

# Customer Interest in E-Commerce Live Streaming for Fashion Thrift Repurchases: Systematic Literature Review

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## ABSTRACT

The rapid advancement of technology has revolutionized various aspects of human life, including online shopping and information exchange via the internet. One method to do online shopping is through e-commerce. The online shopping landscape continues to evolve with the emergence of E-Commerce Live Streaming (ECLS) as a new and interactive platform for consumer engagement. This research explores the utilization of ECLS as a medium to repurchase thrift fashion, a trend driven by sustainable fashion preferences and digital retail innovation. This research analyzes the factors influencing consumer repurchase intention in the thrift fashion industry to support local clothing sellers. ECLS combines real-time video broadcasting with interactive features, creating an immersive shopping experience that goes beyond traditional online retail. Researchers selected 30 articles that were most relevant to the topic. We looked at the key drivers shaping this intersection by adopting a multidisciplinary approach, including a literature review and qualitative analysis. From the appeal of personalized advice to the excitement of witnessing the appearance of products in real-time, consumers are attracted to the unique advantages that modern technology offers in the context of sustainable fashion choices. The results show that affordable prices, good quality of goods, and the uniqueness and diversity of products are the main factors that influence repurchase interest in thrift stores. In addition, environmental awareness and sentimental value of second-hand goods also contribute significantly to repurchase intention.

## INTRODUCTION

E-commerce and live streaming have become two major trends in online commerce, with consumers increasingly interested in shopping online and getting hands-on experiences through live broadcasts. Along with the increasing awareness of sustainability and consumer interest in second-hand goods, the use of live streaming e-commerce in this context could significantly impact the thrift fashion industry. On the other hand, sustainability and environmental awareness also increasingly influence consumer behavior, sparking interest in thrift or second-hand fashion shopping. Therefore, exploring consumer interest in e-commerce live streaming for thrift fashion repurchases can provide valuable insights for retailers, marketers and researchers in understanding current consumer shopping trends. In recent years, online shopping has undergone a remarkable transformation with the emergence of E-Commerce Live Streaming (ECLS) as a dynamic and interactive platform. This innovative approach combines the convenience of digital retail with real-time interactive video broadcasts, allowing consumers to interact with products and brands in ways unimaginable before. In this ever-evolving paradigm, the fashion second-hand industry has witnessed a resurgence of interest, driven by the appeal of sustainable and unique

clothing options. Second-hand clothing is emerging as an alternative for responsible consumption, towards sustainability, as a new opportunity for the fashion industry.

Fashion thrifts, also known as second-hand clothing stores, have become attractive for consumers seeking a combination of personal style, product diversity and economic value. Factors such as affordable prices, good quality of goods, and uniqueness of products have been shown to be key elements that influence repurchase intention in thrift stores. However, the presence of live streaming in an e-commerce context offers additional potential to strengthen consumer repurchase intention in thrift stores, especially for local clothing sellers. Through live streaming, sellers can offer a more interactive shopping experience, provide live product information, and connect consumers with the story behind each item sold. Therefore, the adoption of repurchase intention factors in fashion thrift is important in the context of live streaming e-commerce.

Previous research has extensively studied various aspects of the modern fashion industry, highlighting how it is constantly changing in line with changing consumer preferences, technological advances, and sustainability issues. Many previous studies have shown that leaders' clothing choices have a deliberate purpose, strongly influencing their desired image and identity [1]. The modern clothing industry, with its rapid technological advancements and growing emphasis on sustainability, is shaping evolving consumer behaviors and preferences regarding fashion. The recycled fashion industry has experienced a remarkable resurgence recently, attracting attention from consumers, fashion enthusiasts, and sustainability advocates. The current landscape of the thrift fashion industry reflects a shift in consumer preferences towards more conscious and eco-friendly choices. With an ever-increasing emphasis on reducing fashion's ecological footprint, second-hand clothing has gained renewed appeal for its potential to extend the life cycle of garments and reduce the negative impact of fast fashion [2]. Consumer behavior is also influenced by reviews and recommendations, making them more likely to read reviews before purchasing. Therefore, content creators need to include personal experiences to engage consumers better and encourage them to buy [3].

In response to this dynamic, it has become imperative for content creators to integrate personal experiences into their content, thereby strengthening consumer engagement and driving purchase behavior [4]. On the other hand, live streaming e-commerce is also experiencing rapid growth, where sellers use digital platforms to introduce products directly to online viewers. This allows for real-time interaction between sellers and consumers, creating a sense of urgency and exclusivity that encourages viewers to purchase immediately [5]. However, empirical research that specifically examines the factors of repurchase intention in live streaming e-commerce for thrift fashion is still limited. Therefore, this study aims to conduct a systematic literature review to identify the factors that influence consumer repurchase intention in live streaming e-commerce for thrift fashion. In addition, this research also aims to combine these findings with the needs and challenges local clothing sellers face in this context. Thus, this research is expected to provide a better understanding of how the factors of repurchase intention in fashion thrifts can be adopted in the context of live-streaming e-commerce to help local clothing sellers improve their marketing and sales strategies.

## METHOD

The methodology employed in this research is crafted to thoroughly explore relevant literature regarding consumer involvement in ECLS for the repeat purchase of thrift fashion products. Methodological steps encompass: Initially, identifying various databases and sources of relevant scientific literature, such as academic journals, conferences, and scientific articles related to e-commerce, live streaming, fashion thrift, and related topics, to ensure data completeness and accuracy. Following this, the researcher selects research criteria matching the research objectives, including topic relevance, methodological accuracy, publication year, and source reliability. The subsequent step involves conducting a literature search and selection process. Once the research criteria are identified, the researcher searches the literature using relevant keywords in the chosen database. The articles found were then filtered based on the predetermined research criteria to select those most relevant to the focus of the study.

Fourth, Researchers extracted relevant data from each article after selecting the literature, including key findings, research methodology, variables used, and research conclusions, and then analyzed the data. This data was then systematically analyzed to identify patterns, trends, and significant findings related to consumer interest in e-commerce live streaming for fashion thrift repurchases. Finally, synthesis and interpretation of findings: The researcher synthesized the findings from the analyzed literature and analyzed the findings within the framework of the research goals. This involved organizing the key findings, identifying knowledge gaps, and summarizing the implications of the findings for theory and practice in e-commerce, marketing, and the fashion industry.

Through this methodological approach, the paper can provide a comprehensive understanding of consumer interest in e-commerce live streaming for fashion thrift repurchases, as well as provide a solid foundation for further future research and business strategy development.

### Literatur Search

The search for previous publications to be used in this systematic literature review was conducted in May to July 2023 on several world-class indexed publishers. The majority of research articles were sourced from Elsevier from Elsevier ([www.sciencedirect.com](http://www.sciencedirect.com)). In the first stage of literature search employed a comprehensive set of keywords related to the research topic, such as “social commerce”, “thrift shopping”, and “repurchase interest”. Additional filters, including language restrictions (English only), were applied during the search process. Researchers also restricted the search results in the second stage to only show journal articles, excluding articles in conference proceedings, book sections, and other publications. Detailed results of the first and second stage of the literature search are shown in Table 1.

Table 1. First and second stage literature search results

Keywords	Publisher	Number of retrieved articles	
		First stage	Second stage
Social commerce	Elsevier (ScienceDirect)	77,503	12,897
Thrift shopping	Elsevier (ScienceDirect)	385,875	48,753
Repurchase interest	Elsevier (ScienceDirect)	67,811	11,235

Researchers then started the article selection process by focusing on following criteria: (1) First 100 results displayed after second stage search from each keywords and each publisher listed above, (2) Articles with title related to social commerce, thrift shopping, repurchase interest and/or other knowledge area with high relevance to those three, and (3) Prioritizing, but not limiting the search selection to, articles published within past five years (2019 to 2023). Following the literature search based on the criteria above, a rigorous selection process led researchers to identify 10 journal articles that specifically addressed consumer services and 5 journal articles that focused on business research. Additionally, the remaining articles, which met the criteria, were related to social commerce in the fashion industry. These selected articles were derived from a pool of 28 Scopus-indexed journals, ensuring the inclusion of reputable and high-quality sources. By including articles from various domains, the researchers aimed to cover a broad range of perspectives and insights relevant to their research topic, thus contributing to a comprehensive analysis of social commerce and its impact on consumer behavior in the fashion industry. Most of the journals are classified as Quartile 1 (Q1), while the few others are classified as Quartile 2 (Q2). Table 2 presents the details of each journal’s chosen article in this systematic literature review, Scopus CiteScore, highest percentile, quartile, and H-Index according to Scopus ([www.scopus.com](http://www.scopus.com)) and Scimago Journal and Country Rank ([www.scimagojr.com](http://www.scimagojr.com)) web site as of April 2023, without any particular order.

Table 2. Details of selected journals

Journal name	# of article(s) selected	CiteScore	Highest percentile	Quartile	H-Index
Journal of Business Research	3	16	96%	Q1	236
Journal of Retailing and Consumer Services	12	16.1	96%	Q1	120
Procedia Computer Science	1	4.0	68%	Q2	109
Computers in Human Behavior	2	17.8	99%	Q1	226
Technological Forecasting and Social Change	2	17.2	98%	Q1	155
Telematics and Informatics Report	1	13.2	76%	Q1	93
International Journal of Information Management	1	41.9	99%	Q1	152
Digital Business	1	N/A	N/A	N/A	N/A
Decision Support Systems	1	12.5	98%	Q1	170
Journal of Cleaner Production	2	13.1	86%	Q1	268
European Journal of Operational Research	1	10.5	92%	Q1	288
Electronic Commerce Research and Applications	2	7.4	69%	Q1	91

Cleaner and Responsible Consumption	1	2.8	74%	Q2	9
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In addition to the table above, Figure 1 represents the distribution chart of all chosen articles by year. Half of the selected publications (21 articles) were published recently (between 2022 and 2023), while the earliest publication chosen (1 article) was published in 2019.

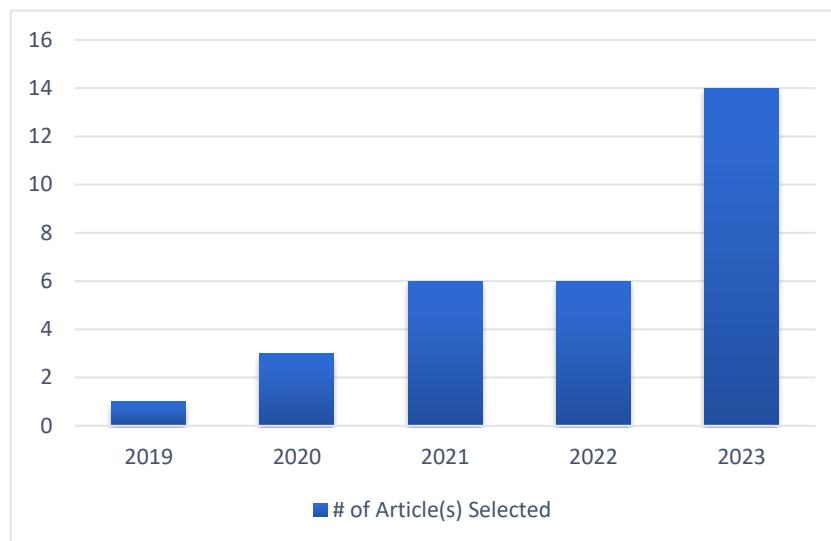


Figure 1. Number of article(s) selected by year

## RESULT AND DISCUSSION

### Research Mapping

To develop a thorough grasp of the present status of internet research, researchers additionally explored Google Scholar using the identical three keywords outlined in Table 1. This additional search aimed to supplement the systematic literature review findings and ensure no relevant studies were overlooked. Google Scholar, a widely used academic search engine, provides access to many scholarly articles, conference papers, theses, and dissertations. By incorporating the results from this search, researchers aimed to enhance the breadth and depth of their review, capturing any additional relevant studies that might contribute to their research objectives. The crawling process was done with the help of Publish or Perish program, filtering to maximum 200 most relevant results for each keyword. The result then exported to a reference manager file to generate a research map, showing the research position within the crawl result. Figure 2 below shows the current research map of the keywords generated by VOSviewer program.



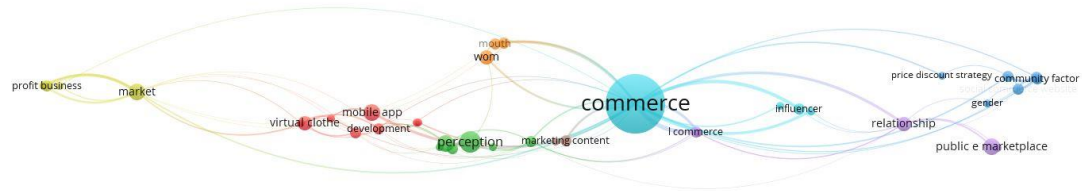


Figure 3. Research mapping result from selected articles

As a blend of social media and electronic commerce, social commerce has fundamentally changed how individuals interact with products and services in a digital environment. With the rise of increasingly powerful and inclusive social media platforms, the concept offers a more engaged and social shopping experience. Users can browse the product catalog, participate in discussions, leave reviews, and even make purchases directly through the platform. This dynamic combines elements of social interaction with the convenience and convenience advantages of e-commerce, forming an ecosystem that encourages users to consider the advice of friends or family before purchasing and actively contribute to decision-making. Thus, the phenomenon of social commerce has become the focal point of research and innovation in marketing and business. Social media has a growing presence in digital retailing because it has extended its sales channel role, enabling consumers to purchase products directly through its platform [5]. As the global economy continues to expand steadily and mobile technology becomes more widespread, e-commerce has emerged prominently, with online retail serving as a significant driver for consumption growth. E-commerce live streaming has emerged as a fresh trend in product sales [6]. Table 3 presents some of the published research on social commerce and its consumers spread across multiple focuses, as follows.

Table 3. Current e-commerce in fashion researches

Paper	Focus	Approach / Method	Main Findings / Results
[4]	Creating marketing materials that more effectively engage consumers purchase behaviors by conceptualizing content's linguistic features from several aspects.	Poisson pseudo maximum likelihood estimation (PPML) method	Positive impact of self-referencing on consumer purchase behaviors and consumer engagement behaviors.
[5]	Investigating the channel choice problem and price discount strategy of a supply	Supply chain model	Insights to make the live-streaming channel adoption decision and make

	chain under the live-streaming context		price discount decisions in supply chains.
[6]	Looking at the recent shift in consumer preferences toward contact-free shopping when purchasing fashion goods.	Brand self-live streaming (S model)	Introduces a model comprising three modes for showcasing products through e-commerce live streaming: brand-led live streaming, a blend of influencer, and influencer-led exclusive live streaming.
[7]	Highlights how perceived luxury contributes to explaining consumer engagement in social media word-of-mouth and intention to purchase luxury goods.	Structural equation modeling	It assists companies in identifying which facets of luxury brands should be highlighted to encourage consumers to engage in social media word-of-mouth (WOM), subsequently affecting purchase intentions.
[8]	A comprehensive and concise review on mobile apps in m-commerce	Structural equation modeling (SEM), regression modeling, and ANOVA/MANOVA	Assist professionals in gaining a broader understanding of mobile apps and propel their businesses by capitalizing on the mobile app trend.
[9]	Finding reasons for consumers to buy Muslim fashion products	Structural Model Evaluation, data analysis with SmartPLS	The Muslim fashion industry effectively increases sales through social media and e-commerce.
[10]	Investigate the structural relationships between L-commerce characteristics, customer satisfaction, repurchase intention, and loyalty to L-commerce.	L-commerce customer satisfaction	Explored four elements of L-commerce that impact customer satisfaction, repeat purchase intentions, and loyalty.
[11]	Characterizes the streamer's behavior and explores the key drivers of live-streaming e-commerce success	Gross Merchandise Value (GMV) and fan growth	Experienced live streamers ought to prioritize the caliber of their audience rather than its sheer size. With a higher quality viewership, even a smaller fan base could generate higher Gross Merchandise Value (GMV).
[12]	Analysis of the downstream value network of emerging fashion designers and the degree to which they digitise their marketing and sales operations	Quantitative and qualitative data on designers firms	The results indicate that fashion designers employ combinations of online and offline channels to build a downstream value chain both domestically and internationally.
[13]	Measuring of longitudinal developments from emotive	Machine learning and lexicon-based approaches	More experience and self-confidence in Instagram posting, as well as increasing expectations, seem to

	text and the fine-grained analysis of single emotions in addition to the overall polarity		result in becoming a more critical poster over time
[14]	Exploring strategies for digitalizing touch amid the COVID-19 pandemic and considering the potential of haptic technology to address the absence of tactile experiences online, with a focus on two specific surface haptic technologies as catalysts	Qualitative and pragmatic approach	During the lockdown, executives employed various visualization strategies, solidifying their belief that static and dynamic images serve as a satisfactory substitute for tactile sensations in the online realm
[15]	Enhances comprehension of customer loyalty towards social commerce platforms.	Stimulus-organism-response (SOR)	Information and service quality are crucial factors influencing perceived value, whereas rewards, recognition, and customization do not have a significant impact.
[16]	Examine the interactivity role of Instagram ads in shaping positive brand outcomes	S-O-R model with Stimuli development	Compared to less interactive traditional Instagram ads, Interactivity from Instagram Stories offers both utilitarian and hedonic value to young female users.
[17]	Proposes two types of coping strategies (active and avoidance coping) and establishes a moderated-mediation model	PLS-SEM analysis	using active or avoidance coping strategies can differently influence viewers' cognitive and affective trust in the streamer, which will encourage or discourage viewers to reciprocate her/him by generating positive WOM
[18]	Illustrating how customer loyalty can stem from diverse dimensions.	Fuzzy-set qualitative comparative analysis (fsQCA) model	Complementary and substitutable effects arise among CX dimensions when they align perfectly, rather than merely through the addition of extra dimensions.
[19]	Analyzing how popularity, discourse logic, and argument framing influence customer engagement with a social media post.	The heuristic/systematic model of persuasion	Assist companies in improving their decisions regarding boosting customer engagement on social media platforms.
[20]	Use virtual garments as a foundation for exploring motivations behind purchasing virtual items.	In-depth and semi-structured interviews	The social interaction and display function of virtual clothing can be a highlight of future design trends.

### Thrift Shopping

In an era where awareness of sustainability and individuality increasingly dominates consumer preferences, thrift shopping has emerged as a phenomenon gaining widespread attention in the fashion industry. Thrift shopping refers to buying second-hand items, such as clothing, accessories, and household items, which provide an opportunity to adopt unique styles, reduce environmental impact, and explore historical values in consumption choices. Stronger support for the zero waste movement and efforts to reduce carbon footprint has led to growing awareness of the importance of reducing fast fashion consumption and choosing more sustainable options. In this context, thrift shopping has transformed from just a cheap alternative to a symbol of a responsible lifestyle, providing a new stage for sustainable business and creative initiatives in fashion.

Table 4. Current thrift shopping researches

Paper	Focus	Approach / Method	Main Findings / Results
[1]	Investigating the effect of leaders' clothing style in the workplace on a number of attributes they elicit there		Findings lend support to the notion that leaders can manipulate their style of attire to actively shape their followers' impressions of themselves
[2]	Explore the relationship between different business forms present on a changing second-hand market and a socially just circular economy.	The interviews were transcribed and then analyzed using NVivo	the Swedish second-hand clothing market is becoming increasingly competitive and profit-oriented due to the entrance of more FP firms, therefore challenging the historical dominance NFP firms have had in the second-hand market.
[21]	Understanding the perceptions and attitudes of Brazilian consumers regarding SHC on a comparative basis before and during the occurrence of the Covid-19 pandemic.	Structural equation modeling	Market relevance in the new commercial challenge of bringing strategic changes to sustainability and rethinking existing consumer behavior models for business and marketing strategies.
[22]	Recognizing the main enablers and inhibitors in adopting the renting mode of collaborative fashion consumption	Systematic Literature Review (SLR) method	Facilitated a comprehensive understanding of consumer behavior towards sustainable and collaborative fashion consumption using the mode of renting
[23]	Explore the orchestration capabilities of an ecosystem-leading company in circular textile supply chains.	Interactive Research (IR) approach	The findings outline the scope and content of three classes: managing circular consumer offerings, managing circular supply chain activities, and partnering

## Repurchase Interest

In the ever-evolving digital era, interest in repurchasing in the context of social commerce has attracted attention as an important aspect of consumer dynamics. Social commerce, which integrates social interaction with e-commerce activities, has changed how individuals relate to products and brands. This concept focuses on one-way transactions and highlights the long-term relationship between consumers and sellers. The interest in making repeat purchases in a social commerce environment encompasses a broader dimension than just the product or service itself. This involves interactions, recommendations from friends or family, as well as previously gained experience. In this context, understanding the factors influencing interest in repurchasing in social commerce has important implications for marketing strategies, product development, and customer relationships in an increasingly connected and interactive digital ecosystem. There are currently various publications regarding customer's repurchase intention, which will be described in Table 5.

Table 5. Current repurchase interest researches

Paper	Focus	Approach / Method	Main Findings / Results
[3]	Evaluating the role of gratifications sought from online reviews and perceptions about reviewers in affecting the behavioral intentions (continuance and purchase intentions)	Convergent and discriminant validity by running confirmatory factor analysis (CFA)	The positive experience of getting gratifications from reading reviews and perceived reviewers' credibility can develop a favourable attitude toward reviews on e-commerce websites, which enhances continuance and purchase intentions
[24]	Examining what store stimuli are important to c-store consumers and how these factors affect the customer experience, satisfaction, and revisit intentions	Covariance-based structural equation modeling technique	Utilitarian customer experience mediates the association between store image, product assortment, price, and customer satisfaction. In addition, customer satisfaction has a positive effect on the revisit intentions.
[25]	Exploring consumers' return behaviour in two different cultural contexts, characterized by low/high individualism vs. high/low collectivism Serravalle	Qualitative approach based on semi-structured interviews	Differences and similarities affecting consumers' willingness to return in the different stages of effective purchase behaviour
[26]	Exploring how mobile apps' customer engagement via various social media communities influences customer equity (brand, value and relationship equity) and repurchase intention	Structural equation modelling to test its hypotheses	Customer equity across value, relationship and brand developments positively affects the repurchase intention. The importance of customer engagement in customer equity and the repurchase decision
[27]	Image quality and type of textual review (with personal experiences versus facts) impact consumer purchase intention on a social commerce page	Stimulus-organism response (S-O-R) framework	Useful insights to managers by demonstrating how to enrich mental imagery vividness to impact purchase intention as a socially influenced decision
[28]	Identifying factors that affect customers' repurchase and WOM intentions	A survey strategy using a questionnaire	Trust and satisfaction positively affect Repurchase and WOM intentions, while reputation and information quality positively affect trust and satisfaction.

[29]	Improves the understanding of customer loyalty toward social commerce websites Molinillo	Stimulus-organism-response (SOR)	Information and service quality are key antecedents of perceived value, whereas rewards and recognition, and customization are non-significant
[30]	Understanding a strategic entrepreneurship on digital multi-sided platform, Traveloka. strategic	Structural Equation Modelling - Partial Least Square (SEM-PLS)	Suggested that Traveloka needs to increasing the quality of customer service and support and offering transparency on the flow of information in the money refund process

## Discussion

After designing the research map as shown in Figure 2, researchers found that most topics regarding social commerce nowadays are closely related to e-commerce live-streaming, thrift shopping, and repurchase interest. In this study, an analysis was conducted using the systematic literature review method to explore the factors that influence consumers' repurchase interest in fashion products on social commerce platforms. Research of 30 related journal articles shows that several key factors significantly influence consumer repurchase intention. Through a systematic review of the literature, the study succeeded in identifying and analyzing essential patterns emerging in the relationship between customer interest and the utilization of E-Commerce Live Streaming (ECLS) in relation to the repurchase of thrift goods in the fashion world. The results show that there is a strong relationship between customer interest in repurchases and the use of the ECLS platform. Various factors have been identified as key drivers of this customer interest.

First, interactive features within ECLS, such as live chat and instant responses from sellers, create a more immersive and personalized experience. This presents an opportunity for customers to ask questions, discuss and get more specific advice, reinforcing their appeal to repurchase thrift goods. Secondly, the visual aspect of ECLS provides a more real picture of the condition and appearance of the product. Users can directly see product details, consider sizes and colors, and observe how the clothes are worn in a moving context. Thus, customers feel more confident in making decisions to repurchase [5].

Based on Figure 1, the research mapping conducted through Google Scholar yielded a number of articles relevant to the topics of consumers, thrift shopping, e-commerce and repurchase intent. Through careful analysis, it was found that there are strong links between these three domains. The articles investigated consumer behavior related to thrift store shopping, especially in the context of e-commerce. Some studies highlighted the factors that influence consumers' interest in making repeat purchases after a thrift shopping experience. There were also studies that revealed the influence of social media and e-commerce platforms in shaping consumer preferences for thrift products. Overall, this mapping provides a deeper understanding of how consumers interact with e-commerce business models in the thrift shopping sector and how this influences their decision to make repeat purchases.

Further to Figure 3, selected articles have generated an in-depth understanding of commerce perceptions and influencer influence in the consumer and purchasing context. These studies highlight how consumers' perceptions of commerce, particularly in the context of e-commerce, are influenced by factors such as affordable price and product quality. In addition, the role of influencers in shaping consumer opinions and preferences is increasingly important, especially in the age of social media. These articles reflect the evolving dynamics in the relationship between commerce, consumer perception and influencer influence, and provide valuable insights for business practitioners and researchers interested in understanding modern consumer behavior.

The systematic literature review conducted on consumer repurchase interest in e-commerce live streaming for thrift fashion reveals several pivotal factors shaping consumer behavior within this burgeoning domain. Among the multifaceted influences, two primary determinants emerged as significant drivers of consumer repurchase interest. First, affordable price. One of the foremost factors identified was the affordability of products showcased in e-commerce live streaming sessions. Consumers exhibit heightened repurchase interest when presented with thrift fashion items offered at competitive and economical prices. The allure of thrift fashion lies in its uniqueness and affordability, making it an appealing choice for budget-conscious consumers seeking style and value. Second, product quality featured in e-commerce live streaming sessions emerged as a crucial determinant of consumer repurchase interest. Consumers are discerning individuals who prioritize both style and substance. Thus, the perceived quality of thrift fashion items showcased during live streaming events significantly influences their repurchase intentions. High-quality products foster trust and confidence in the brand and contribute to positive consumer experiences, ultimately driving repurchase behavior.

The findings underscore the intricate interplay between pricing strategies, product quality, and consumer behavior within e-commerce live streaming for thrift fashion. While affordability and quality are primary factors influencing repurchase interest, their interaction is nuanced and multifaceted. Affordable pricing and product quality are not standalone factors but rather synergistically interact to shape consumer perceptions and behavior. A judicious balance between offering thrift fashion items at competitive prices without compromising on quality is imperative for sustaining consumer interest and fostering repeat purchases. The perceived affordability and quality of thrift fashion products showcased during e-commerce live streaming sessions play a pivotal role in building brand trust and fostering consumer loyalty. Brands that consistently deliver on their promise of offering affordable yet high-quality thrift fashion items are likelier to cultivate a loyal customer base and drive repeat purchases over time. In an increasingly crowded e-commerce landscape, where numerous platforms vie for consumer attention, the ability to offer competitively priced thrift fashion items of superior quality can serve as a potent differentiator and competitive advantage. Brands that adeptly leverage these factors can carve out a distinct niche, resonate with their target audience, and bolster consumer repurchase interest.

In conclusion, the findings of this systematic literature review shed light on the pivotal role of affordability pricing and product quality in shaping consumer repurchase interest in e-commerce live streaming for thrift fashion. Understanding these underlying factors and their interplay is paramount for brands seeking to thrive in this dynamic and evolving landscape, where consumer preferences and expectations continue to evolve.

## CONCLUSION

In conclusion, this study has provided in-depth insights into customer interest in repurchases in the context of E-Commerce Live Streaming (ECLS) for thrift goods in the fashion industry. The results of a systematic literature review revealed that the social interaction, visual experience, and convenience provided by the ECLS platform play a key role in motivating customers' interest to return to purchase. In order to improve the understanding of consumer repurchase intention in live streaming e-commerce for thrift fashion, the results of this literature review provide a number of important conclusions. First, factors such as affordable price, product quality, uniqueness and diversity of choice, and live product interaction and information play a crucial role in influencing consumers' repurchase intention. Second, local clothing sellers can utilize live streaming e-commerce as an effective platform to adopt these repurchase intention factors. By providing products with affordable

prices, good quality, and unique and diverse choices, sellers can attract consumers' interest and increase the likelihood of repeat purchase. Third, direct interaction between sellers and consumers, as well as the delivery of accurate and clear product information through live streaming, can strengthen consumers' trust and motivate them to repurchase. Therefore, local clothing sellers need to utilize interactive features in live streaming e-commerce to increase consumer engagement and provide a more enjoyable shopping experience.

In conclusion, the adoption of repurchase intention factors in fashion thrifts in the context of live streaming e-commerce can help local clothing sellers to increase sales and strengthen their business sustainability. By understanding consumer needs and preferences and integrating these factors into their marketing and sales strategies, sellers can create a more engaging and satisfying shopping experience for consumers, thereby increasing repurchase intention and achieving long-term success in digital commerce.

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