating a better atmosphere for research and contemplation—either in traditional store or online. This strategy, in-tune with the perceptions and behaviors of students will help the ukay-ukay

Table 4

Significant relationship between respondent's age and their complex buying			
Test	F-Static	P-Value	Decision
One Way Anova	1.17	0.323	There is no significant relationship between complex buying behavior and age.

Table 5

Significant relationship between respondent's gender and their complex buying			
Test	F-Static	P-Value	Decision
One Way Anova	17.78	0.61	There is no significant relationship between complex buying behavior and gender.

Table 6

Significant relationship between respondent's program and their complex buying			
Test	F-Static	P-Value	Decision
One Way Anova	61.85	1.03	There is no significant relationship between complex buying behavior and their program

to give its clientele what it wants while also attaining loyalty that would serve as a ticket to gaining higher sales.

2) *The Buying Behavior of the Respondents in Terms of Dissonance-Reducing Buying Behavior*

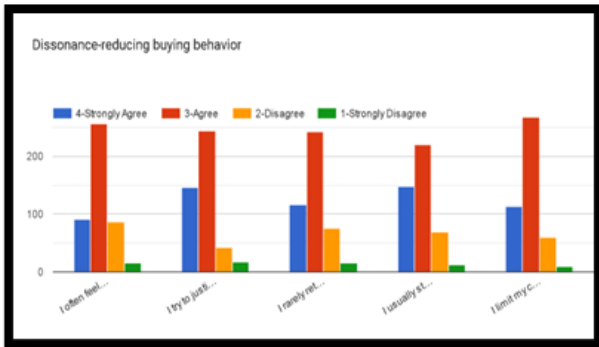


Fig. 6. The buying behavior of the respondents in terms of dissonance-reducing buying behavior

The chart shows the cognitive dissonance felt by students after purchasing from ukay-ukay stores. They generally rationalize their purchases, are brand loyalists, and do not return the merchandise. This indicates they adopt strategies to reduce uncertainty and possibility of regret related to second-hand shopping being inherently unpredictable.

To counter this, entrepreneurs can provide optimistic return policies, detailed product descriptions, and quality guarantees. Focusing on positive reviews and unique finds in marketing campaigns can also reduce buyer's remorse. Therefore, by knowing and counteracting these dissonance-reduction behaviours, businesses will be able to improve customer satisfaction as well as loyalty and create a competitive advantage in ukay-ukay.

3) *The Buying Behavior of the Respondents in Terms of Habitual Buying Behavior*

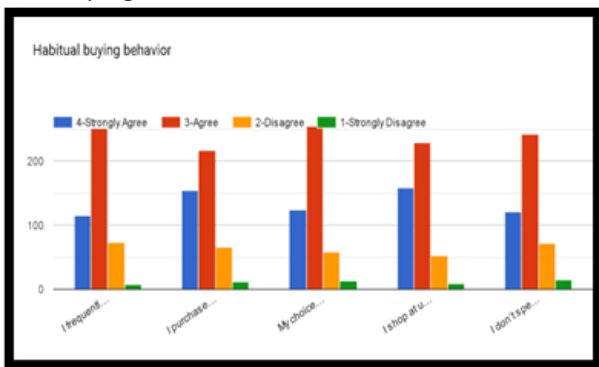


Fig. 7. The buying behavior of the respondents in terms of habitual buying behavior

As seen from the chart, student buying behavior in ukay-ukay is sometimes affected by habit such as buying the same few stores over and over again for satisfaction. It implies familiarity, accessibility and affordability take precedence over variety and price when it comes to shopping for ukay-ukay. Some students tend to be impulsive buyers, while others are more selective everyday (in such habitual context, shows the diversity of shopping styles within the group).

For entrepreneurs, this means that habitual purchasing behaviors ought to be accommodated through customer loyalty programs, pricing competitiveness and location convenience. Like how educational environments should accommodate the different aspects of learning, ukay-ukay stores should create conducive ways to shop that are both accessible and fun for their regular clientele. That means: a well-organized store, visually appealing displays, and items that customers want to buy on-demand. Moreover, a convenience and home related business can take things to the next level by providing an online shopping experience that complements the physical store. Thus, knowledge of these habits can help ukay-ukay businesses build customer loyalty and get the most out of their business model in this competitive market.

4) *The Buying Behavior of the Respondents in Terms of Variety Seeking Behavior*

A key finding in the factor model of Items 1-5 is that students are highly likely to strongly agree with the notion of going from ukay-ukay shops to shop for new and exciting finds, perhaps as a testament to novelty-seeking behaviour associated also with the thrill-of-the-hunt. Implying by this that ukay-ukay shopping in particular is an experience, an adventure, a treasure hunt taking them beyond simple acquisition. This creates a bigger opportunity for entrepreneurs to advise novelty products, track inventory frequently, and lay down the store in such a way that it encourages exploration.

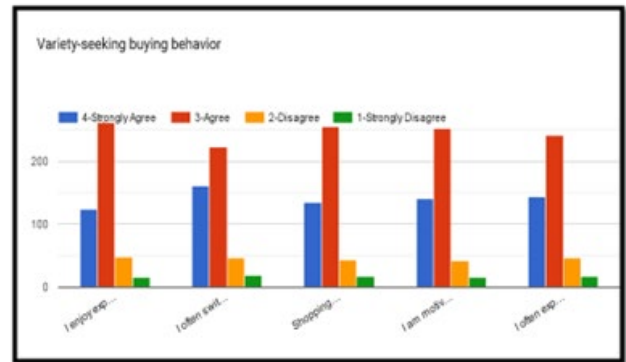


Fig. 8. The buying behavior of the respondents in terms of variety seeking behavior

By having some online components and some personalized shopping services, the students will be able to have a more unique experience with numerous options which is always what they are looking for. Treasure hunts or days devoted to dealing with a specific subject could also work, particularly when you think about their desire for novelty and excitement. And through these variety-seeking motivations, entrepreneurs can make their ukay-ukay stores on the adventurous side for millennial consumers.

C. *Significant Relationship of Respondent's Profile and Buying Behavior*

1) *Significant Relationship Between Respondent's Age and Their Complex Buying*

The p-value (0.323) is greater than 0.05, indicating no significant relationship between age and complex buying

behavior. This means we cannot conclude that age influences how complex a person's buying behavior is based on this data.

2) *Significant Relationship Between Respondent's Sex and Their Complex Buying*

Analysis among the three markets found that gender had no statistically significant relationship complex buying behavior ($p=0.61$). This suggests that any differences we observed in buying behavior between sexes are due to chance.

The F-statistic was, however, high (17.78) indicating possibly general difference between groups but the p-value indicated no statistically significant difference. Thus, it seems unnecessary for marketers to employ the gender-differentiated strategies developed for other consumer groups and product types with regards to this particular consumer group and product type.

Yet, there are limitations to this study. The focus was limited to gender, and on complex buying behavior in a specific sample. Things such as age, income and culture might also impact purchase behavior. There was hope that this discussed wider omnipresence would extend out to necessary statistical relationships, for which further investigation is needed.

And, the lack of statistical significance does not indicate practical significance either. And even if a major relationship was discovered, the magnitude could be little: that is, the difference in conduct between people may not be important.

3) *Significant Relationship Between Complex Buying Behavior and Their Program*

A statistical test showed no relationship between age and participation in complex buying programs. Therefore, age alone is a poor predictor of consumer behavior in this context. Marketers should consider other factors like income and education. These results are specific to this analysis and may not apply to other situations.

4) *Significant Relationship Between Complex Buying Behavior and Their Year of Study*

Complex buying behavior was not significant related to age ($p=0.25$). There is some variation between age groups, however statistically this becomes negligible. This does not eliminate the possibility of some relationship, but a larger or different sample may be required to investigate other variables

5. Discussion

Among the many types of businesses emerging, ukay-ukay (second-hand clothing stores) in particular have become increasingly popular among students. However, there is limited research on the antecedents influencing student patronage towards such type of enterprise in a developing country like the Philippines. Therefore, through this study we aim to explore budget, style preferences and sustainability can influence student patronage towards these enterprises. Data were also obtained through questionnaires and descriptive survey design on 449 students at CITI Global College. Based on the findings, it can be concluded that ukay-ukay shopping is a prevalent behaviour among students aged 19-21 years old as they are more likely to constrain expenses, which makes the ukay-ukay market attractive for male students. Also of interest, the students have varied purchase behaviours with a high regard for

quality and brand; marketers should keep in mind that both uniqueness and excitement can be great finds among this age group.

The research additionally discusses the dissonance-reducing behaviours among student consumption, who seek to rationalise their purchases and purchase from brands they are familiar with to avoid ambiguity which comes with second-hand shopping. Students also display regular purchasing behaviour by always shopping at same known stores, store convenience is more important to them than anything else. These insights provide a useful direction for entrepreneurs and marketers in ukay-ukay, highlighting key considerations surrounding quality, marketing approaches, and creating an appealing shopping atmosphere that align with student preferences and needs.

The present study used one-way ANOVA tests to determine complex buying behavior with respect to different demographic variables. Relationships between complex buying behavior and age, gender and program of study are statistically insignificant. This implies that marketing strategies aimed towards demographic groups will not be promising for your ukay-ukay business. But the researchers acknowledge methods limitations and caution that other factors may be at play in this burgeoning market segment, and that further research is needed.

6. Conclusion

The plan student buying behavior toward ukay-ukay stores in Cabuyao, Laguna: a comprise of multiple views; they had given new understandings to how unique campus freshers were conducive to UK consumption. Focusing on how habit, variety-seeking and complex consumer decision making interplay, we have provided a finely grained insight into the student market segment. These different motivations and behaviours suggest that any marketing strategies or business plans developed for ukay-ukay businesses need to account for the heterogeneity of customers.

Such a habitual buying behavior suggests that the response of ukay-ukay stores must include convenience, accessibility and loyalty programs for consumers. Competitive Pricing, Streamlined Store Layouts and Online Navigation The retail landscape is becoming increasingly efficient for student shoppers seeking low prices and convenience. In addition to the fact that students easily get bored, ukay-ukay should offer unique items in order to attract customers as well as rotating inventory strategically and creating experiences that emulate a sense of discovery and adventure.

Students do operate complex buying programs but their decision-making process is less influenced by research or outside counsel and more about the actual product quality, brand reputation and an apples-to-apples comparison. Hence, ukay-ukay should provide detailed information to its item items, offer a quality guarantee, and allow users to easily compare their products. Also, post-purchase dissonance can be tackled through the implementation of transparent return policies coupled with intricate descriptions of products to enhance consumer satisfaction and build trust.

The absence of a significant association between age or gender and complex buying behaviour undermines the

traditional practice of demographic-based market segmentation. Rather than post an ad for ukay-ukay, they must consider taking a more holistic approach by using specifics like income level, education, and others to determine effective marketing capabilities based on individual preferences.

To summarize, this research provides insight into the complexities of student purchasing behavior when it comes to ukay-ukay buying. The profiles and statistics related to students, their motivations behind shopping from ukay-ukay, the decision-making process for choosing to purchase an item "China wholesale supplier", how they handle stress with Chinese online slave market have all been discussed and analysed further in this study. These findings contribute to the existing literature on consumer behavior in secondhand market and provide entrepreneurs and marketers targeting this unique student demographic with practical implications.

Future studies may build upon the findings of this study through elaborate potential ramifications such as investigating other motivations that derive from social media and online platforms driving student ukay-ukay shopping, ascertain if sustainability concerns can significantly garner a place amongst their decision-making process in what to purchase especially among students who are not explicitly enthusiastic about sustainability sounds in nature itself, and explore whether purposeful marketing strategies impact different segments of students or have generic effects. Looking deeper into these complications will help us to further build towards the development of information that helps ukay-ukay businesses reach their maximum capacity in catering to the changing lives of student consumers.

7. Recommendations

The implications for this study provide a number of suggestions as to what ukay-ukay business may consider doing to improve their operations, particularly targeting the student market:

A. Better Convenience and Loyalty Building

1. Refine Store Layouts: Develop stores featuring easy-to-read signs, clearly defined sections, and aisles designed for quick navigation.
2. Better Accessibility: Stores should be places where students who want to indulge can comfortably access. Position the shops close to student hotspots and have flexible opening hours that follow student lifestyles.
3. Create Loyalty Programs: Give them rewards, exclusive discounts or even make it a club and have them sign up for your membership program.
4. Enhance Digital Assets: Create online platforms such as websites or applications that allow students to view inventory, compare products and make purchases easily. Features like online catalogs, virtual try-on tools, and personalized recommendations could be included.

B. Build A Unique and Diverse Inventory

1. Find One-of-a-Kind Items: Make an effort to scout for

unique, retro or stylish clothes that appeal to students' need for creative expression and uniqueness.

2. Strategic Rotation of Inventory: Work on refreshing stocks at regular intervals to give a feeling of novelty and repeat visits.
3. Conduct Themed Sales or Events: Like a "Treasure Hunt" event, these events will add excitement to shopping and a "sense of discovery."

C. Give Detailed Overview with Quality Checking

1. Provide Profound Description for Each Item: It must cover the brand, size, material used, condition of usage etc. and any other specialities of the item.
2. Conduct Quality Checks: The products bundled have to be at a decent quality level so there is post purchase dissonance which results in return.
3. Easier Comparison of Products: Allow students to conveniently compare similar products on price, brand name, size and any other relevant characteristics.
4. Establish Clear-Terms Return Policies: Having clear return policies helps in creating a sense of trust among the customer and assures them on the purchase made;

D. Implement a Holistic Marketing Strategy

1. Beyond demography: Demography (age and sex) is well-documented, but so are majors in school, income levels, and trending lifestyles — what else would be useful to know when creating marketing campaigns?
2. Use of social media and Online Platforms: Target students using social media campaigns, online advertisement and student influencer collaborations.
3. Focus on Sustainability: Its eco-friendly nature of ukay-ukay shopping can attract students who are into sustainable consumption.
4. Market One-of-a-Kind Finds and Experiences: Use interesting content as well as visuals to promote unique items, the excitement of finding a good deal, or the thrill of hunting for one.

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