

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

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Article Information	Abstract
Article History: Received: August 2024 Accepted: September 2024 Published: September 2024	This study investigates Indonesian consumer behavior towards sustainable fashion consumption, particularly focusing on thrift shopping, using the SHIFT framework (Social Influence, Habit Formation, Individual Self, Feelings and Cognition, and Tangibility). A cross-sectional, quantitative approach was employed, collecting data from 155 respondents through online surveys and social media discussions. The study used binary logistic regression to assess the impact of factors such as age, income, shopping preferences, and the use of TikTok for gathering information about thrifting. Results revealed that only the use of TikTok significantly influences thrifting intentions, while other factors like age, income, and shopping methods were not significant. Additionally, social media discussions reflected strong public disagreement (96.9%) with the government's 2023 ban on imported second-hand clothing, with most respondents engaged in thrifting for its economic and environmental benefits. The study concludes that social influence, particularly through platforms like TikTok, plays a vital role in promoting sustainable consumption practices in Indonesia.
Keywords: Sustainable Consumption, Social Media	
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DOI: https://doi.org/10.30871/jaba.v8i2.8604	

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) indicates 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.'

According to Savedra (2018), as vintage fashion trends gain popularity, many style-conscious consumers, particularly younger individuals seeking 1980s and 1990s-inspired looks, increasingly turn to thrift stores for their clothing needs. In Indonesia, thrifting has seen a significant rise in popularity, driven largely by its affordability. Thrift stores offer consumers the opportunity to express their fashion preferences while adhering to budgetary limits. Furthermore, secondhand clothing holds greater significance for consumers than mere apparel; it serves as a medium for creativity. Thrifted items often inspire customization and upcycling, fostering a do-it-yourself culture that enhances the uniqueness of thrift fashion.

As environmental awareness grows, an increasing number of Indonesians are adopting thrift shopping as a way to lessen their ecological impact. The perception of second-hand clothing is undergoing significant change among consumers (Raymond et al., 2018). By purchasing pre-owned garments, consumers help extend the life cycle of clothing and reduce the demand for new production. Kestenbaum (2017) notes that shopping at thrift stores supports recycling efforts by encouraging the reuse of goods and conserving the natural resources required for manufacturing new items. Additionally, social media platforms, blogs, and television programs have popularized the practice of "flipping" used clothing, which has attracted new demographics, such as affluent and younger consumers, to thrift stores (Cohen, 2018). This evolving consumer mindset signals a promising future for 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.

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.

LITERATURE REVIEW

Sustainable Consumer Behavior

Sustainable consumption is predominantly framed as a matter of individual behavioral change, emphasizing the role of communication strategies in shaping these behaviors through effective message design and dissemination (Fischer et al., 2021). The adoption of sustainable consumer practices leads to a reduction in negative environmental impacts and a more efficient use of natural resources throughout the lifecycle of products, behaviors, or services (White et al., 2019). Furthermore, ethical consumption is influenced by various situational factors, including the availability and pricing of sustainable products, perceived quality, and skepticism towards ethical labels (Nicholls & Lee, 2006; Bryla, 2016; Casais & Faria, 2021).

Thrifting, traditionally defined as the purchase of pre-loved or second-hand items at reduced prices, has evolved beyond its economic connotation with the advancement of technology (Payson et al., 2022). This trend has significantly appealed to fashion enthusiasts seeking high-quality products at more accessible prices. Notably, Generation Z plays a pivotal role in driving this trend, as it resonates with their values, particularly in raising awareness about sustainability and addressing the critical issues within the fashion industry (Adialita et al., 2022).

The SHIFT Framework

White et al. (2019) proposed a five-dimensional framework, known as SHIFT, to elucidate the pathways for promoting sustainable consumer behavior change. This framework encompasses social influence, habit formation, individual self-concept, feelings and cognition, and tangibility, all of which serve as predictors for guiding consumers toward more responsible consumption practices.

Social Influence

Social factors are recognized as some of the most significant drivers of sustainable consumer behavior change (Abrahamse & Steg, 2013). Three key aspects of social influence—social norms, identities, and desirability—play a crucial role in encouraging consumers to adopt more sustainable practices.

- a. Social norms, defined as the beliefs about what is considered socially appropriate and acceptable within a specific context, are pivotal in shaping sustainable consumer behaviors (Cialdini et al., 2006; Peattie, 2010).
- b. Social identities also play a crucial role, as individuals are motivated by the desire to view their ingroup in a positive light and to avoid seeing it outperformed by other groups (Rabinovich et al., 2012).

- c. Social desirability exerts a strong influence on sustainable behaviors, as consumers frequently choose sustainable options to enhance their social image (Green & Peloza, 2014).

Habit Formation

Habits endure because they have become relatively automatic, triggered by frequently encountered contextual cues (Kurz et al., 2014). Reinforcing positive habits can be achieved by encouraging repetition, which can be facilitated through strategies such as simplifying sustainable behaviors and utilizing prompts, incentives, and feedback.

- a. Discontinuity to change bad habits. When the stable context that supports automatic behaviors is disrupted, it becomes difficult to maintain those habits, creating an optimal environment for habit change.
- b. Penalties serve as a form of punishment designed to reduce the likelihood of engaging in undesirable behaviors. These penalties may take the form of taxes, fines, or tariffs imposed on unsustainable practices.
- c. Implementation intentions are strategies that help individuals shift from an old habit to a new one by planning specific steps they will take to engage in the desired behavior (Kurz et al., 2014).
- d. Making it easy. Consumers frequently perceive sustainable actions as effortful, time-consuming, or challenging, which can hinder the adoption of these behaviors (McKenzie-Mohr, 2000). A strategy to overcome this barrier is to make sustainable actions the default option, thereby simplifying the decision-making process (Frederiks et al., 2015; Theotokis & Manganari, 2015).
- e. Prompts, which are reminders provided before a behavior occurs, serve as an effective tool to encourage the adoption of sustainable habits (Lehman & Geller, 2004).
- f. Incentives. Extrinsic incentives, such as rewards, discounts, gifts, and other benefits, can enhance the likelihood of adopting and sustaining desired behaviors, contributing to positive habit formation.
- g. Feedback entails offering consumers detailed information about their performance related to a particular task or behavior.

The Individual Self

Individual self-related factors can significantly impact consumption behaviors. This section explores key elements such as positive self-concept, self-interest, self-consistency, self-efficacy, and individual differences.

- a. The self-concept. Consumers tend to take better care of, and are less likely to discard (rather than recycle), products that are linked to their identity (Trudel et al., 2016).
- b. Self-consistency. Research on self-consistency indicates that when consumers reaffirm an aspect of their self-concept or engage in a sustainable behavior at one

point in time, they are more likely to continue engaging in similar sustainable behaviors in the future (Van der Werff et al., 2014).

- c. Self-interest. Research indicates that sustainable attributes have a substantial impact on consumers when they fulfill self-relevant motives (Schuitema & Groot, 2015).
- d. Self-efficacy. Consumers' perceptions of self-efficacy are strong predictors of their sustainable attitudes and their likelihood of continuing sustainable behaviors over time (White et al., 2011).
- e. Individual differences in personal norms related to sustainability are strong predictors of sustainable behaviors. Marketers can effectively target individuals with strong personal norms and values around sustainability or enhance these norms through priming techniques (Verplanken & Holland, 2002).

Feelings and Cognition

Consumers typically take one of two routes to action when it comes to feelings and cognition: an affect-driven route or a cognition-driven route (Shiv & Fedorikhin, 1999).

- a. Negative emotions. Consumers often weigh the negative emotional consequences of either engaging in or neglecting sustainable behaviors (Rees et al., 2015). This effect is largely because consumers often perceive themselves as individually responsible for unsustainable outcomes (Lerner & Keltner, 2000), leading them to feel morally accountable for environmental issues (Kaiser & Shimoda, 1999).
- b. Positive emotions. Engaging in sustainable behaviors can elicit "warm glow" feelings, which can positively influence the overall evaluation of a service experience (Giebelhausen et al., 2016).
- c. Information, learning, and knowledge. Factors such as intelligence (Aspara et al., 2017), education (Gifford & Nilsson, 2014), and knowledge (Levine & Strube, 2012) have been associated with greater responsiveness to environmental appeals and increased participation in eco-friendly behaviors.
- d. Eco-labeling Product labels that convey information about sustainable attributes can significantly influence consumer decisions (Parguel et al., 2011). Labels that are eye-catching, easy to comprehend, and consistent across product categories help consumers make more informed eco-friendly choices (Taufique et al., 2017).
- e. Framing. Marketers can strategically use message framing to promote sustainable choices (Ungemach et al., 2018). Loss-framed messages, in particular, are more effective when paired with concrete instructions on how to engage in the desired behavior.

Tangibility

A distinctive aspect of sustainable consumption is that eco-friendly actions and their outcomes often appear abstract, vague, and distant from individuals' personal experiences (Reczek et al., 2018). These are the elements of tangibility aspect:

- a. Matching temporal focus. While sustainability is inherently oriented toward the future, consumers often tend to focus on the present. A potential solution to this misalignment is to encourage consumers to adopt a more abstract mindset and emphasize the long-term benefits of sustainable actions (Reczek et al., 2018).
- b. Communicating the local and nearby impacts of environmental actions can enhance the perceived relevance of pro-environmental behaviors. By focusing on the direct consequences for a particular city, region, or neighborhood, such communications make environmental outcomes more tangible and relatable to individuals (Scannell & Gifford, 2013).
- c. Concrete communications. Another approach to addressing the intangibility of sustainability issues is to make them more relevant and concrete for individuals (Reczek et al., 2018). This can be achieved by highlighting the immediate impacts of environmental problems, such as climate change (Paswan, Guzmán, and Lewin, 2017), and providing clear, actionable steps for individuals to make a positive difference (White et al., 2011).
- d. Encouraging a desire for intangible benefits is another effective approach. Trends such as the "sharing economy," which promotes the collaborative use of underutilized resources (Donnelly et al., 2017), and "voluntary simplicity," where individuals focus on simplifying their lives rather than accumulating material possessions (Cherrier, 2009), show that consumers can fulfill their needs without placing emphasis on owning physical goods.

RESEARCH METHOD

This study utilized a cross-sectional design and implemented 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 Twitter and TikTok users. This study also involves big data collection from e-commerce Shopee to explore the volume of thrifting in online transactions. In this study, the third parties, Continuum as a data center, draws on conversations on the Twitter application between March 6-16, 2023, specifically about the Government's policy to ban thrifting and e-commerce trends. This study also 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
Sustainable Consumer Behavior- 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.
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 (MLE) method.
- The coefficients derived from logistic regression can be exponentiated to interpret them as odds ratios. An odds ratio greater than 1 suggests a positive relationship between the independent variable and the likelihood of the event occurring, whereas an odds ratio less than 1 suggests a negative relationship.
- The goodness-of-fit for the logistic regression model was assessed using the Hosmer-Lemeshow test.
- Binary logistic regression does not require independent variables to follow a normal distribution or 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.

RESULTS AND DISCUSSION

In this study, sustainable fashion consumption is represented by thrifting activities. Thrift shops, both online and offline, help divert old clothing from landfills while providing low-income consumers with affordable shopping options. Unlike consignment stores, thrift shops typically accept donations from individuals or charitable organizations and cater to a broad range of customers with varying shopping motivations. Thrift shops can be categorized based on their operating model—nonprofit, charity-affiliated for-profit, and for-profit (Han, 2013). Increasingly, these shops are adopting digital channels to reach consumers. The global resale market has been expanding rapidly, with a 2020 report by thredUp, a leading fashion resale platform, valuing the market at \$28 billion in 2019. This volume is projected to reach \$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%

Source: Twitter Discussion, 2023

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 as the form of sustainable fashion consumption. 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

Source: Data Analyzed, 2024

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 → X ₂	0.173
X ₁ → X ₃	0.065
X ₁ → X ₄	-0.065
X ₁ → X ₅	-0.106
X ₁ → X ₆	0.193
X ₂ → X ₃	0.188
X ₂ → X ₄	0.028
X ₂ → X ₅	-0.097
X ₂ → X ₆	0.172
X ₃ → X ₄	0.091
X ₃ → X ₅	0.004
X ₃ → X ₆	0.003
X ₄ → X ₅	-0.321
X ₄ → X ₆	-0.114
X ₅ → X ₆	-0.077

Source: Data Analyzed, 2024

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

Source: Data Analyzed, 2024

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

Source: Data Analyzed, 2024

The results indicate that only the variable "Using TikTok to find thrifting information (X₁)" 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.

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%

Source: Twitter Discussions, 2023

Reasons for not engaging in thrifting can vary, such as a preference for buying new items, lack of time, or other considerations. The data illustrates the diversity of consumer preferences within the online community related to thrifting activities.

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%

Source: Twitter Discussions, 2023

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.

CONCLUSION

This study is trying to analyze the sustainable fashion consumption behavior of Indonesian consumer using SHIFT model, a five-dimensional framework by White et al. (2019). The first dimension, Social Influence, is really fit to support the intention of consumers to recommend thrift products (second-hand clothing) to others. Social desirability exerts a strong influence on sustainable behaviors, as consumers frequently choose sustainable options to enhance their social image (Green & Peloza, 2014). Consumers are more likely to engage in socially desirable behaviors in public settings where their actions can be observed and judged by others (Green & Peloza, 2014; Grolleau et al., 2009; Peloza et al., 2013). Social media plays a crucial role, to define their identities related with the sustainable consumptions. The information dissemination of sustainable fashion in social media plays a strong influence, compared to the internal circumstances of a consumer such as age, working activities, budget for fashion shopping, allocated income for fashion shopping, and preferable shopping methods.

In Habit Formation dimension, implementation intentions are strategies that help individuals shift from an old habit to a new one by planning specific steps they will take to engage in the desired behavior (Kurz et al., 2014). Intention to gather information shared on TikTok about thrifting practices is a good step of changing behavior of the consumer who are trying to show more positive behavior and more sustainable habits. The intention to search the information about sustainable fashion, are leading to the the intention to consider to purchase thrift products (second-hand clothing). The situation can be explained by dimension of the Individual Self. Research indicates that sustainable attributes have a substantial impact on consumers when they fulfill self-relevant motives (Schuitema & Groot, 2015). The information dissemination of sustainable fashion in social media plays a strong influence to the habit formation and the individual self. As shown on this study, the internal circumstances of a consumer such as age, allocated income for fashion shopping, and working activities, need more supporting affirmation to drive the sustainable consumption behavior.

Feelings and cognition are driving the intention to purchase thrift products (second-hand clothing) because of the environmental benefits. The social media information about sustainable consumption will fill the gap of knowledge which contributes to the low adoption of sustainable behaviors. Marketers can strategically use message framing to promote sustainable choices (Ungemach et al., 2018). Consumer associated with greater responsiveness to environmental appeals and increased participation in eco-friendly behaviors.

In the context of the Tangibility dimension, the intention to gather information and research thrift products (second-hand clothing) demonstrates that communications emphasizing the immediate consequences of pro-environmental behaviors for a particular city, region, or neighborhood can make environmental actions and outcomes more tangible and relevant (Leiserowitz, 2006; Scannell &

Gifford, 2013). Another strategy to address the intangibility of sustainability issues is to make them more concrete and relatable for individuals (Reczek et al., 2018). This can be achieved by focusing on the immediate effects of environmental challenges and offering clear, actionable steps that individuals can take to create a positive impact (White et al., 2011).

In summary, the study implies that effective promotion of sustainable fashion in Indonesia should prioritize social influence, habit formation, self-relevance, emotional and cognitive engagement, and the tangibility of sustainability benefits. Marketing and communication strategies that integrate these dimensions can foster greater consumer adoption of sustainable fashion behaviors, particularly through thrifting.

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