

LAPORAN PENELITIAN

Sustainable Lifestyle: Indonesian Consumer's Behavior Toward Sustainable Fashion Consumption



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Sustainable Lifestyle: Indonesian Consumer's Behavior Toward Sustainable Fashion Consumption

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Introduction

The fashion industry is the world's second most polluting industry, threatening the Earth and its resources (Neumann, 2020). Increased environmental awareness, especially from fashion consumers, has grown significantly in recent years. The increasingly visible environmental crises, such as climate change, forest fires, and marine pollution, have changed consumers' views on the importance of contributing to environmental preservation through more sustainable consumption choices. Mohammed and Razé (2023) state that the Government, businesses, and society, including consumers, are responsible for increasing the fashion industry's sustainability.

Park et al. (2020) indicate that consumers' self-oriented attributes, such as the treasure-hunting experience, name-brand products, and other attributes of responsible citizenship, drive high thrifting behavior. Thrifting in Indonesia is estimated to have emerged since the 1980s and initially developed in the coastal regions (Nita, 2023). Regions bordering neighboring countries such as Sumatra, Kalimantan, and Sulawesi became the main import areas for second-hand clothing. Over time, the business began expanding to Java Island. However, due to the still significant stigma, most sellers referred to these items as 'imported goods' rather than 'second-hand goods.'

As consumers increasingly favor a vintage look in fashion styles, many fashion-conscious consumers, especially young consumers looking for styles from the 1980s and 1990s, turn to thrift stores for shopping (Savedra, 2018). In Indonesia, thrifting fashion has surged in popularity recently due to several factors, such as its cost-effectiveness. Thrift stores enable consumers to make fashion statements within budget constraints. In particular, in the consumer's mind, thrift items are more than just clothes—they are a canvas for creativity. They often inspire unique ideas and foster a do-it-yourself culture where individuals customize and upcycle their finds to match their style, adding an extra layer of uniqueness to thrift fashion. With the increasing awareness of environmental issues, many Indonesians are turning to thrift shopping to reduce their ecological footprint. The perception of thrift clothing is changing drastically among consumers (Raymond et al., 2018). Purchasing second-hand garments prolongs their lifespan and diminishes the need for new production. According to Kestenbaum (2017), shopping at thrift stores contributes to recycling by purchasing second-hand goods and conserving the natural resources needed to produce new items. Many social media sites, blogs, and TV programs promote 'flipping' used clothing, driving store traffic more from new demographics, such as affluent and young consumers, than before (Cohen, 2018). This shift in perception is a positive sign for the future of sustainable fashion.

At first glance, thrift shopping is a positive force, offering an affordable alternative and promoting reusing second-hand items. Websites and social media platforms like Instagram and Facebook feature numerous pages and accounts dedicated to thrift fashion. These platforms have become famous for buying and selling second-hand items, making it easy to browse and purchase from the comfort of the consumers' homes. However, from the Government's perspective, there are concerns about its negative implications. The Indonesia Fashion Chamber (IFC) (2023), responsible for overseeing Indonesian designers, opposes the sale of

imported second-hand clothing or thrift items. This opposition stems from the belief that thrift shopping poses economic challenges and harms the environment and local fashion products.

Objective

In March 2023, the Government launched a policy banning thrifting. An investigation was conducted using social media discussion data to gauge public response. To understand consumer perspectives on thrifting influenced by media information highlighting the prohibition of thrifting. To facilitate our analysis, we apply the SHIFT framework (White et al., 2019), which includes a theory-based, holistic framework that guides ways to increase sustainable consumption behavior and explores how it can be applied to influence the behaviors of Indonesian consumers. In this effort, we seek to initiate research that addresses:

1. To examine the influence of media information on consumer perspectives regarding thrifting in response to the Government's policy, utilizing social media discussion data
2. To explore how sustainable consumption behaviors can be influenced among Indonesian consumers.

Literature Review

Sustainable Consumer Behavior

Sustainable consumption is conceptualized mainly as individual behavior change and communication about how message design and transmission promote behavior change (Fischer et al., 2021). Sustainable consumer behavior results in decreased adverse environmental impacts and utilization of natural resources across the lifecycle of the product, behavior, or service (White et al., 2019). Moreover, situational factors such as the availability of sustainable products, price, quality, and skepticism in ethical symbols play a role in determining ethical consumption (Nicholls & Lee, 2006; Bryla, 2016; Casais & Faria, 2021).

Thrifting terminologically refers to purchasing pre-loved or second-hand items at lower prices. However, as technology develops, thrifting is more than purchasing second-hand products of economic value (Payson et al., 2022). The thrifting trend has considerably attracted fashion enthusiasts to acquire high-quality products at affordable prices. The community, especially the Z generation, is a group of young people contributing the most to this trend since thrifting aligns with their values: how to create awareness of the importance of sustainability, particularly the one related to the alarming danger in the fashion industry. (Adialita et al., 2022).

The SHIFT Framework

White et al. (2019) introduced a five-dimension framework to identify the route to sustainable consumer behavior change. The framework represented in SHIFT consists of social influence, habit formation, individual self, feeling and cognition, and tangibility, which predict the shifting actions of the consumer to have more responsibility in their consumption.

Social Influence

Social factors are among the most influential in effecting sustainable consumer behavior change (Abrahamse & Steg, 2013). Three facets of social influence—social norms, identities, and desirability—can make consumers more sustainable.

- a. **Social norms**, which are beliefs about what is socially appropriate and approved within a given context, play a significant role in influencing sustainable consumer behaviors (Cialdini et al., 2006; Peattie, 2010). Descriptive norms can sometimes be stronger predictors of sustainable consumer behaviors than self-interest, although people often underestimate their influence (Nolan et al., 2008). Injunctive norms are most effective when aligned with the thoughts of an individual's ingroup and when they do not threaten feelings of autonomy, as this can lead to "reactance" or resistance (White & Simpson, 2013).
- b. **Social identities** are an additional aspect of the desire to view one's ingroup positively and avoid seeing it outperformed by other groups (Rabinovich et al., 2012). One practical implication is the potential for friendly challenges between competing groups, such as cities, neighborhoods, organizations, or business units, to encourage sustainable actions (Vugt et al., 2014).
- c. **Social desirability** significantly influences sustainable behaviors, as consumers often select sustainable options to create a positive impression on others (Green & Peloza, 2014). Therefore, making sustainable products or behaviors socially desirable and countering potential negative perceptions linked to sustainable consumption is crucial. Consumers are more inclined to act in socially desirable ways in public settings where others can observe and evaluate their actions (Green & Peloza, 2014; Grolleau et al., 2009; Peloza et al., 2013).

Habit Formation

Habits persist because they have become relatively automatic due to regularly encountered contextual cues (Kurz et al., 2014). Encouraging repetition through actions like simplifying sustainable behaviors and using prompts, incentives, and feedback can reinforce positive habits.

- a. **Discontinuity to change bad habits.** It becomes challenging to carry out the habits that would occur. In other words, a disruption in the stable context in which automatic behaviors arise can create ideal conditions for habit change. Life changes make people more likely to alter their eco-friendly behaviors (Bamberg, 2006; Verplanken et al., 2008; Walker et al., 2015).
- b. **Penalties** are types of punishment that decrease the tendency to engage in undesirable behavior. A penalty might be a tax, a fine, or a tariff on an unsustainable behavior. Although penalties can sometimes deter unsustainable behaviors, they can lead to adverse effects and defensive responses (Bolderdijk et al., 2012).
- c. **Implementation intentions** are the means of transitioning people from an old habit to a new one or thoughts about what steps they will take to engage in the action (Kurz et al., 2014). Such intentions can positively influence recycling (Holland et al., 2006) and sustainable food-purchasing habits (Fennis et al., 2011).
- d. **Making it easy.** Consumers often view many sustainable actions as effortful, time-consuming, or difficult to carry out, which can create a barrier to adopting these

behaviors (McKenzie-Mohr, 2000). One way to make sustainable actions easier is to make them the default (Frederiks et al., 2015; Theotokis & Manganari, 2015).

- e. **Prompts**, which are messages given before a behavior occurs to remind consumers of the desired sustainable action, are another way to encourage the formation of sustainable habits (Lehman & Geller, 2004). Prompts can positively affect many sustainable behaviors, including waste disposal, energy usage, and recycling (Osbaldeston & Schott, 2012).
- f. **Incentives**. Rewards, discounts, gifts, and other extrinsic incentives can increase desired behaviors and positive habit formation. Although incentives can encourage adopting and maintaining sustainable behaviors, they have potential drawbacks (Bolderdijk & Steg, 2015). Smaller monetary rewards are often less motivating than incentives such as a gift, a lottery entry, or social praise (Handgraaf et al., 2013; Hutton & McNeill, 1981). Furthermore, incentives can have the unintended consequence of decreasing the desired behavior because the intrinsic motive to engage in the action is reduced (Bowles, 2008).
- g. **Feedback** involves providing consumers with specific information about their performance on a task or behavior. It can be given for actions like water and energy usage, and it can be provided based on the consumer's past behaviors or in comparison to the performance of other individuals (Abrahamse et al., 2007; Fischer, 2008; Tiefenbeck et al., 2016).

The Individual Self

Factors linked to the individual self can powerfully influence consumption behaviors. This section discusses positive self-concept, self-interest, self-consistency, self-efficacy, and individual differences.

- a. **The self-concept**. Moreover, people display motivated biases, including seeking and reinforcing information confirming preexisting views (Weber, 2016). Furthermore, people avoid some forms of sustainable behavior change because changing can threaten the self (Murtagh et al., 2015). One way this sense of extended self-manifests is that people can be unwilling to part with possessions linked to the self because of a sense of identity loss (Winterich et al., 2017). Consumers take better care of and are less likely to trash (vs. recycle) identity-linked products (Trudel et al., 2016).
- b. **Self-consistency** research shows that a consumer reaffirming a component of the self-concept or engaging in a sustainable behavior at a one-time point often leads to consistent, sustainable behaviors in the future (Van der Werff, Steg, and Keizer 2014). Although many examples of self-consistency effects exist, inconsistency effects can also arise. Licensing effects may occur wherein individuals who have engaged in a sustainable action at one-time point will later be less likely to engage in another sustainable or positive behavior (Phipps et al., 2013; Sachdeva et al., 2015; Tiefenbeck et al., 2013). Moreover, both inconsistency and consistency can emerge in the same context.

- c. **Self-interest.** Research shows that sustainable attributes significantly influence consumers if self-relevant motives are fulfilled (Schuitema & Groot, 2015). Another means of appealing to consumer self-interest is to highlight self-benefits that can counteract the barriers to sustainable action (Gleim et al., 2013; Lanzini & Thøgersen, 2014). Moreover, self-interests can crowd out pro-environmental motivations (Schwartz et al., 2015), mainly when appeals include self- and environmentally-focused reasons for acting sustainably (Edinger-Schons et al., 2018).
- d. **Self-efficacy.** According to Bandura (1977), self-efficacy involves beliefs that the individual can engage in the required action and that carrying out the behavior will have the intended impact. Consumers' feelings of self-efficacy predict their sustainable attitudes and tendencies to continue enacting sustainable behaviors over time (Armitage & Conner, 2001; Cleveland et al., 2005; Ellen et al., 1991; Kinnear et al., 1974; White et al., 2011).
- e. **Individual differences.** Individual differences in personal norms around sustainability predict sustainable behaviors. Marketers can find success by targeting those with solid personal norms and values around sustainability or by strengthening existing personal norms through priming (Peloza et al., 2013; Steg, 2015; Steg et al., 2014; Verplanken & Holland, 2002). In addition, individual differences in mindfulness (Bahl et al., 2016; Barber & Deale, 2014; Panno et al., 2018; Sheth et al., 2011) as well as perceptions of feeling connected to nature (Nisbet et al., 2009) have been shown to predict environmental concern and sustainable behaviors.

Feelings and cognition

Consumers take one of two routes to action for feelings and cognition: one driven by effect or one driven by cognition (Shiv & Fedorikhin, 1999). This proposition is consistent with theories suggesting that either an intuitive, affective route or a more deliberative, cognitive route can dominate decision-making (Epstein, 2003; Kahneman, 2003, 2011).

- a. **Negative emotions.** Consumers often consider the negative emotional consequences of engaging or not engaging in sustainable behaviors (Rees et al., 2015). Communications regarding sustainable behavior often use "fear appeals" that highlight the negative consequences of a given action or inaction (Banerjee et al., 1995). Guilt can influence sustainable intentions and behaviors (Carrus et al., 2008; Jiménez and Yang, 2008; Luchs & Mooradian, 2012; Mallett et al., 2013; Muralidharan & Sheehan, 2018; Onwezen et al., 2013). This is mainly due to the consumer assuming individual responsibility for the unsustainable outcomes (Lerner & Keltner, 2000), leading people to feel morally responsible for the environment (Kaiser & Shimoda, 1999).
- b. **Positive emotions.** Consumers are more inclined to engage in pro-environmental actions when they derive some hedonic pleasure or positive effect from the behavior (Corral-Verdugo et al., 2009). On the one hand, engaging in sustainable actions has resulted in "warm glow" feelings that can spill over and lead to more favorable evaluations of the overall service experience (Giebelhausen et al., 2016). Studies demonstrated positive, sustainable actions in response to "cute" appeals (e.g.,

communications featuring cute animals), mainly when the consumer exhibits "approach" motivational tendencies (Wang, Mukhopadhyay, and Patrick 2017). Pride is a self-conscious and moral emotion stemming from a sense of responsibility for a positive outcome (Lerner & Keltner, 2000). Those who feel a sense of pride are more likely to subsequently engage in sustainable behaviors, partly because pride enhances feelings of effectiveness (Antonetti & Maklan, 2014). Finally, positive environmental actions can lead to feelings of hope, which can increase climate activism and sustainable behaviors (Feldman & Hart, 2018; Smith & Leiserowitz, 2014).

- c. **Information, learning, and knowledge.** Some have lamented that people's dearth of understanding and knowledge—due to lack of exposure to information (Gifford, 2011), information overload (Horne, 2009; Neumann et al., 2012), and confusion (Chen & Chang, 2013)—can contribute to low uptake of sustainable behaviors. Moreover, intelligence (Aspara et al., 2017), education (Gifford & Nilsson, 2014), and knowledge (Levine & Strube, 2012) are linked to more excellent responsiveness to environmental appeals and engagement in eco-friendly behaviors.
- d. **Eco-labeling** conveys information about a product's sustainable attributes (Parguel et al., 2011). Labels that are attention-grabbing, easily understandable, and consistent across categories can enable consumers to make better-informed eco-friendly decisions (Borin et al., 2011; Taufique et al., 2017; Thøgersen, 2000). It has been suggested that eco-labels would be more effective if they were contrasted against negative labels that highlight products with environmentally harmful attributes (Borin et al., 2011).
- e. **Framing.** Marketers can strategically choose message framing to encourage sustainable choices (Ungemach et al., 2018). Loss-framed information is especially effective when combined with concrete information on engaging in the behavior. Also, framing can have differential effects on different segments of consumers. Notably, such matching effects in message framing are often driven by perceptions of fluency or the ease of processing and comprehending the meaning of stimuli (Kidwell et al., 2013; White et al., 2011).

Tangibility

One unique facet of sustainable consumption is that eco-friendly actions and outcomes can seem abstract, vague, and distant from the self (Reczek et al., 2018). Uncertainty can also emerge from firm actions like greenwashing (Chen & Chang, 2013).

- a. **Matching temporal focus.** Whereas sustainability is naturally future-focused, consumers are often present-focused. One solution to this mismatch is encouraging the consumer to think more abstractly and focus on the future benefits of sustainable action (Reczek et al., 2018).
- b. **Communicate local and proximal impacts.** Communications that relate to the more immediate consequences of pro-environmental behaviors for a given city, region, or neighborhood can make environmental actions and outcomes seem more tangible and relevant (Leiserowitz, 2006; Scannell & Gifford, 2013). Drawing on people's attachments to a specific place (Devine-Wright & Howes, 2010; Gifford, 2014),

emphasizing personal experiences with climate change impacts (Weber, 2010), and using current issues such as extreme weather events can lead to more sustainability-oriented beliefs and actions (Li et al., 2011).

- c. **Concrete communications.** Another way to tackle intangibility is to make sustainability issues more relevant and concrete for the self (Akerlof et al., 2013; Arnocky et al., 2014; Li et al., 2011; Reczek et al., 2018; Spence et al., 2012). This can be done by communicating the immediate impacts of environmental problems such as climate change (Paswan, Guzmán, and Lewin 2017) and outlining clear steps to make a difference (White et al., 2011).
- d. **Encourage the desire for intangibles.** A challenge for sustainable behaviors is that consumers often desire to own material goods. One way to move toward more sustainable consumption is to promote dematerialization (Csikszentmihalyi, 2000), decreasing consumers' emphasis on possessing tangible goods. This could include the consumption of experiences (Van Boven, 2005), digital products (Atasoy & Morewedge, 2018; Belk, 2013), or services (Lovelock, 1983). Trends such as the "sharing economy," with its ideal of collaborative consumption of idle resources (Donnelly et al., 2017), and "voluntary simplicity," in which consumers simplify their lifestyles rather than focus on possessions (Cherrier, 2009) indicate that consumers can fulfill their needs without the possession of tangible products being a focal goal.

Research Method

This study utilized a cross-sectional design and will implement a quantitative research approach to analyze Indonesian consumers' behavior toward thrifting. It employs big data intelligence and also involves data collection from a group of respondents. It utilizes a conclusive research design to analyze the relationships among variables through descriptive research. The sampling technique used is non-probability sampling with purposive sampling. The respondents are people who are voluntarily gathering information about thrifting from TikTok. The sample comprises 155 respondents.

The study uses primary data collected through an online questionnaire to obtain information based on structured questions. A Guttman scale will be employed, with 0 and 1 representing each category. Thrifting intention is measured using the instrument Simatupang et al. (2024) developed with five indicators.

Table 1. Variables and Indicators

Variable	Category	Code
Using TikTok to find thrifting information (X ₁)	No	0
	Yes	1
Age (X ₂)	Under 40 years old	0
	Above 40 years old	1
Working activities (X ₃)	Not working	0
	Working	1

Budget for fashion shopping (X ₄)	Under 1 million IDR	0
	Above 1 million IDR	1
Allocated income for fashion shopping (X ₅)	Not allocated	0
	Allocated	1
Preferable shopping methods (X ₆)	Online	0
	Offline	1
Thrifting Intention		
1. Intention to gather information and research thrift products (second-hand clothing).		
2. Intention to recommend thrift products (second-hand clothing) to others.		
3. Intention to consider to purchase thrift products (second-hand clothing).	Low	0
	High	1
4. Intention to gather information shared on TikTok about thrifting practices.		
5. Intention to purchase thrift products (second-hand clothing) because of the environmental benefits.		

This research analysis involves two critical model evaluations:

1. Big data intelligence consists of big data reduction, big data-derived small data collection, and big data-derived small data analysis (Sun, 2022). Reducing big data is a selection. The proper selection of data is usually in the name of data collection. In this study, data are limited to the discussion on the Twitter application between March 6-16, 2023, specifically about the Government's policy to ban thrifting. This study also involves big data collection from e-commerce Shopee to explore the volume of thrifting in online transactions.
2. Binary logistic regression is a statistical method for modeling the relationship between a binary dependent variable and one or more independent variables. The dependent variable in binary logistic regression is dichotomous, meaning it has only two possible outcomes, typically coded as 0 and 1 (Hosmer et al., 2013).
 - The parameters of the logistic regression model are estimated using the maximum likelihood estimation method.
 - The coefficients obtained from the logistic regression can be exponentiated to interpret them as odds ratios. An odds ratio greater than 1 indicates a positive relationship between the independent variable and the likelihood of the event occurring, while an odds ratio less than 1 indicates a negative relationship.
 - The fit of the logistic regression model was evaluated using the Hosmer-Lemeshow test.

- Binary logistic regression does not require the independent variables to be normally distributed or to have a linear relationship with the dependent variable. However, it assumes that the log odds of the dependent variable are linearly related to the independent variables and that there is no multicollinearity among the independent variables.

Analysis and Discussion

Thrift shops keep old clothes out of landfills and offer opportunities for low-income segments to shop at reduced prices. Unlike consignment stores, they generously accept goods from individuals or charitable organizations and serve a wide range of customers with diverse shopping motivations. Thrift shops can be categorized based on their operating system—: nonprofit, charity-affiliated for-profit, and for-profit thrift shops (Han, 2013). However, these shops have increasingly adopted a digital channel approach. Globally, the resale market has been growing exponentially. A 2020 report by thredUp (a pioneer fashion resale platform) valued the resale market at \$28 billion in 2019. The volume of thrifting is expected to grow to \$64 billion by 2024 (Upadhye, 2021).

The economic repercussions of illicit imports of second-hand clothing could jeopardize the sustainability of Indonesia's textile and fashion industry. The influx of imported second-hand clothing may lead to a decline in sales of locally produced garments due to price competition, resulting in reduced production and a shrinking Indonesian workforce. IFC is particularly wary of Indonesia experiencing a situation similar to Kenya, where illegal mass imports of second-hand clothing caused a decline in the textile industry workforce. Furthermore, the prevalence of imported second-hand clothing contributes to the issue of textile waste, with nearly 30% of such items containing non-biodegradable plastic. CNBC (2023) reports that Indonesia is a destination for disposing of second-hand clothing from other countries. The Indonesian Textile Association (API) highlights that not all imported second-hand clothing is usable, with a significant portion unusable. This situation could lead to the accumulation of second-hand clothing that requires incineration for disposal, resulting in pollution and environmental harm.

In March 2023, the Government launched a policy banning thrifting. An investigation was conducted using social media discussion data to gauge public response. Data was collected from March 6 until 16, 2023, on the Twitter application, resulting in 5,036 discussions from 4,408 Twitter accounts that responded to the Government's thrifting ban. The data indicates that the thrifting ban policy on Twitter has garnered significant attention from many users and holds considerable significance. The fact that 84.1% of the discussions originated from Java Island suggests that the impact of this policy may be more significant in that region. This could be due to the high population density, the popularity of thrifting activities, or a more robust perception of the policy's impact on local communities.

Table 2. Demography Data

Category	Data	Percentage
<i>Number of discussions</i>	5,036	
<i>Number of Twitter accounts</i>	4,408	

<i>Region</i>		
Java Island	4,235	84.1%
Outside Java Island	801	15.9%
<i>Gender</i>		
Male	1,283	36.6%
Female	2,221	63.4%
<i>Age</i>		
19-25 years old	2,691	76.5%
26-50 years old	826	23.5%

In discussions about thrifting by users, data shows that there are 2,221 women and 1,283 men, indicating that gender plays a vital role in interest and involvement in thrifting. The more significant number of women in these conversations suggests that thrifting or interest in thrifting may be more common among women than men. This higher number of women could reflect fashion preferences, awareness of sustainability, or other factors that influence gender interest in thrifting activities.

This study collected primary data through a survey as a complement to big data, which predicts thrifting intention. The nominal variables as the predictors are using TikTok to find thrifting information (X_1), age (X_2), working activities (X_3), budget for fashion shopping (X_4), allocated income for fashion shopping (X_5), and preferable shopping methods (X_6). Using the binary logistics regression analysis, the result of 115 respondents shows a regression model, as shown in Table 3.

Table 3. Binary Logistic Regression Equation

Variable	B coefficient
X_1	1.988
X_2	-0.451
X_3	0.162
X_4	1.118
X_5	0.421
X_6	-0.195
Constant	0.645

A correlation test between variables was conducted to verify the absence of multicollinearity, with the results presented in Table 4. Based on the correlation test, it was found that all relationships between variables have values less than 0.8, leading to the conclusion that multicollinearity does not exist among the variables.

Table 4. Correlation Coefficients

	Correlation
$X_1 \rightarrow X_2$	0.173
$X_1 \rightarrow X_3$	0.065
$X_1 \rightarrow X_4$	-0.065

$X_1 \rightarrow X_5$	-0.106
$X_1 \rightarrow X_6$	0.193
$X_2 \rightarrow X_3$	0.188
$X_2 \rightarrow X_4$	0.028
$X_2 \rightarrow X_5$	-0.097
$X_2 \rightarrow X_6$	0.172
$X_3 \rightarrow X_4$	0.091
$X_3 \rightarrow X_5$	0.004
$X_3 \rightarrow X_6$	0.003
$X_4 \rightarrow X_5$	-0.321
$X_4 \rightarrow X_6$	-0.114
$X_5 \rightarrow X_6$	-0.077

The Goodness of Fit test was conducted using the Hosmer and Lemeshow test to assess whether the regression model is appropriate, with no significant differences between observations and predictions. The test results indicate a significance value of 0.869, greater than 0.05, leading to the conclusion that the regression model is well-fitted. Additionally, the results from the Overall Model Fit test, using the Omnibus Test of the Model, show a significance value of 0.012, less than 0.05. This suggests that the overall model indicates that at least one independent variable significantly influences the dependent variable.

Based on the test results to assess the contribution of all independent variables to the formation of thrifting intention, the R-square values are 0.133 (Cox & Snell R Square) and 0.254 (Nagelkerke R Square). These results indicate that all independent variables contribute 13.3% (Cox & Snell R Square) or 25.4% (Nagelkerke R Square) to the variation in the thrifting intention variable.

Table 5. Variable Contributions

	R Square
Cox & Snell	0.133
Nagelkerke	0.254

Using the Wald test, a more comprehensive analysis of each variable's influence on thrifting intentions was conducted, as presented in Table 6.

Table 6. Variable Influences

Variable	Wald	Sig.	Result
X_1	7.574	0.006	Significant
X_2	0.204	0.651	Not significant
X_3	0.017	0.896	Not significant
X_4	1.608	0.205	Not significant
X_5	0.125	0.724	Not significant
X_6	0.073	0.787	Not significant

The results indicate that only the variable "Using TikTok to find thrifting information (X_1)" significantly influences thrifting intention, with a significance value of 0.006, less than 0.05.

Linear, the data selection of Twitter discussion shows that 66.7% of internet users enjoy thrifting while 33.3% do not, allowing us to conclude that thrifting is very popular among the online community. Most, or two-thirds, of internet users who participate in online activities express their enthusiasm for thrifting. These activities reflect a strong interest in searching for second-hand goods, clothing, or other items, which might involve shopping at thrift stores or participating in the sharing economy. However, a smaller portion, about one-third, also do not engage in thrifting. Reasons for not engaging in thrifting can vary, such as a preference for buying new items, lack of time, or other considerations. This data illustrates the diversity of consumer preferences within the online community related to thrifting activities.

Table 7. Twitter Discussion About Thrifting

Category	Percentage
<i>Response to online thrifting</i>	
Positive	66.7%
Negative	33.3%
<i>Activities by online thrifting</i>	
Looking for vintage items	81.3%
Looking for good quality items	14.2%
Looking for affordable items	4.6%
<i>Reason to not thrifting</i>	
Low-quality of products	90.5%
Environmental reasons	3.8%
Disrupts domestic industries	3%
Supporting local products	2.6%

As shown in Table 7, online community thrifting activities can be explained as follows: Most internet users, precisely 81.3%, thrift to search for vintage items. These items indicate their interest is focused on retro or classic goods with historical value and uniqueness. They tend to enjoy finding items that are hard to find elsewhere. A smaller portion, about 14.2%, participates in thrifting with the motivation to obtain high-quality and valuable items at affordable prices. Meanwhile, 4.6% use thrifting to find cheaper items, indicating an effort to shop more economically rather than buying new items at total price. This data reflects the variation in consumer motivations and needs when shopping for second-hand goods, whether for historical value, quality, or savings.

There are several reasons why most internet users choose not to shop for thrift items, as shown in Table 7. The main reason, accounting for 90.5% of respondents, is the perceived low quality of thrift products. This percentage indicates that most internet users believe that second-hand or thrift items are lower quality than new ones. Additionally, 3.8% of respondents stated that they do not thrift for environmental reasons, possibly because they believe that thrifting does not always contribute to sustainability. Meanwhile, 3% think that thrifting can

disrupt domestic industries, which might refer to its local economic impact. Lastly, 2.6% of respondents prefer to support local products rather than thrift shopping, indicating their preference for supporting the domestic industry. In conclusion, internet users' reasons for not shopping for thrifted items vary from concerns about quality and the environment to economic considerations and support for local products.

Regarding the ban on thrifting, out of 5,036 discussions related to thrifting, only about 3.1% of participants firmly support the Government's ban on thrifting. The reasons given by those who support this ban include 1.27% believing that thrifting is not environmentally friendly, 1.01% thinking that thrifting can disrupt domestic industries, and 0.87% preferring to support local domestic products. This data reflects the variation in views and differences of opinion within society regarding thrifting and its impact. Although some support the ban on thrifting for environmental, economic, or local product support reasons, most discussions might favor the practice of thrifting.

Table 8. Response to Government's Ban on Thrifting

Category	Percentage
<i>Response to Government's ban on thrifting</i>	
Agree	3.1%
Disagree	96.9%
<i>Reasons to support the Government's ban on thrifting</i>	
Environmental reasons	1.27%
Disrupts domestic industries	1.01%
Supporting local products	0.87%

This study aims to gather relevant information from the e-commerce platform to see the volume of transactions on thrifting. The e-commerce profile data of Shopee reflects the diversity and bustling activity on the platform, with 3,412 products available from 2,378 stores. This significant number of products indicates the variety of goods and services accessible to Shopee users. With the many participating stores, users have many options and access to various product categories such as electronics, fashion, food, and more. The large number of stores also indicates a substantial number of active sellers on the Shopee platform, creating a dynamic online shopping environment that has the potential to offer diverse shopping experiences for consumers. This data reflects the positive growth of Shopee as one of the leading e-commerce platforms in Southeast Asia. The Shopee data depicts a significant comparison between the sales of thrift products and new clothing on the Shopee e-commerce platform. Despite being 3,412 products available, thrift product sales only contribute approximately 5.04% of the total sales. Despite the large number of products, revenue generated from thrift product sales amounts to only around 0.06 trillion IDR, which is significantly lower than revenue from new clothing sales, totaling approximately 1.18 trillion IDR. This revenue indicates that, despite interest in thrift products, new clothing products still dominate the e-commerce market with much higher revenue. This trend may reflect consumer

preferences for new items or differences in pricing between used and new goods on the platform.

Conclusions

The analysis provides a comprehensive overview of the thrifting industry and its impact on sustainable consumer behavior, particularly in Indonesia. Thrift shops are crucial in reducing environmental waste by keeping old clothes out of landfills and offering affordable shopping options to lower-income segments. They operate under various models, including non-profit, charity-affiliated for-profit, and purely for-profit organizations. The adoption of digital channels has significantly expanded the reach and influence of these shops, as indicated by the growth projections for the global resale market, which rise from \$28 billion in 2019 to \$64 billion by 2024.

However, the influx of imported second-hand clothing poses challenges to local industries in Indonesia, potentially undermining the sustainability of the textile and fashion sectors due to competitive pricing and reduced demand for locally produced garments. This situation mirrors concerns similar to those experienced in Kenya, where the textile industry suffered from mass second-hand clothing imports. Yet, it also presents an opportunity for local industries to adapt and thrive. Moreover, a significant portion of these imported clothes is non-biodegradable, contributing to environmental pollution when disposed of improperly.

In response to these challenges, the Indonesian government implemented a ban on thrifting in March 2023. Despite this, the thrifting community has shown resilience and adaptability. Public reaction to this policy was mixed, with a significant proportion of the discussions on social media opposing the ban, indicating a strong preference for thrifting, especially among women who may value thrift shopping for its sustainability and affordability. The analysis also highlighted that the primary motivation for thrifting among internet users is the search for vintage and unique items. However, there is also a significant interest in finding high-quality goods at lower prices. Conversely, a notable portion of the online community avoids thrifting due to concerns about the quality of second-hand products, environmental impact, and potential adverse effects on local industries.

Finally, while thrift product sales on platforms like Shopee represent a small fraction of total e-commerce transactions, they indicate a robust interest in second-hand goods, albeit overshadowed by the dominance of new product sales. This analysis underscores the complex interplay between consumer behaviour, sustainability, economic impacts, and regulatory responses in the context of the thrifting industry.

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