

Tiffany: Ukay-Ukay Online Shop

Ralph Aran C. Cabañero

Faculty, College of Engineering and Information Technology,
Surigao Del Norte State University, Surigao City, Philippines

Abstract: *Tiffany: Ukay-Ukay Online Shop is an emerging e-commerce platform that specializes in the sale of secondhand clothing and accessories, inspired by the long-standing tradition of ukay-ukay in the Philippines. This study presents a comprehensive analysis of Tiffany and its position within the broader ukay-ukay market. The research delves into the challenges and opportunities faced by this online platform and investigates the factors influencing customer behavior and preferences when shopping for secondhand clothing online. Drawing on both primary and secondary data, the study evaluates Tiffany's current state and performance, examining its product offerings, pricing strategies, and online presence. Through surveys and interviews with online ukay-ukay shoppers, customer preferences and shopping habits are explored, revealing insights into the drivers behind purchasing decisions in the digital thrift store setting. This study contributes valuable insights into the digital transformation of the ukay-ukay industry and the opportunities it presents for promoting sustainable fashion practices and reducing textile waste. Furthermore, the research sheds light on the potential growth and future prospects of the online ukay-ukay market in the Philippines*

Keywords: e-commerce, sustainable fashion, customer behavior, online shopping, thrift store

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