

# Gen Z's Thoughts On Online Thrift Shopping

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# THREDUP

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# Executive Summary

- Gen Z shoppers (18-25) thrift shop for ethical and environmental reasons, to find unique items, and for enjoyment.
  - It is important to the majority of Gen Z that their clothing is sustainable.
  - The best way to market to Gen Z is on social media, specifically Instagram.
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# Preview



Market Demographic  
Why Thrift Shop?  
Focus Group Data  
Survey Data  
Takeaways  
Proposed Actions

# Desk Research Data

# Market Demographic

- In 2020, 42% of ThredUp's consumers were Gen Z.
  - Out of 100 random Instagram followers, there were 85 women, 2 men, and 13 other or unknown genders.
  - Between 2019 and 2021, the consumer market grew 69% or \$9 billion.
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# Why Thrift Shop?

- Sustainability- 1 in 3 consumers care about wearing sustainable apparel.
  - Saving money- 1 in 2 consumers care about seeking value and balancing cost and quality.
  - Fun- 1 in 2 thrifters prefer the excitement of not knowing what they'll find.
  - Reducing waste- 51% of consumers are opposed to eco waste and 60% are opposed to wasting money.
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# Focus Group Data

# Focus Group Participants

- 4 CSU students
- Between 19- 20
- All interested in women's fashion
- Frequent thrift shoppers

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# Thrifting is a Lifestyle

- 40%-80% of clothes were bought secondhand versus new.
  - Better prices, especially for higher-end brands and good quality.
  - Helps the environment by keeping clothes out of landfill and not supporting fast fashion.
  - “I like the scavenger hunt of trying to find things that I am specifically searching for.”
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# Social Media

- Instagram and Pinterest are used the most for fashion inspiration.
  - Like when brands post: sale announcements, sizing charts, range of body types, links on posts to the clothing item.
  - ThredUp's Instagram
    - Pros: variety of posts, bright colors, diversity in featured people, partnerships with known influencers, policies were posted.
    - Cons: trendy pieces on Instagram but much different pieces (not trendy) on the website, not much variety, the memes.
      - “The struggle with this [profile] is that if I really liked what someone was wearing in a post, I’m not going to be able to get that. I could get something similar but I can’t get her exact outfit.”
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# Keep the Unknown

- A traditional thrifting experience is a scavenger hunt through a wide range of pieces.
    - The excitement of finding a gem.
    - So much variety and unique items.
    - Pieces that fit everyone's style, not just a target demographic.
  - “[ThredUp] is sticking to a very specific type of style and thrifting just isn't that.”
  - “When I go thrifting, I'm looking for unique items that not many people have. That's the fun part of thrifting. And you aren't going to find those pieces on ThredUp.”
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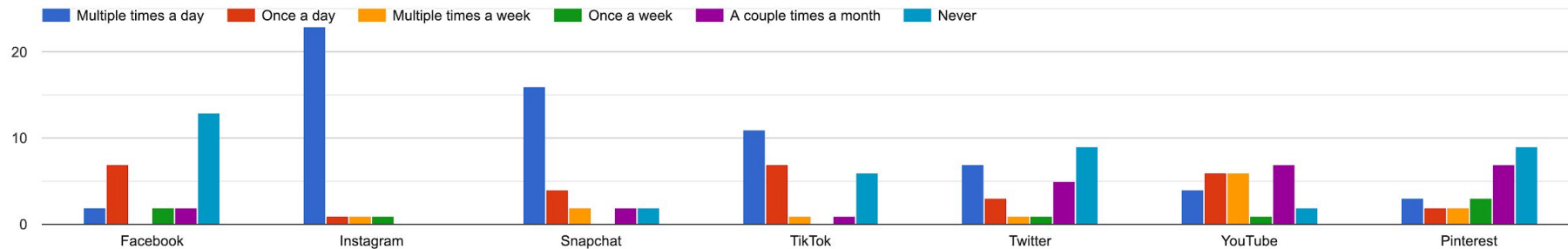
# Traditional Survey Data

# Survey Participants

- 26 participants
    - 65.4% live in Fort Collins
    - 80.7% between 19-21
    - 84.6% women, 15.4% men
    - 24 full time students
    - 16 part time workers
    - 3 full time workers
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# Social Media Use

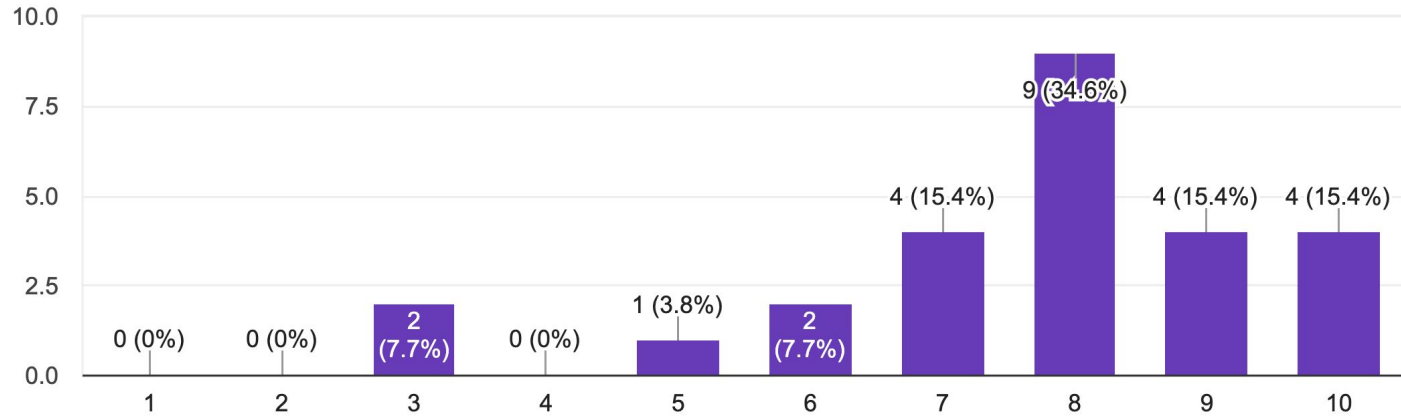
How often do you use each of these social media platforms?



# Importance of Sustainability

How important is it to you that your clothes are sustainable?

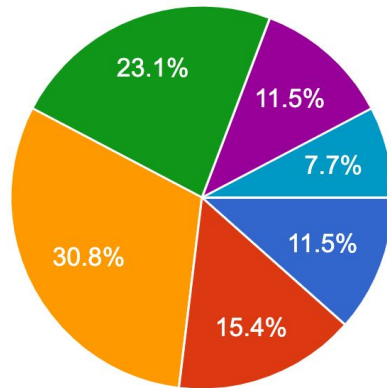
26 responses



# Frequency of Thrift Shopping

When was the last time you went thrift shopping?

26 responses



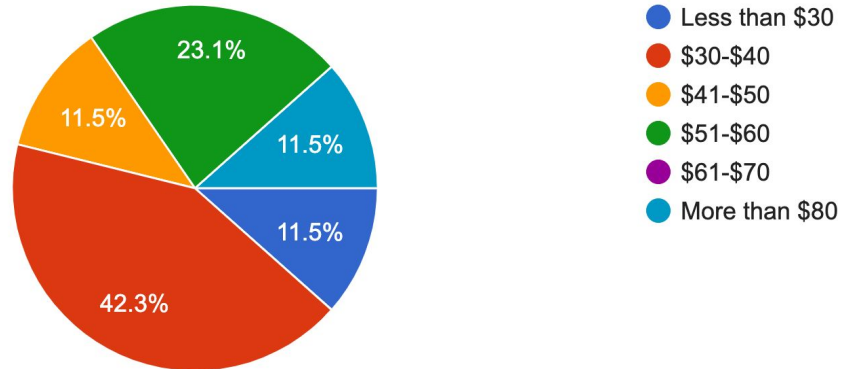
- Within the last week
- Within the last 2 weeks
- Within the last month
- Within the last 3 months
- Within the last 6 months
- Within the last year
- More than a year ago
- Never



# Preferred Costs

How much money are you willing to spend to purchase sustainable clothing?

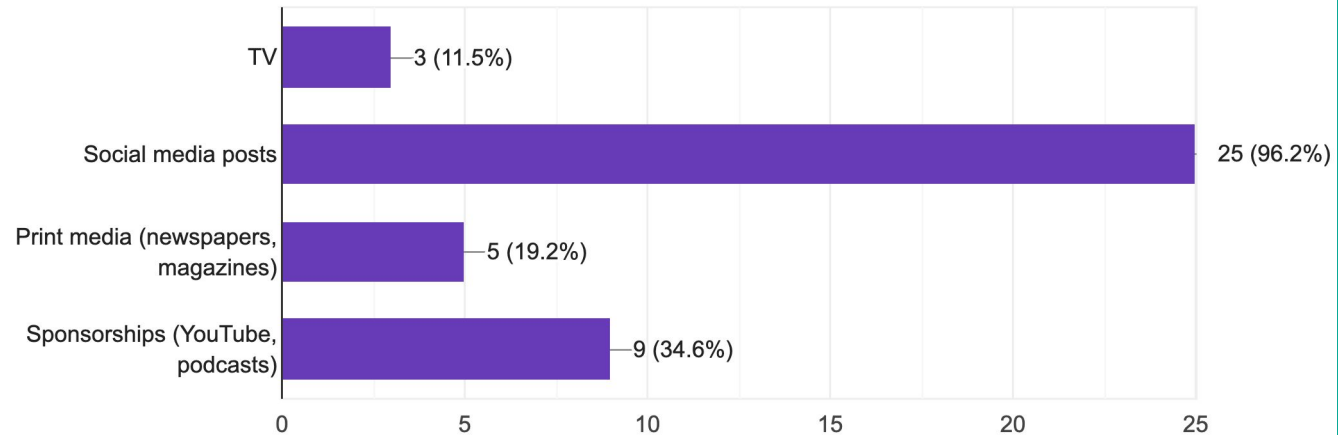
26 responses



# Preferred Marketing

Where do you like to see clothing advertisements? (Check all that apply)

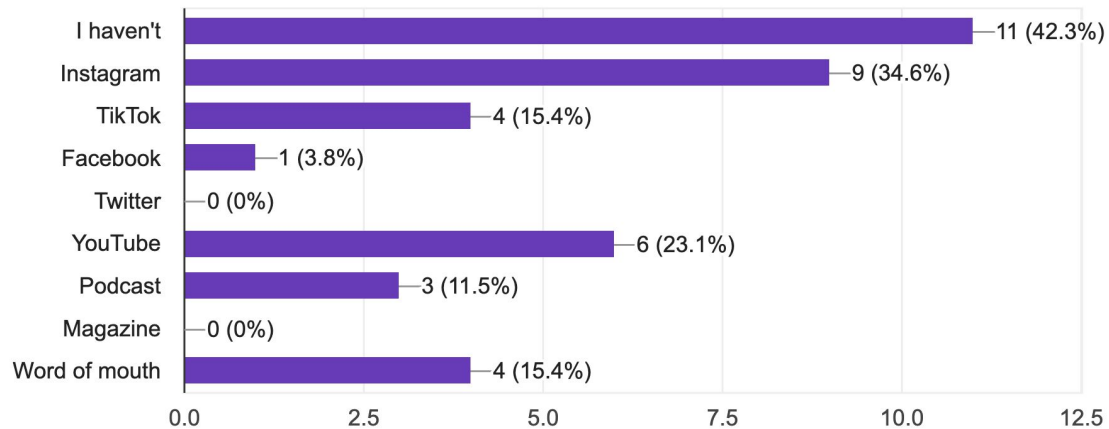
26 responses



# ThredUp Marketing

How did you hear about ThredUp? (Check all that apply)

26 responses



# Comments

- “I love buying second-hand because the clothes and items are usually a lot more interesting and more to my style, and it’s a lot cheaper than buying new.”
  - “I think that it is very important to do so, in order to combat fast fashion. It is way more sustainable and you can get clothes that will last you much longer.”
  - “I try to thrift the majority of my purchases, I rarely buy anything from retail stores unless I need a specific item I can’t find at the thrift store. It’s cheaper, more eco friendly, and supports small businesses.”
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# Social Media Survey Data

## Would you rather...

BUY NEW  
CLOTHES

42%

SHOP  
SECONDHAND

58%

27

votes for buy  
new clothes

38

votes for shop  
secondhand

## Do you prefer

ONLINE  
SHOPPING

32%

IN PERSON  
SHOPPING

68%

26

votes for online  
shopping

55

votes for in  
person shopping



**Is it important to you  
that your clothes are  
sustainable?**

YES

89%

NO

11%

68

votes for yes

8

votes for no

Insights



# Takeaways

- The best place to market to Gen Z is social media, specifically Instagram.
  - Gen Z cares about the environment and want to make purchases that protect it.
  - Gen Z shoppers don't want just one style of clothing marketed towards them. They desire variety and uniqueness.
  - Thrifting is more than just a way to shop, but a fun activity, an eco-friendly lifestyle choice, and a scavenger hunt.
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# Proposed Actions

- Expand the target audience
    - Include more styles, different pieces, and unique outfits to attract a larger variety of customers.
    - Don't limit the pieces being sold to just one style.
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# Proposed Actions

- Increase the variety
    - To attract more Gen Z customers, sell clothes that Gen Z would buy.
    - A growth in Gen Z shoppers will only grow if the clothes being sold fit their preferences and styles.
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# Proposed Actions

- Social Media
    - Continue to work with well-known and well-liked influencers. Their followers will follow their tags to ThredUp's profile, so put marketing money towards Instagram influencer partnerships.
    - Hire social media managers that are more in-the-know about current trends and what Gen Z users want to see. Hire managers who actually know how Gen Z uses social media for shopping.
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# Proposed Actions

- Social Media
    - Work to decrease the differences between the clothes posted on social media and the clothes actually being sold.
    - Don't make it difficult for customers to find the styles they saw on social media on the website.
    - Create a “as seen on Instagram” or a “shop similar items” tab.
    - Create more categories to make navigating the website easier for a variety of shoppers and their styles.
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# Thank You!



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