

IMPACT OF BUYING THRIFTED CLOTHES ON CLOTHING BRANDS IN LUDHIANA

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Abstract

Ludhiana, one of Punjab's largest centres for fashion and industry, is witnessing a significant rise in the popularity of thrift stores, particularly among young consumers. This shift in shopping behaviour is posing challenges for traditional apparel manufacturers. The growing appeal of thrift culture is driven by factors such as sustainability, affordability, and the uniqueness of second hand apparel. This research investigates the motivations behind thrift shopping and examines its impact on Ludhiana's traditional retail brands. A mixed-methods approach was used to gather data from 80 respondents through a comprehensive questionnaire. The findings indicate a decline in interest in fast fashion and mid-tier labels due to the increasing preference for sustainable and budget-friendly alternatives. The study concludes by offering recommendations for traditional apparel manufacturers to adapt to the evolving retail landscape, including integrating sustainable practices, diversifying product offerings, and enhancing customer engagement. These strategies can help traditional brands remain competitive in the face of changing consumer preferences and the growing influence of thrift culture.

Keywords: Thrift Culture, Second hand Shopping, Sustainability, Ludhiana, Fashion Industry, Retail Brands

Introduction:

The city of Ludhiana, known as the "Manchester of India," has long been synonymous with textile production and garment manufacturing. Renowned for its thriving knitwear industry and home to numerous clothing brands, Ludhiana plays a crucial role in both domestic and international apparel markets. The city's economy and cultural identity have been deeply tied to the production, sale, and consumption of new, mass-produced clothing. However, recent years have witnessed a significant shift in consumer behaviour, particularly among the younger generation, with the increasing popularity of thrift shopping. This emerging trend of purchasing second-hand clothing is reshaping the fashion landscape in Ludhiana and challenging traditional retail brands to adapt to a changing market.

Thrift shopping, which involves buying pre-owned clothing and accessories at thrift stores, flea markets, or through online resale platforms, has gained considerable traction. This trend is driven by a combination of factors, including environmental consciousness, economic considerations, the desire for unique and vintage fashion items, and the influence of global fashion trends. As more consumers, particularly Millennials and Gen Z, embrace the idea of "second-hand first," traditional retailers are finding themselves at a crossroads, facing the need to innovate and evolve in response to this shift. The growing prevalence of thrift culture in Ludhiana reflects a broader movement towards sustainability, individualism, and responsible consumption. One of the primary motivations behind the rise of thrift shopping in Ludhiana is the increasing awareness of environmental issues. The fashion industry is one of the largest contributors to global pollution, with textile production consuming vast amounts of water, energy, and chemicals, while also generating significant waste. Fast fashion, characterized by the rapid production of inexpensive clothing to keep up with ever-changing trends, has led to an alarming increase in textile waste and carbon emissions. Consumers in Ludhiana, especially the younger demographic, are becoming more cognizant of the environmental impact of their purchasing decisions. Thrift shopping offers a more sustainable alternative by extending the life cycle of clothing and reducing the demand for new production. By choosing second-hand garments, consumers are actively participating in waste reduction, water conservation, and the fight against climate change.

Affordability is another significant factor driving the thrift shopping trend. With inflation, economic uncertainty, and changing employment patterns, many consumers are seeking ways to stretch their budgets without compromising on style. Thrift stores and second-hand markets in Ludhiana offer an extensive variety of clothing at a fraction of the cost of new retail items. This affordability appeals not only to budget-conscious shoppers but also to students and young professionals who want to experiment with their style without overspending. Thrift shopping

enables consumers to access high-quality clothing, branded items, and unique fashion pieces at lower prices, making fashion more inclusive and accessible.

In addition to environmental and economic considerations, the appeal of thrift shopping lies in its promise of individuality and uniqueness. In a world where mass-produced clothing dominates the market, finding one-of-a-kind pieces that reflect personal style has become a significant driver for consumers. Thrift stores and resale platforms provide an eclectic mix of clothing, often featuring vintage items, discontinued lines, and rare finds that are not available in mainstream stores. This allows shoppers in Ludhiana to curate distinctive wardrobes that stand out from the crowd. For many young consumers, thrift shopping is not just about saving money or being eco-friendly; it is a way to express creativity, authenticity, and a sense of nostalgia.

The rise of digital platforms has further accelerated the popularity of thrift shopping in Ludhiana. Online resale platforms, social media marketplaces, and dedicated apps make it easier than ever for consumers to buy and sell second-hand clothing. These platforms offer convenience, transparency, and a broader reach, allowing consumers to access a wide range of products without geographical limitations. Instagram and Facebook, in particular, have become powerful tools for promoting thrift culture, with influencers, fashion bloggers, and thrift store owners showcasing curated collections and styling ideas. This digitalization of thrift shopping has made it more appealing to tech-savvy, socially connected youth who value both convenience and community.

As thrift shopping continues to grow in popularity, traditional retail brands in Ludhiana are feeling the pressure to adapt. The influx of second-hand alternatives is challenging the traditional notions of brand loyalty and consumer behaviour. Younger consumers, who once viewed branded clothing as a status symbol, are now prioritizing sustainability, affordability, and uniqueness over brand names. This shift poses a threat to established retailers who rely on brand identity and loyalty to drive sales. To remain relevant, traditional brands must reconsider their strategies, exploring ways to incorporate sustainable practices, diversify their offerings, and engage with the values of the modern consumer.

One potential strategy for traditional brands is to embrace the circular economy by introducing resale programs, rental services, or upcycling initiatives. By allowing consumers to trade in old clothing for store credit or purchase pre-owned items alongside new collections, brands can tap into the growing demand for sustainable fashion. Collaborating with thrift stores, launching limited-edition vintage lines, or promoting eco-friendly materials are other ways that brands can align themselves with the thrift movement while maintaining their market presence.

Another approach is to leverage digital platforms and social media to connect with consumers who value thrift culture. By engaging in authentic storytelling, highlighting their commitment to sustainability, and showcasing unique designs, traditional brands can foster a deeper connection with their audience. Creating interactive campaigns, featuring user-generated content, and partnering with influencers who support sustainable fashion can help brands stay relevant in an evolving market. Moreover, traditional retailers in Ludhiana can focus on enhancing the in-store experience to differentiate themselves from thrift stores. By offering personalized services, exclusive collections, and immersive shopping experiences, brands can create a sense of value that goes beyond the product itself. Providing educational initiatives on sustainability, hosting events that celebrate fashion culture, and fostering a community of like-minded consumers can help brands retain their loyal customer base while attracting new shoppers. In conclusion, the rising trend of thrift shopping in Ludhiana is reshaping the city's fashion landscape and challenging traditional clothing brands to adapt to changing consumer priorities. Motivated by environmental consciousness, affordability, and the desire for unique fashion finds, younger demographics are embracing second-hand clothing as a viable and appealing alternative. This shift represents both a challenge and an opportunity for traditional brands, who must now find innovative ways to stay relevant in a market that values sustainability, individuality, and authenticity. By understanding the motivations behind thrift shopping and responding with creative, consumer-centric strategies, traditional clothing brands in Ludhiana can navigate this transformation and thrive in an evolving industry.

Review of literature

Unlike recycling, which often leads to a decrease in material quality, upcycling prioritizes maintaining or even enhancing the original material's value (Claudio, 2007; Gwilt, 2011; DeBrito et al., 2008; Caine, 2010 in Anil et al., 2022). Textiles are given a new lease on life through upcycling, preventing them from ending up in landfills and contributing to a more sustainable fashion industry. Upcycling surpasses traditional recycling by transforming

discarded materials into new products with equivalent or greater value. This process minimizes the environmental impact of extracting virgin resources, such as energy and water consumption, pollution generation, and raw material depletion (Teli et al., 2014; Farrer, 2011; Il et al., 2022). Despite its global industry worth \$150 million (Park, 2020), the study by Anil et al. (2022) revealed that the used clothing business suffers from several issues that limit its positive impact in developing countries. These issues include being big in volume, unregulated, low profits, and inefficiencies in the market. As a result, intermediaries often profit more than the intended beneficiaries, and used Clothing ends up in landfills rather than helping those in need. Market weakness is also caused by information failure, consumer perception, and technological challenges that small businesses overlook. Marketers promoting sustainable fashion should prioritize understanding the factors influencing environmentally conscious purchases. While ethical considerations are gaining traction, the utilitarian value remains a crucial driver for consumers (Park et al., 2020). Literature suggests several possible impacts (often contingent on brand type and market segment):

Price competition and downward pressure: thrift markets create low-price alternatives, especially for value and mid-market segments. Brands relying on frequent low-margin sales may feel pressure. (market reports + economic reasoning). Credence Research Inc. Channel & inventory opportunities: some brands mitigate impact by partnering with resale platforms, launching certified pre-owned programmes, or integrating take-back/upcycling. Case studies globally show selective brand participation can convert resale into a brand touchpoint.

The Guardian

Brand dilution vs. discovery: for premium brands, resale can increase reach (consumers can "trade up" by buying used premium goods), while for fast-fashion brands, heavy resale may compress perceived newness and shorten lifecycle. Empirical outcomes vary by segment and brand strategy.

Objectives of Study

1. To analyse growth of thrifted shops and investigate consumer motivations for buying thrifted clothes in Ludhiana
2. To assess the impact of thrift culture on the performance of traditional clothing brands.

Research Problem

1. While thrift culture is on the rise, its implications for the Ludhiana fashion industry remain underexplored.
2. The primary question is: How does the increasing demand for thrifted clothes affect traditional clothing brands in Ludhiana, particularly in Ludhiana in terms of sales, brand loyalty, and market strategy?
3. Thrift shopping introduces a competitive alternative to traditional retail models, particularly fast fashion brands that rely on rapid production cycles.
4. As more consumers opt for pre-owned clothing, the dynamics of brand loyalty, sales performance, and consumer engagement are shifting.
5. Understanding these changes is essential for fashion brands to stay relevant in an evolving market's.

Thrifted Clothing

Thrifted clothing refers to pre-owned garments purchased through thrift stores, consignment shops, online resale platforms, and charity shops. Driven by factors like affordability, sustainability, and the desire for unique fashion, thrifted clothing is increasingly popular, particularly among younger consumers. This trend reflects a cultural shift toward ethical and conscious consumption, as buying second-hand helps reduce textile waste and the environmental impact of fast fashion. Additionally, thrift shopping offers individuals the chance to find distinctive or vintage pieces not available in mainstream retail. The rise of thrift culture challenges traditional fashion retailers, who must adapt to evolving consumer preferences for sustainable and budget-friendly clothing options. Thrift shopping, often referred to simply as "thrift," involves purchasing second-hand or pre-owned goods, primarily clothing, at thrift stores, flea markets, garage sales, charity shops, and through online resale platforms. The term "thrift" is associated with frugality, resourcefulness, and making conscientious use of resources. Thrifted clothing refers specifically to garments that have been previously owned and are being resold, repurposed, or reused instead of being discarded. While the concept of thrift has existed for centuries, it has gained renewed importance in contemporary fashion due to shifting societal values, environmental concerns, and economic factors. Thrift stores typically operate as non-profit entities, charities, or small businesses that receive clothing donations from individuals. The donated items are

then sorted, cleaned, priced, and sold at affordable rates. Online platforms, such as Posh mark, Depoe, eBay, and Instagram resale accounts, have also transformed the thrift shopping experience by allowing individuals to buy and sell pre-owned clothing with ease. Thrifted clothing can include a wide variety of items, from vintage garments and designer labels to casual wear and everyday basics. The concept of thrift shopping has its roots in the late 19th and early 20th centuries when industrialization and mass production led to an increase in consumer goods. During this period, charity organizations and religious groups began to establish thrift stores as a way to provide affordable goods to lower-income communities while raising funds for social causes. The Great Depression in the 1930s further popularized thrifting as families sought affordable ways to clothe themselves during economic hardship.

Research Methodology

This study utilized a quantitative approach, distributing a questionnaire to 80 respondents in Ludhiana. The questionnaire was divided into demographic information, shopping habits, thrift shopping behavior, and brand perception. Respondents included students, professionals, and homemakers. The data was analysed to identify patterns and trends related to thrift shopping and its impact on traditional clothing brands. This study employs a mixed-methods approach, combining quantitative and qualitative data.

Quantitative Data:

Surveys conducted with 80 participants aged 18-35 across Ludhiana. The surveys included both closed-ended and open-ended questions to gather detailed insights.

Qualitative Data:

In-depth interviews with 20 industry experts, including brand managers, fashion designers, and thrift store owners. The interviews aimed to understand industry perspectives on the growing popularity of thrift shopping and its impact on business models.

Data Collection Methods:

Surveys: Participants were asked about their clothing purchase habits, attitudes toward thrift shopping, and perceptions of traditional brands. The survey included questions such as How often do you purchase thrifted clothes? What are your primary reasons for buying thrifted clothing? How has thrift shopping influenced your loyalty to traditional clothing brands?

Sampling

Consumers: Random sampling of individuals who shop for clothes regularly, with a focus on youth demographics. The sample included participants from rural and urban Ludhiana.

Experts: Purposive sampling of professionals from the fashion industry, including representatives from fast fashion brands, sustainable fashion initiatives, and thrift store owners in Ludhiana.

Data Analysis

Quantitative data was analyzed using descriptive and inferential statistics, including frequency distributions, cross-tabulations, and correlation analysis. Qualitative data was coded and analyzed thematically to identify key trends and insights, focusing on recurring themes such as sustainability, affordability, and brand adaptation strategies.

Results

Table 1.

Question	Options	Number of Respondents	Percentage (%)
1. Age			
Under 18	12	12	15%
18-24	30	30	37.5%
25-34	25	25	31.25%
35-44	8	8	10%

45 and above	5	5	6.25%
2. Gender			
Male	28	28	35%
Female	48	48	60%
Non-binary/Third Gender	2	2	2.5%
Prefer not to say	2	2	2.5%
3. Location			
Ludhiana (Urban)	65	65	81.25%
Ludhiana (Rural)	15	15	18.75%
4. Occupation			
Student	40	40	50%
Working professional	20	20	25%
Self-employed	8	8	10%
Homemaker	7	7	8.75%
Unemployed	5	5	6.25%
5. How often do you buy new clothes?			
Weekly	8	8	10%
Monthly	25	25	31.25%

Research Analysis of Table 1 (Demographic Profile and Buying Frequency)

The data presented in Table 1 provides an overview of the demographic characteristics of the respondents and their clothing purchase behaviour, which is essential for understanding consumer patterns related to clothing consumption in Ludhiana.

Age-wise distribution shows that the majority of respondents belong to the 18–24 years' age group (37.5%), followed by 25–34 years (31.25%). This indicates that young adults form the largest segment of the sample and are likely the most active consumers in the clothing market. Respondents under 18 years constitute 15%, while older age groups (35 years and above) together account for a relatively smaller share, suggesting lower participation in frequent clothing purchases among mature consumers.

In terms of gender, the sample is predominantly female (60%), compared to 35% male respondents. A small proportion identified as non-binary/third gender (2.5%), and an equal percentage preferred not to disclose their gender. This gender composition suggests that women may be more engaged or responsive in clothing-related purchasing and survey participation.

The location-wise distribution highlights that a significant majority of respondents (81.25%) reside in urban Ludhiana, while 18.75% are from rural areas. This indicates a strong urban representation, which is relevant as urban consumers generally have greater exposure to fashion trends, retail outlets, and alternative options such as thrift or resale markets. Regarding occupation, students form the largest group (50%), followed by working professionals (25%). Smaller proportions include self-employed individuals (10%), homemakers (8.75%), and unemployed respondents (6.25%). The dominance of students suggests price sensitivity and openness to alternative clothing options, which may influence trends such as thrift shopping. Finally, the analysis of clothing purchase frequency reveals that 31.25% of respondents buy clothes monthly, while 10% purchase weekly. This indicates a moderate to frequent buying behaviour among respondents, especially among younger and urban consumers. Such purchasing patterns have implications for local clothing brands, as frequent buyers may shift preferences toward affordable or sustainable alternatives. Overall, the findings suggest that the sample is largely composed of young, urban, and student respondents with moderate clothing purchase frequency. This demographic profile is particularly relevant for analysing changing consumption trends, including the impact of thrifted clothing on local apparel brands in Ludhiana.

Every few months	35	35	43.75%
Rarely	12	12	15%
6. Where do you usually shop for clothes? (Multiple responses allowed)			
Fast fashion stores	45	56.25%	

Mid-tier brands	40	50%	
Designer boutiques	15	18.75%	
Thrift stores	50	62.5%	
Online platforms	55	68.75%	
Local markets in Ludhiana	60	75%	
7. How much do you typically spend on clothing in a month?			
Less than ₹1,000	20	25%	
₹1,000-₹3,000	30	37.5%	
₹3,000-₹5,000	15	18.75%	
₹5,000-₹10,000	10	12.5%	
More than ₹10,000	5	6.25%	
8. Have you ever purchased thrifited clothes?			
Yes	60	75%	
No	20	25%	
9. How often do you buy thrifited clothes?			
Weekly	5	6.25%	
Monthly	20	25%	
Every few months	25	31.25%	
Rarely	10	12.5%	
10. Where do you buy thrifited clothes in Ludhiana? (Multiple responses allowed)			
Online thrift stores	30	37.5%	
Physical thrift stores in Ludhiana	35	43.75%	
Local second-hand markets	40	50%	
Peer-to-peer platforms	20	25%	

Research Analysis (Survey Findings)

Clothing Purchase Frequency

The data shows that a significant proportion of respondents purchase clothes every few months (43.75%), indicating a moderate and need-based buying pattern rather than impulsive or frequent purchasing. Another 15% shop rarely, reinforcing the trend of cautious consumption among respondents.

Preferred Shopping Channels (Multiple Responses)

Respondents use a mix of traditional and modern shopping channels:

Local markets in Ludhiana (75%) are the most popular, highlighting strong trust in local and affordable options.

Online platforms (68.75%) rank second, reflecting increasing digital adoption and convenience-driven behaviour.

Thrift stores (62.5%) show high acceptance, suggesting growing awareness of sustainability and cost-effectiveness.

Fast fashion stores (56.25%) and mid-tier brands (50%) remain relevant, while **designer boutiques (18.75%)** attract a smaller, niche segment.

Interpretation: Consumers in Ludhiana prefer value-for-money options, with a notable balance between local markets, online platforms, and thrift shopping.

Monthly Clothing Expenditure

Spending patterns suggest budget-conscious behaviour:

₹1,000-₹3,000 (37.5%) is the most common monthly expenditure range.

25% spend less than ₹1,000, indicating price sensitivity.

Only 6.25% spend more than ₹10,000, showing limited high-end consumption.

Interpretation: Most respondents belong to low-to-middle spending brackets, aligning with the popularity of thrift stores and local markets.

Adoption of Thrifted Clothing

A strong 75% of respondents have purchased thrifted clothes, indicating high acceptance of second-hand fashion. Only 25% have never tried thrift shopping, showing that thrifting is no longer a fringe practice.

Frequency of Buying Thrifted Clothes

Among thrift buyers:

Every few months (31.25%) and monthly (25%) are the most common frequencies.

Weekly buyers (6.25%) form a small but committed segment.

Rare buyers (12.5%) suggest occasional or situational usage.

Interpretation: Thrift shopping is largely occasional but regular enough to influence local fashion consumption patterns.

Sources of Thrifted Clothes in Ludhiana (Multiple Responses)

Local second-hand markets (50%) are the leading source.

Physical thrift stores (43.75%) indicate growing organized resale spaces.

Online thrift stores (37.5%) reflect digital expansion.

Peer-to-peer platforms (25%) are emerging but less dominant.

Overall Insights

Consumers in Ludhiana demonstrate price sensitivity, sustainability awareness, and preference for local markets.

The high adoption of thrifted clothing suggests a shifting mind-set that could impact fast fashion and mid-tier brands.

Growth opportunities exist for organized thrift stores and online resale platforms, especially those combining affordability with quality assurance.

Suggestion & Recommendation

Impact of buying thrifted clothes on clothing brands in Ludhiana, followed by practical recommendations & suggestions tailored to Ludhiana's market.

Key impacts (what thrift buying does to local brands)

Market share shift —

Especially at lower price points. Thrifting/second-hand channels are growing fast in India and attract price-sensitive buyers who previously purchased low-to-mid tier new garments. This reduces volume for brands competing only on price.

Brand-positioning pressure (two ways).

For mass/fast-fashion brands, thrifting increases price competition and inventory lifespan concerns. For heritage/quality brands, resale can increase brand exposure and desirability when second-hand items remain attractive. (See Indian youth preferences for circular/sustainable shopping.)

Supply-chain & wholesale effects in Ludhiana.

Ludhiana already hosts many surplus and second-hand wholesalers and thrift outlets — meaning a steady local ecosystem that channels excess/used garments back into circulation rather than back to brands. This strengthens local resale rather than brand recovery.

Reputation & sustainability opportunity.

Consumers (especially young urban buyers) increasingly value sustainable/circular fashion. Brands that ignore resale risks losing relevance; brands that engage can gain goodwill and new customer segments.

Specific effects for Ludhiana brands (practical)

Short-term revenue

dip for low-cost lines as buyers choose thrift options.

Long-term brand discovery:

used items can act as free advertising and drive interest in new premium collections.

Inventory management problem:

higher returns to informal channels make demand forecasting harder.

Opportunity for local manufacturers/exporters

(Ludhiana's garment ecosystem) to upcycle and create new revenue through surplus processing.

Recommendations & action plan (what Ludhiana brands / retailers should do)

1) Business model changes (immediate — 0–3 months)

Introduce an “affordable basics” capsule with controlled runs (smaller MOQ) to reduce surplus and resist thrift competition on price.

Start an in-store buyback/consignment pilot (accept good-condition used items for store credit). This keeps used stock within brand ecosystem and brings customers back. KPI: pilot in 1–2 stores, aim for 100 trade-ins in 3 months.

Offer quick repair & alteration services —

Gives customers reason to keep garments and return to the brand. KPI: 30% of trade-in customers use repair service.

2) Circular / resale strategy (3–9 months)

Partner with local thrift wholesalers/outlets in Ludhiana (or create a vetted network) to route low-grade surplus to responsible channels; negotiate revenue-share or co-branded resale. (There are many established wholesalers and thrift stores in Ludhiana.)

Label & authenticate premium pre-owned items that maintain brand value; sell them through controlled channels (online marketplace or brand outlet).

Upcycle surplus into limited-edition collections (collab with local designers/artisans) — leverages Ludhiana's strong garment manufacturing and craft skills.

3) Marketing & product (ongoing)

Emphasize quality & durability in marketing — thrift demand grows for unique, well-made items; highlight materials, stitching, warranties.

Promote circular credentials (take-back, repair, recycling) to attract eco-minded youth. Use social campaigns that show what happens to returned items.

4) Pricing & assortment management

Use tiered pricing: maintain a clear, value-differentiated line (basic, premium, heritage). Thrift will mostly compete with basics — protect margins on premium.

Smaller production batches for trendy pieces to avoid surplus floods to the thrift market.

5) Operations & monitoring

Track origin of returned/resold items (QR/serial codes) to understand leakage into local thrift markets.

KPIs to monitor: % of inventory returned to thrift, number of take-backs, resale revenue, repair service uptake, customer LTV for buyback participants.

Policy / community suggestions (for industry groups in Ludhiana)

Certification program for local thrift sellers (quality and hygiene standards) so brands can safely partner with vetted resale channels.

Skill programs for upcycling and clothing repair (tie up with local vocational institutes).

Create a Ludhiana circular fashion forum (brands + wholesalers + colleges) to coordinate surplus flows instead of informal leakage.

Conclusion:

The rise of thrift shopping in Ludhiana poses both challenges and opportunities for traditional clothing brands. As consumers prioritize sustainability and affordability, brands that fail to adapt risk losing relevance. However, by embracing sustainable practices, circular fashion models, and strategic collaborations, clothing brands can align with evolving consumer preferences. This research highlights the need for brands to innovate and respond proactively to the shifting landscape of the Ludhiana fashion market. And tourist happiness. This methodological approach aims to provide valuable insights into the impact of STTs on tourist satisfaction in the region. Longitudinal tracking of repeat thrift shoppers to measure lifetime value effects on branded purchase behaviour. Firm-level case studies of Ludhiana brands that successfully integrated circular practices. Economic modelling of how a sustained shift to thrift purchasing would affect local manufacturing and retail employment.

Final statement

Thrift shopping in Ludhiana presents a clear challenge to commoditized clothing brands but also a strategic opportunity. Brands that respond by differentiating their product, embracing circularity, and engaging authentically with local consumer values can convert the thrift trend into a competitive advantage rather than a threat.

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Appendix :Questionnaire

Section 1: Demographics

1. Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45 and above

2. Gender:

- Male
- Female
- Non-binary/Third Gender
- Prefer not to say

3. Location:

- Ludhiana (Urban)
- Ludhiana (Rural)

4. Occupation:

- Student
- Working professional
- Self-employed
- Homemaker
- Unemployed

Section 2: Shopping Habits

5. How often do you buy new clothes?

- Weekly
- Monthly
- Every few months
- Rarely

6. Where do you usually shop for clothes? (Select all that apply)

- Fast fashion stores (H&M, Zara, etc.)
- Mid-tier brands (Levi's, Pantaloons, etc.)
- Designer boutiques
- Thrift stores
- Online platforms (Amazon, Myntra, etc.)
- Local markets in Ludhiana (e.g., Ghumar Mandi, Chaura Bazaar, Field Ganj)

7. How much do you typically spend on clothing in a month?

- Less than ₹1,000
- ₹1,000-₹3,000
- ₹3,000-₹5,000
- ₹5,000-₹10,000
- More than ₹10,000

Section 3: Thrift Shopping Behaviour

8. Have you ever purchased thrifted clothes?

- Yes
- No (If no, skip to Section 4)

9. How often do you buy thrifted clothes?

- Weekly
- Monthly
- Every few months
- Rarely

10. Where do you buy thrifted clothes in Ludhiana? (Select all that apply)

- Online thrift stores (Instagram, websites, etc.)
- Physical thrift stores in Ludhiana
- Local second-hand markets (e.g., Ludhiana Sunday Market)
- Peer-to-peer platforms (OLX, Facebook Marketplace)

11. What motivates you to buy thrifted clothes? (Select all that apply)

- Sustainability and environmental concerns
- Affordability
- Unique or vintage items
- Social media influence

- Supporting small businesses
- Other (please specify): _____

12. On average, how much do you spend on thrifted clothing in a month?

- Less than ₹500
- ₹500-₹1,000
- ₹1,000-₹3,000
- More than ₹3,000

Section 4: Brand Perception and Loyalty

13. Has thrift shopping influenced your interest in buying from fast fashion brands (H&M, Zara, etc.)?

- Yes, I buy less from these brands
- No, my shopping habits are unchanged
- I don't shop from fast fashion brands

14. How important is sustainability when choosing where to buy clothes?

- Very important
- Somewhat important
- Neutral
- Not very important
- Not important at all

15. Would you be more likely to buy from a clothing brand if they offered sustainable or recycled options?

- Yes
- No

16. What improvements would you like to see in traditional clothing brands to align with your values?

- More transparency in production processes
- Sustainable and eco-friendly materials
- Recycling or resale programs
- Ethical labor practices
- Other (please specify): _____

Section 5: Open-Ended Questions

17. In your opinion, what are the main advantages of thrift shopping?

18. How do you think thrift culture is changing the fashion industry in Ludhiana?

19. Do you have any suggestions for how traditional clothing brands in Ludhiana can adapt to the rise of thrift shopping?