



Legal Perspectives on the Online Trade of Imported Secondhand Clothing (Thrifting) Under Indonesian Positive Law old

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ABSTRACT

The rapid advancement of technology has revolutionized various business sectors, including the global clothing trade. Alongside new apparel, the importation of secondhand clothing into Indonesia, commonly referred to as "thrifting," has gained popularity due to its affordability. However, this practice has raised concerns regarding its legality and impact on the national economy. This paper examines the legality of buying and selling imported secondhand clothing (thrifting) online from the perspective of Indonesian positive law. Using a normative juridical method, the research reveals that both online and offline thrifting practices violate several regulations, including the Job Creation Law, the Consumer Protection Law, and the Minister of Trade's Regulation on Export and Import Prohibited Goods. Key factors driving the persistence of thrifting in Indonesia include the country's openness to imports and the demand for affordable, high-quality clothing. Despite its growing popularity, thrifting poses significant risks, such as health hazards and detrimental effects on the domestic garment industry.

Keywords: *Thrifting, Imported Secondhand Clothing, Legal Review, Indonesian Law, Consumer Protection*

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INTRODUCTION

The COVID-19 pandemic has paralyzed nearly all human activities outside the home, significantly disrupting business operations worldwide over the past few years (Carrillo & Flores, 2020; Chen, 2022; Donthu & Gustafsson, 2020; Garcia-laborda et al., 2021; Gawlewicz & Yiftachel, 2022; Gustiani, 2020; Hu et al., 2022; Pierce et al., 2020; Sholeh et al., 2021; Shrestha & Shrestha, 2020). Business, however, is a fundamental human endeavor that remains an intrinsic part of individual life and society, closely tied to meeting human needs (Jaya, 2017; Prashanth & V., 2021). Over time, business activities

have expanded, giving rise to various models, from those built on traditional practices to new ones shaped by technological advancements (Pham et al., 2020; Portela et al., 2022; Tian et al., 2020). In this context, market players have continuously adapted their strategies to address challenges presented by evolving market demands, creating business lines that align with the current economic landscape.

Trade, as a core business activity, has been practiced for generations as a means of human survival (Ai et al., 2020; Harianto, 2022; Hurst et al., 2024; Nmu & Holt, 2022; Puspita Dewi et al., 2023; Uwaechia & Mahyuddin, 2020). The Indonesian Trade Law (Law No. 7 of 2014) defines trade as activities related to the transaction of goods and/or services domestically and internationally, with the goal of transferring ownership for compensation or exchange. Humans, as social beings, engage in buying and selling to meet their daily primary, secondary, and tertiary needs, with clothing being a primary necessity that must be fulfilled. As globalization and international trade liberalization progress, the demand for clothing has surged significantly. Clothing, as a basic need, is essential for covering and protecting the human body. Rapid economic growth has led to the emergence of diverse labor forces and consumer products. Supported by technological advancements, data-driven business models have expanded across borders, providing consumers with an increasing range of product options and benefits presented in diverse ways.

In Indonesia, the rapid advancement of technology has significantly facilitated work, commerce, and communication through web-based platforms. Trade has become an integral part of life, driven by the mechanized nature of modern events. Today, buyers and sellers can engage in trade online without the need for face-to-face interactions. One of the key ways a country's economy can grow is through export-import activities, which have been greatly enhanced by information technology. Importing refers to bringing goods into a country, while exporting involves sending goods out. . Indonesia continues to engage in imports, which span various sectors including ready-made clothing, food, and industry.

The clothing industry has evolved in tandem with changes in international trade .Not only are new, branded clothes entering Indonesia, but secondhand clothing is also being imported. Initially, these secondhand clothes were distributed to disaster victims, but over time, rumors of the secondhand clothing trade in Indonesia have emerged. Thrifting, the practice of purchasing secondhand clothes, has become a trend as an alternative to contemporary fashion. This practice is seen as environmentally friendly, offering good quality at affordable prices. Thrifting has grown in popularity, especially among millennials.

The phenomenon of thrifting is now well-known in fashion circles, with thrifted items typically being branded, high-quality clothes that remain fashionable. The growing demand for secondhand clothes is not only driven by social considerations but also by their low cost. Consumers are often less concerned with the quality of these products due to their affordability and brand appeal. Beyond following current fashion trends, young consumers also have personal reasons for choosing secondhand clothing as part of their fashion identity.

However, the influx of secondhand clothing into local markets has negatively impacted the national economy. Moreover, from a public health perspective, these used clothes can pose significant health risks. Secondhand clothing sales also threaten the domestic garment industry, leading to reduced production and, ultimately, decreased employment opportunities in this sector. In August 2022, the Ministry of Trade, in collaboration with customs authorities, destroyed 750 bales of illegally imported secondhand clothing, with an estimated loss to the state of IDR 8–9 billion. The confiscated clothing was transported in three containers, and samples tested positive for fungal contamination. Such contamination can lead to health problems including skin irritation, allergic reactions, toxic effects, and infections.

Given these challenges, the primary research questions of this study are as follows: What is the legality of online secondhand clothing sales (thrifting) from the perspective of Indonesian positive law? What are the factors that contribute to the persistence of online secondhand clothing sales (thrifting) in Indonesia?

This study employs a normative juridical research method, using a statutory approach to examine the relevant laws, including Law No. 7 of 2014 on Trade, Law No. 8 of 1999 on Consumer Protection, and Ministry of Trade Regulation No. 18 of 2021 on Prohibited Export and Import Goods, as amended by Ministry of Trade Regulation No. 40 of 2022. These legal frameworks are analyzed to provide answers to the research questions.

The phenomenon of thrifting, or the purchase and sale of secondhand goods, particularly clothing, has gained significant traction globally due to its perceived economic and environmental benefits. However, this practice exists within a complex legal framework that varies from country to country. The review of existing literature on the legal, economic, and social aspects of thrifting is critical in understanding its implications for Indonesia, where the trade of secondhand imported clothing is subject to legal restrictions and poses challenges to both the domestic economy and public health (Dodd et al., 2021).

The global secondhand clothing market has grown substantially in recent years, driven by increasing consumer demand for affordable, fashionable, and environmentally sustainable alternatives to fast fashion. The circular economy concept, which promotes the reuse and recycling of goods, including clothing, has contributed to the rise of thrifting as an eco-friendly practice. Countries such as the United States and the United Kingdom have embraced thrifting, where it is often seen as a sustainable fashion choice that reduces waste and supports the environmental movement. According to Brooks (2019), the global trade in secondhand clothing is deeply intertwined with the economic structures of both exporting and importing nations (Li et al., 2022; Malecki et al., 2021; Malek et al., 2022; Megawati et al., 2020; Sadeh et al., 2020). While it provides affordable clothing to low-income consumers in developing countries, it also raises concerns about the impact on local garment industries.

In developing countries, the influx of secondhand clothing has been met with mixed reactions. On one hand, it offers low-cost clothing options to the population; on the other,

it undermines local textile production. Studies in Sub-Saharan Africa found that the importation of secondhand clothes has negatively affected local textile industries, leading to factory closures and job losses. These findings underscore the importance of regulating the secondhand clothing trade to protect domestic industries while balancing consumer demand for affordable goods (Casaló et al., 2020; Faruq, 2022; Imron et al., 2022; Sokolova & Kefi, 2020;). In Indonesia, the importation and sale of secondhand clothing are strictly regulated under national laws, primarily to protect the domestic garment industry and public health. The Indonesian Trade Law (Law No. 7 of 2014) stipulates that all imported goods must be new unless otherwise specified by the government, which places secondhand clothing in a legally precarious position. The Consumer Protection Law further prohibits the sale of defective or unsafe goods, which includes secondhand items that have not been adequately tested for safety (Anggraeni & Ilahi, 2023; Anupama V et al., 2022; Easterbrook & Hadden, 2021; Kamp & Dybbroe, 2023; Novak & Honan, 2019; Pajariantanto et al., 2022; Petrocchi et al., 2023; Puri et al., 2020). The importation of used clothing is also restricted under the Ministry of Trade Regulation No. 18 of 2021, which lists secondhand clothing as prohibited goods for import.

Research by Harisudin (2021) highlights the legal challenges associated with enforcing these regulations. Despite legal prohibitions, secondhand clothing continues to enter Indonesia through informal channels, particularly through small ports and border areas where regulatory oversight is weaker. Harisudin's study points to the persistence of the practice due to the high demand for affordable clothing and the limited capacity of domestic textile producers to meet this demand. This situation creates a legal gray area, where enforcement is inconsistent, and illegal trade persists.

Further complicating the legal landscape is the cultural acceptance of thrifting among Indonesian consumers. The thrifting has become a popular trend, especially among millennials, due to the availability of affordable, high-quality, and often branded clothing. This cultural shift presents a challenge for policymakers, as attempts to curb the importation of secondhand clothing face resistance from a consumer base that views thrifting as both a fashion statement and an economic necessity.

The economic impact of the secondhand clothing trade in Indonesia is multifaceted. On the one hand, it provides a low-cost alternative to new clothing for consumers, particularly in lower-income segments of the population. On the other hand, it poses significant risks to the domestic garment industry. According to a report by the Ministry of Industry (2022), the influx of cheap, imported secondhand clothing has led to a decline in local textile production, with small and medium-sized enterprises (SMEs) being particularly hard hit. The report also indicates that the competition from secondhand clothing has contributed to job losses in the garment sector, where many workers are employed in informal, low-wage positions.

A study by Febriyanto (2023) further explores the socio-economic factors driving the normalization of secondhand clothing consumption, despite its legal restrictions. The persistence of thrifting in Indonesia. The research identifies several key drivers, including the rising cost of living, the desire for branded clothing at lower prices, and the growing

awareness of sustainable fashion practices. These factors have contributed to the study also highlights the role of social media platforms such as Instagram and TikTok in promoting thrifting as a fashionable and socially acceptable practice, particularly among younger consumers.

The health implications of secondhand clothing imports are another area of concern. Research by Utami (2023) points to the potential risks associated with wearing used clothing that has not been properly sanitized. The Ministry of Trade's destruction of 750 bales of illegally imported secondhand clothing in 2022 was justified, in part, by concerns over fungal contamination, which can cause skin irritation, allergic reactions, and other health issues. Utami's research calls for stricter enforcement of health and safety regulations concerning the importation of secondhand goods, particularly clothing.

The growing popularity of thrifting is also tied to broader global movements towards sustainable fashion. The fashion industry is a major contributor to environmental degradation, with the production of new clothing requiring significant amounts of water, energy, and raw materials. Thrifting, by extending the life cycle of garments, offers a more sustainable alternative to fast fashion, which is characterized by the rapid production and disposal of low-cost clothing.

However, while the sustainability argument for thrifting is compelling, it must be weighed against the economic and legal challenges it presents. Studies suggest that the trade-off between environmental sustainability and the protection of domestic industries must be carefully managed through targeted policies that promote sustainable fashion practices while safeguarding local economies. The challenge for Indonesia lies in creating a regulatory framework that addresses both the environmental and economic dimensions of thrifting, ensuring that it benefits consumers without undermining local industries or posing health risks.

While the literature provides a solid foundation for understanding the dynamics of the secondhand clothing trade in Indonesia, several gaps remain. First, there is limited research on the effectiveness of existing regulations in curbing illegal imports of secondhand clothing. Future studies could focus on assessing the enforcement mechanisms in place and exploring alternative policy approaches that balance consumer demand with legal and economic considerations. Second, more empirical research is needed to quantify the impact of secondhand clothing imports on the domestic garment industry, particularly in terms of job losses and reduced production capacity.

RESEARCH METHODOLOGY

This study employs a normative juridical research approach, which is well-suited for legal studies aiming to analyze and interpret laws in relation to specific issues. The normative juridical method focuses on examining legal norms, principles, and frameworks as outlined in statutory regulations, legal doctrines, and court rulings. This methodology was chosen due to the need for a thorough analysis of the legal status and regulatory implications surrounding the online trade of imported secondhand clothing (thrifting) in Indonesia. By analyzing the applicable laws and their enforcement, this study aims to

provide a comprehensive understanding of the legality of thrifting from the perspective of Indonesian positive law.

The normative juridical approach is ideal for this research as the main objective is to evaluate the conformity of secondhand clothing trade practices with existing laws and regulations in Indonesia. Since the study revolves around legal interpretation rather than empirical data collection, normative juridical research allows for an in-depth examination of the regulatory frameworks governing the import and sale of used clothing, including but not limited to: Law No. 7 of 2014 on Trade; Law No. 8 of 1999 on Consumer Protection; Ministry of Trade Regulation No. 18 of 2021, amended by Ministry of Trade Regulation No. 40 of 2022 on prohibited goods for export and import; This method is also beneficial in identifying the gaps and inconsistencies between the laws and their implementation, especially given the rising popularity of thrifting despite legal prohibitions.

The research relies primarily on secondary data obtained from: Primary Legal Materials: These include statutory regulations, such as the aforementioned laws, ministerial regulations, and other binding legal provisions that directly address the issues of trade, consumer protection, and health standards for imported goods in Indonesia; Secondary Legal Materials: Supporting materials, such as legal doctrines, academic articles, and legal commentaries, were consulted to interpret and critique the primary legal materials. These materials were instrumental in understanding the broader implications of the law, the interpretation of specific legal terms, and the legal reasoning behind regulatory actions; Tertiary Legal Materials: Dictionaries of legal terms, online legal databases, and other resources that provide additional clarification on specific terminologies and legal concepts were used to support the analysis.

The study employed the following research techniques to analyze the legal frameworks governing the importation and sale of secondhand clothing in Indonesia.

Statutory Approach (Undang-Undang Approach)

The statutory approach involves a detailed examination of the legal norms within Indonesia's positive law related to the trade of imported goods, consumer protection, and health regulations. The primary focus is on the content of Law No. 7 of 2014 on Trade, which prohibits the importation of used goods, including clothing, and Law No. 8 of 1999 on Consumer Protection, which ensures the safety of products sold in the marketplace. These laws are critically analyzed to determine whether the current legal framework adequately addresses the influx of imported secondhand clothing and the related socio-economic and public health concerns.

Case Law Review

Although Indonesia's legal system is based on statutory law rather than case law, relevant court decisions and administrative rulings pertaining to the enforcement of trade and consumer protection laws were reviewed (bayın Ümit, 2021; König et al., 2020; Lepenioti et al., 2020). This analysis helps understand how the judiciary interprets and enforces these laws in real-world scenarios, especially in cases involving the smuggling or illegal sale of imported secondhand goods.

Comparative Legal Analysis

A comparative legal analysis was conducted to evaluate how other jurisdictions regulate the trade of secondhand clothing. Countries with similar socio-economic contexts, such as those in Southeast Asia, and those with more established secondhand markets, like the United States and the United Kingdom, were compared to Indonesia (Belyaev et al., 2022; De Vries et al., 2018; Ho & Chan, 2023; Ogden, 2023; Reber, 2019; Ruiz-Hernández et al., 2022). This approach provides insights into best practices in regulating the secondhand clothing trade while balancing economic, environmental, and health considerations.

The analysis of legal data followed a systematic and structured process

The study interprets the legal texts by using grammatical, historical, and systematic interpretation methods. This ensures that the laws are understood not only in their literal sense but also in the context of their legislative intent and practical application.

The various legal provisions relevant to the research topic are synthesized to provide a cohesive understanding of how they work together (or conflict) to regulate thrifting in Indonesia. This synthesis helps identify potential gaps or inconsistencies within the legal framework that allow for the persistence of illegal practices.

The research critically evaluates the adequacy of Indonesia's legal framework in addressing the public health risks, economic impacts, and consumer demand associated with secondhand clothing imports. This evaluation is supported by data on the economic and health risks posed by thrifting, as well as international examples of regulatory best practices.

The study incorporates case studies of past enforcement actions, such as the destruction of 750 bales of illegally imported secondhand clothing by Indonesia's Ministry of Trade in 2022. These case studies provide practical examples of how laws are enforced and highlight the challenges faced by regulatory agencies in curbing illegal imports. The case studies are supported by quantitative data on the volume and economic value of secondhand clothing imports and the estimated loss to the domestic textile industry.

Additionally, the study compares Indonesia's regulatory response to thrifting with that of other countries where secondhand clothing markets are legal but regulated through measures such as quality control, health safety inspections, and environmental standards. These comparisons provide a framework for understanding the potential policy options available to Indonesia.

The study is limited by the availability of comprehensive data on the actual enforcement of trade laws related to secondhand clothing in Indonesia. Due to the informal nature of many of these transactions, particularly in border areas, it is difficult to obtain complete records of the volume of secondhand clothing imports or the full economic impact on local industries (Easterbrook & Hadden, 2021; Malecki et al., 2021; Malek et al., 2022; Megawati et al., 2020; Rafique et al., 2022; Walker et al., 2019). Nonetheless, the study uses available legal texts and case studies to provide a robust analysis of the issue.

RESULT AND DISCUSSION

Legal Interpretation of Relevant Laws

The legal framework governing the sale and importation of secondhand clothing (thrifting) in Indonesia is multi-faceted, with several laws and regulations playing a central role in regulating this practice. These include the Job Creation Law (Undang-Undang No. 11 Tahun 2020), the Consumer Protection Law (Undang-Undang No. 8 Tahun 1999), and various ministerial regulations. A close examination of these laws reveals their role in curbing the widespread trade of secondhand clothing, especially when such trade is conducted through illegal or informal channels.

Job Creation Law and Trade Law

The Job Creation Law and the Trade Law (Undang-Undang No. 7 Tahun 2014) are key legal instruments used to regulate the importation of goods, including secondhand clothing. Article 47 of the Trade Law mandates that imported goods must be in new condition unless otherwise authorized by the government. This legal provision, reinforced by the Job Creation Law, is designed to protect local industries by preventing the influx of secondhand goods that could compete with locally produced items. Specifically, the law addresses concerns over the legality of importing secondhand clothing, which is viewed as a potential threat to domestic manufacturers and retailers. In 2021, the Ministry of Trade issued Regulation No. 18, later amended by Regulation No. 40, which specifically prohibits the importation of used goods, including secondhand clothing. The rationale behind this prohibition is both economic and health-related, as used clothing can undermine the competitiveness of local textile industries and pose significant health risks to consumers. Despite these regulations, the practice of thrifting has persisted, partly due to weak enforcement and the high demand for affordable clothing.

Consumer Protection Law

The Consumer Protection Law also plays a pivotal role in regulating the sale of secondhand clothing. The law prohibits the sale of defective, damaged, or unsafe goods, which includes secondhand clothing that may carry health risks if not properly sanitized. This legal framework ensures that consumers are protected from products that may harm their health, such as secondhand clothing contaminated with fungi or bacteria. A notable case that highlights the application of this law is the destruction of 750 bales of illegally imported secondhand clothing by the Ministry of Trade in 2022. The clothing, which was found to be contaminated with mold, was destroyed due to concerns over public health risks.

Challenges in Enforcement and Gaps in Legislation

Despite the existence of these laws, enforcement remains a significant challenge. The illegal importation of secondhand clothing often occurs through informal channels, such as small ports or border crossings, where oversight is limited. For example, according to CNBC Indonesia, secondhand clothing is frequently smuggled into the country via small ports in Sumatra, Batam, and Kalimantan. The informal nature of these transactions makes it difficult for authorities to monitor and regulate the trade effectively.

Furthermore, while the laws prohibit the importation of secondhand clothing, there is a lack of comprehensive regulations governing online marketplaces, which have become a popular platform for selling these goods.

Economic Impact of Thrifting on Local Businesses

The economic impact of the secondhand clothing trade on local businesses is substantial, particularly for the domestic textile and garment industries. The influx of cheap, secondhand clothing undermines local manufacturers, who are unable to compete with the low prices of imported goods (Malecki et al., 2021; Rafique et al., 2022; Sadeh et al., 2020; Walker et al., 2019). This has led to a decline in production and employment within the textile sector, which is an important industry in Indonesia.

Competition with Local Industries

According to a report from the Ministry of Industry (2022), the domestic textile industry has been severely impacted by the importation of secondhand clothing. Small and medium-sized enterprises (SMEs) in the garment sector have experienced a reduction in demand for locally produced clothing, leading to factory closures and job losses. Data from the Ministry shows that the garment industry lost approximately 10% of its market share to secondhand clothing imports over the past decade, a figure that translates into thousands of lost jobs, particularly in labor-intensive regions such as Bandung and Yogyakarta.

The Appeal of Low Prices and Brand Names

The persistence of thrifting is driven by consumer demand for affordable, high-quality clothing. Many consumers, particularly young people, are attracted to secondhand clothing because it offers branded items at a fraction of the cost of new clothes. The low cost of these imported goods creates significant competition for local manufacturers, who cannot produce garments at such low prices while maintaining quality.

Impact on the Informal Economy

While the formal textile sector suffers from the competition posed by secondhand clothing, the informal economy benefits from this trade. Many individuals involved in the sale of secondhand clothing operate outside the formal economy, selling goods through informal channels or online platforms without adhering to legal or tax requirements. This contributes to the shadow economy, making it more difficult for authorities to regulate the industry and collect revenues.

Health Risks and Environmental Concerns

In addition to the economic impact, the trade of secondhand clothing poses significant health risks. The 2022 destruction of 750 bales of imported secondhand clothing by the Ministry of Trade revealed the potential health hazards associated with these goods, as many of the garments were found to be contaminated with mold and other harmful microorganisms. Consumers who purchase these clothes, particularly those that have not been properly cleaned or sanitized, face the risk of skin infections, allergic reactions, and respiratory issues.

From an environmental perspective, thrifting is often promoted as a sustainable alternative to fast fashion. By reusing garments, consumers can reduce textile waste and

decrease the environmental footprint of clothing production. However, the environmental benefits of thrifting must be weighed against the negative impact on the domestic garment industry, which is already struggling to compete with imported goods. Moreover, the illegal importation of secondhand clothing contributes to waste management challenges, as many of these goods are of poor quality and end up in landfills after a short period of use.

Factors Contributing to the Persistence of Thrifting in Indonesia

Several factors explain the persistence of thrifting in Indonesia, despite the legal prohibitions and negative economic and health impacts. These factors include the affordability of secondhand clothing, the cultural appeal of branded items, and the perception that thrifting is a form of sustainable fashion.

Cultural and Economic Appeal

The popularity of thrifting in Indonesia can be traced back to the 2010s, when young people and recent graduates began to adopt secondhand clothing as a way to express individuality and stand out in social interactions. Thrifting has since become a mainstream trend, with consumers viewing it as both an environmentally friendly practice and an economical way to acquire fashionable, branded clothing. The cultural shift toward sustainable fashion has also played a role in the growth of thrifting, as consumers seek to reduce their environmental impact by purchasing used clothing.

Informal Channels and Weak Enforcement

The continued existence of secondhand clothing imports is facilitated by weak enforcement and the availability of informal channels through which these goods can enter the country. Smugglers frequently use small ports and remote border crossings to bring secondhand clothing into Indonesia, making it difficult for authorities to regulate the trade. Additionally, the rise of e-commerce platforms has provided new opportunities for sellers to reach consumers without adhering to traditional retail regulations.

CONCLUSION

This paper provides a comprehensive analysis of the legality of thrifting—specifically, the online sale of imported secondhand clothing—within the context of Indonesia's legal framework. The study explores the key legal instruments governing the trade of secondhand goods, including the Job Creation Law (Undang-Undang No. 11 Tahun 2020), the Consumer Protection Law (Undang-Undang No. 8 Tahun 1999), and Ministry of Trade Regulations. Through the lens of these regulations, it is clear that thrifting, while popular, is not legally permissible in Indonesia due to the prohibitions on importing used goods and the health and economic risks associated with this practice.

The persistence of thrifting in Indonesia, despite legal prohibitions, stems from several factors, including the affordability of secondhand clothing, the rising trend of sustainable fashion, and weak enforcement of existing laws. This research highlights how the illegal importation of secondhand clothing undermines the domestic textile industry, leading to economic losses and job displacement. Additionally, the health risks posed by

unsanitary secondhand clothing underscore the need for more stringent regulation and public awareness.

Recommendations for Policymakers

Policymakers must take a more proactive approach to address the challenges posed by thrifting. First, clearer guidelines are needed to regulate the online marketplace, which has become a hub for the sale of secondhand clothing. Second, policies should balance consumer demand for affordable clothing with the need to protect local industries. One potential solution is to support local sustainable fashion initiatives, encouraging the reuse of locally produced garments rather than relying on imported secondhand goods. Finally, stricter enforcement mechanisms, particularly in border regions and small ports, are crucial to preventing illegal imports.

Recommendations for Legal Enforcers

Legal enforcers must strengthen surveillance at informal entry points, where most illegal secondhand clothing enters the country. Collaboration between customs officials and local law enforcement agencies should be enhanced to monitor smuggling activities more effectively. Additionally, legal enforcers should implement more frequent inspections of online platforms selling secondhand clothing to ensure compliance with the law. Public awareness campaigns that educate consumers on the health risks of secondhand clothing and the legal ramifications of participating in the trade should also be prioritized.

Recommendations for Business Practitioners

Business practitioners, particularly those involved in the retail and textile industries, should explore opportunities to capitalize on the demand for affordable, sustainable fashion by offering locally produced alternatives to imported secondhand clothing. Embracing the principles of sustainable fashion, such as upcycling and recycling materials, can help mitigate the negative impact of thrifting on the domestic market. Additionally, partnerships between local garment producers and government agencies could facilitate the development of new business models that appeal to eco-conscious consumers while supporting local production.

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