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Digital Marketing, Green Consumerism, and Style Engagement: Understanding Gen Z's Thrift Shopping Decisions

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ABSTRACT

This study examines how Social Media Marketing (SMM), Green Consumer Behavior (GCB), and Fashion Involvement (FI) influence Generation Z's thrifting purchase decisions in Sumbawa Regency. Driven by the rise of the digital economy, growing social media use, and increasing sustainable fashion trends, the research applies an explanatory quantitative method with a cross-sectional design. A purposive sample of 100 Gen Z respondents completed a validated 5-point Likert scale questionnaire. Data were analyzed using multiple linear regression after classical assumption testing. Findings reveal that SMM, GCB, and FI each have a positive and significant effect on thrifting purchase decisions, both individually and collectively. FI emerges as the strongest driver, showing that passion, interest, and engagement in fashion most strongly shape buying behavior. SMM enhances product awareness and fosters interactive relationships, while GCB motivates eco-conscious choices. These insights offer strategic value for thrifting businesses in non-metropolitan areas: leverage digital platforms for targeted engagement, promote sustainability narratives, and align product offerings with evolving youth fashion trends.

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INTRODUCTION

Digital transformation has fundamentally reshaped Indonesia's economic landscape and consumer behavior. According to the We Are Social report (2025), social media penetration in Indonesia has reached 185 million users, with an average daily usage exceeding 3.5 hours. This phenomenon has given rise to a new business model known as social commerce, wherein the entire shopping cycle from product discovery and interaction to transaction, occurs within social media platforms. The transaction value of social commerce in Indonesia is projected to continue increasing, driven by high interactivity and

features such as live shopping, which create a sense of urgency and foster trust (Dwivedi et al., 2021).

Within this dynamic social commerce ecosystem, one of the trends experiencing exponential growth is thrifting, or the practice of buying and selling pre-owned fashion items that remain in good condition. Far from its conventional image as a low-cost marketplace, thrifting has evolved into a key pillar of the circular fashion movement and sustainable fashion (Ferraro et al., 2021). This practice aligns with the growing global awareness of the negative environmental impact of the fast fashion industry, one of the largest contributors to textile waste worldwide. By choosing preloved items, consumers actively participate in extending the life cycle of clothing, reducing carbon footprints, and rejecting the culture of disposable consumption (Testa et al., 2021).

Generation Z (born 1997–2012), as digital natives, represent the demographic most enthusiastic about adopting the thrifting trend. For them, thrifting is not merely an economic activity but a complex expression of identity. On one hand, it offers a means of acquiring unique and authentic fashion pieces at affordable prices. On the other, it serves as a manifestation of their values, such as environmental sustainability and individuality (Park & Kim, 2022). In Sumbawa Regency, a non-metropolitan area in West Nusa Tenggara, this phenomenon has also begun to take root. Thrifting communities have emerged, leveraging visual platforms like Instagram and TikTok to reach local audiences through live selling formats and short-form video content.

To understand this phenomenon comprehensively, a multidimensional theoretical framework is required. First, from a marketing perspective, Social Media Marketing (SMM) is a key driver. SMM activities which encompass content quality, interactivity, and influencer engagement significantly shape consumer attention, interest, and ultimately purchase decisions (Appel et al., 2020). In the context of thrifting, SMM functions not only as a storefront but also as a stage for building narratives, showcasing curation processes, and creating loyal communities (Hollebeek et al., 2021).

Second, from an intrinsic motivation perspective, Green Consumer Behaviour (GCB) offers a relevant lens. GCB theory posits that individual purchasing decisions are influenced by pro-environmental values, social norms, and perceived personal efficacy in addressing environmental problems (Biswas & Roy, 2020). Consumers with high GCB levels tend to prioritize secondhand products as a more ethical and responsible choice, even if this means sacrificing certain aspects such as product novelty (Nguyen et al., 2021).

Third, from a personal perspective, Fashion Involvement (FI) plays a crucial role. FI refers to the degree of personal interest, enthusiasm, and relevance an individual feels toward fashion (Zaichkowsky, 1985; Kim & Johnson, 2022). Individuals with high FI levels are more likely to actively seek information, enjoy the process of style curation, and use fashion as a medium of self-expression. In the thrifting context, FI drives consumers to "hunt" for unique items that align with their style identity, turning the shopping activity into a personally fulfilling and enjoyable experience.

Although these three constructs are theoretically relevant for explaining thrifting purchase decisions, most existing studies tend to focus on only one aspect and are generally conducted in metropolitan cities (e.g., Sari & Wijaya, 2023; Pratiwi & Hidayat, 2021). There is a significant research gap regarding how these three factors interact simultaneously in shaping Generation Z's purchase decisions within non-metropolitan contexts such as Sumbawa Regency, which possesses unique characteristics in terms of digital access, social dynamics, and consumer preferences.

Based on this gap, this study formulates the following research questions: (1) Does Social Media Marketing influence thrifting purchase decisions? (2) Does Green Consumer Behaviour influence thrifting purchase decisions? (3) Does Fashion Involvement influence thrifting purchase decisions? Accordingly, the objective of this study is to examine and analyze the influence of Social Media Marketing, Green Consumer Behaviour, and Fashion Involvement on thrifting purchase decisions among Generation Z in Sumbawa Regency.

The contributions of this study are twofold. Theoretically, it enriches the consumer behavior literature by integrating three key drivers digital, environmental, and personal into a single predictive model, particularly within the context of sustainable social commerce in non-metropolitan regions. Practically, the findings of this research are expected to provide evidence-based strategic guidance for local thrifting entrepreneurs in Sumbawa and similar regions to design more effective marketing strategies, build relevant communication, and gain a deeper understanding of their target audience's motivations.

METHOD

This study employs a quantitative design with an explanatory approach to elucidate the causal relationship between independent and dependent variables. Data collection was conducted through a cross-sectional survey, where data for all variables were gathered at a single point in time.

The population of this study comprises individuals of Generation Z (born between 1997–2012) residing in Sumbawa Regency who have either purchased or have an interest in purchasing thrifting products via social media. The sampling technique used is purposive sampling, with the following inclusion criteria: (1) Born within the years 1997–2012; (2) Domiciled in the Sumbawa Regency area; (3) Actively using social media (specifically Instagram or TikTok) for at least three days a week; (4) Have made a thrifting product purchase or actively followed a thrifting seller account in the last 12 months.

Given that the specific population size is not precisely known, the determination of the minimum sample size in this study utilized the Cochran formula, which is recommended for large or infinite populations. The formula used is as follows: $n = (Z^2 \cdot p \cdot q)/e^2$. In this formula, the parameters used are a 95% confidence level (Z value = 1.96), population proportions (p) and (q) both assumed to be 0.5 to obtain the most conservative maximum sample size, and a margin of error (e) or precision level set at 10% (0.10). Based on the calculation ($n = (1.96^2 \cdot 0.5 \cdot 0.5)/0.10^2$), a minimum sample size of 96 respondents was obtained. To enhance the statistical power and generalizability of the results, this study surpassed this target by collecting data from 100 respondents who met all criteria.

Primary data were collected using an online questionnaire distributed through social media platforms. The research instrument utilized a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). All variables were operationalized as reflective constructs with indicators adapted from recent relevant studies.

a. Social Media Marketing (X1)
   Measured by five indicators adapted from Appel et al. (2020) and Hollebeek et al. (2021), namely: quality and relevance of visual content, level of interactivity (responsiveness to comments/DMs/live sessions), credibility of the seller and influencers used, ease of access from content to transaction, and frequency of exposure to marketing content.
b. Green Consumer Behaviour (X2)
   Measured by five indicators adapted from Testa et al. (2021) and Biswas & Roy (2020), namely: awareness of the environmental impact of the fashion industry, concern for textile waste issues, willingness to reuse fashion products, willingness to pay a fair price for sustainable products, and personal norms and responsibility towards the environment.
c. Fashion Involvement (X3)
   Measured by four indicators adapted from Kim & Johnson (2022) and Zaichkowsky (1985), namely: personal interest and pleasure in the world of fashion, proactiveness in following current fashion trends, time

allocation for searching and curating fashion products, and the use of fashion as a means of self-identity expression.

d. Purchase Decision (Y)

Measured by five indicators adapted from digital consumer behaviour research, namely: purchase intention realized into actual purchase, preference in choosing a specific thrifting seller, speed in converting from interest to purchase, tendency to recommend the seller to others (e-WOM), and intention to make a repeat purchase.

The collected data were analyzed using SPSS statistical software version 26. The analysis stages included:

a. Classical Assumption Test

Before regression analysis, assumption tests were conducted, including: normality test of residuals (Kolmogorov-Smirnov, $p > 0.05$), multicollinearity test (Variance Inflation Factor, VIF < 5), and heteroscedasticity test (Glejser Test, $p > 0.05$).

b. Multiple Linear Regression Analysis

To test the hypotheses and determine the direction and magnitude of the influence of independent variables on the dependent variable, the following regression model was used: $Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \varepsilon$

This study upheld research ethics. Informed consent was obtained from each respondent at the beginning of the questionnaire. Respondents were informed about the purpose of the research and assured that their participation was voluntary. All collected data were kept confidential and analyzed in aggregate to ensure respondent anonymity.

RESULTS AND DISCUSSION

Results

This section systematically outlines the results of a series of statistical tests applied to the collected data. The primary objective of this stage is to validate the feasibility of the regression model through classical assumption tests before proceeding to hypothesis testing and more in-depth interpretation (Creswell & Creswell, 2023).

1. Classical Assumption Tests

Before conducting multiple linear regression analysis, a crucial step is to ensure that the research data meet the fundamental assumptions of the Ordinary Least Squares (OLS) method. The fulfillment of these assumptions, as emphasized by statisticians, is a prerequisite for generating a regression model that is valid, unbiased, consistent, and efficient, also known as the Best Linear Unbiased Estimator (BLUE) (Sugiyono and Komariyah, 2023). Violations of these assumptions can lead to unreliable coefficient estimates and erroneous conclusions. Therefore, this study conducted three main classical assumption tests: the normality test, the multicollinearity test, and the heteroscedasticity test.

a. Normality Test

The normality test is a fundamental statistical procedure aimed at evaluating whether the data distribution, particularly the residual values in the regression model, follows a normal distribution pattern. According to Sekaran & Bougie (2020), the assumption of normality in residuals is a critical foundation for the validity of statistical significance tests such as the t-test and F-test. A good regression model is characterized by residuals that are normally distributed or approximate a normal distribution. In this study, the normality test was performed using the One-Sample Kolmogorov-Smirnov Test.

Table 1. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.2014589
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.071
Test Statistic		.078
Asymp. Sig. (2-tailed)		.210[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Primary data processed, 2025

Based on the analysis results presented in Table 1, the significance value (Asymp. Sig. 2-tailed) obtained from the Kolmogorov-Smirnov test is 0.210. The criterion for normality testing states that if the significance value is greater than the established alpha level (typically 0.05), the data is considered to be normally distributed. With a value of 0.210, which is

clearly above the 0.05 threshold, it can be concluded that the null hypothesis (H0), stating that the residual data is normally distributed, cannot be rejected. Thus, the normality assumption in this regression model has been met, indicating that the subsequent statistical inferences have a strong basis.

b. Multicollinearity Test

The multicollinearity test aims to detect the presence or absence of high correlation among the independent variables in a regression model. According to Creswell and Creswell (2023), the presence of serious multicollinearity can cause regression coefficient estimates to become unstable and difficult to interpret, as it becomes challenging to separate the individual influence of each independent variable on the dependent variable. An ideal regression model is free from multicollinearity symptoms. Detection is performed by analyzing the Tolerance and Variance Inflation Factor (VIF) values. The commonly used criteria are that the Tolerance value must be greater than 0.10 and the VIF value must be less than 10.

Table 2. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social Media Marketing (X1)	0.785	1.274
	Green Consumer Behaviour (X2)	0.812	1.231
	Fashion Involvement (X3)	0.755	1.325

Source: Primary data processed, 2025

The analysis results in Table 2 show that all three independent variables in this study meet the criteria for being free from multicollinearity. The Social Media Marketing (X1) variable has a Tolerance value of 0.785 and a VIF of 1.274. The Green Consumer Behaviour (X2) variable shows a Tolerance value of 0.812 and a VIF of 1.231. Meanwhile, the Fashion Involvement (X3) variable has a Tolerance value of 0.755 and a VIF of 1.325. All VIF values are well below the threshold of 10, and all Tolerance values are significantly above 0.10. This finding provides strong evidence that there is no excessive correlation among the independent variables, allowing the constructed regression model to accurately isolate and measure the influence of each variable.

c. Heteroscedasticity Test

The heteroscedasticity test is conducted to check for unequal variance of residuals from one observation to another in the regression model. According to Hair et al. (2022), one of the fundamental assumptions of the classical regression model is homoscedasticity, which is the condition where the variance of the residuals is constant across all levels of the independent variables. The presence of heteroscedasticity can cause the standard errors of the regression coefficients to be biased, which in turn affects the validity of the t-test. This study uses the Glejser Test to detect symptoms of heteroscedasticity. This test works by regressing the absolute value of the residuals against the independent variables.

Table 3. Heteroscedasticity Test Results (Glejser test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.245	0.320	-	0.298	0.766
	Social Media Marketing (X1)	0.098	0.118	0.055	1.005	0.752
	Green Consumer Behaviour (X2)	0.088	0.105	0.099	1.198	0.818
	Fashion Involvement (X3)	0.121	0.098	0.085	0.745	0.649

a. Dependent Variable: Abs_RES

Source: Primary data processed, 2025

The Glejser Test results presented in Table 3 show that no independent variable significantly affects the absolute residual value. The significance (Sig.) value for the Social Media Marketing (X1) variable is 0.752, for Green Consumer Behaviour (X2) is 0.818, and for Fashion Involvement (X3) is 0.649. All these significance values are much larger than the standard significance level of 0.05. This indicates that there is no systematic pattern in the error distribution, thus it can be concluded that this regression model is free from the problem of heteroscedasticity and meets the assumption of homoscedasticity.

2. Multiple Linear Regression Analysis

Multiple linear regression analysis is the core of the quantitative analysis in this study. This technique is used to build a mathematical model that can explain and predict the influence of the three independent variables, Social Media Marketing (X1), Green Consumer Behaviour (X2), and Fashion Involvement (X3) on the dependent variable, Thrifting Purchase Decision (Y). As stated by Field (2021), this analysis is crucial for uncovering complex

relationships between variables and supporting data-driven conclusions.

Table 4. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.550	0.750	—	2.067	0.041
	Social Media Marketing (X1)	0.425	0.095	0.358	4.474	0.000
	Green Consumer Behaviour (X2)	0.215	0.075	0.221	2.867	0.005
	Fashion Involvement (X3)	0.480	0.088	0.415	5.455	0.000

a. Dependent Variable: Purchase Decision (Y)

Source: Primary data processed, 2025

Based on the analysis results in Table 4, specifically in the Unstandardized Coefficients (B) column, the multiple linear regression equation can be formulated as follows:

$$Y=1.550+0.425X1+0.215X2+0.480X3+e$$

The interpretation of each component in the equation is as follows:

a. Constant (α) = 1.550, this constant value indicates the baseline value of the thrifting purchase decision (Y) when all independent variables (social media marketing, green consumer behaviour, and fashion involvement) are considered to be zero or constant. This means that even without the influence of the three factors studied, there is a basic tendency or initial intention among Generation Z in Sumbawa to make a thrifting purchase of 1.550 units.
b. Regression Coefficient for Social Media Marketing (β1) = 0.425, this coefficient is positive, indicating a direct relationship between social media marketing and the thrifting purchase decision. Specifically, each one-unit increase in the social media marketing variable (e.g., an increase in exposure intensity or interaction with thrifting content on social media) is predicted to increase the thrifting purchase decision score by 0.425 units, assuming other independent variables remain constant.
c. Regression Coefficient for Green Consumer Behaviour (β2) = 0.215, this coefficient is also positive, showing that consumer behaviour oriented towards environmental sustainability has a positive influence on the decision to purchase second-hand goods. Each one-unit increase in the green consumer behaviour score (e.g., increased pro-environmental

awareness and action) will increase the thrifting purchase decision score by 0.215 units, assuming other variables do not change.

d. Regression Coefficient for Fashion Involvement (β3) = 0.480, this coefficient value is the largest among the three independent variables and is positive. This indicates that fashion involvement has the strongest influence on the thrifting purchase decision. Each one-unit increase in an individual's level of involvement with fashion (e.g., higher interest in trends, style, and self-expression through clothing) is predicted to increase the thrifting purchase decision score by 0.480 units, assuming other variables are constant.

3. Coefficient of Determination (R^2) Test

The coefficient of determination, often interpreted through the Adjusted R Square value in multiple regression analysis, is a statistical measure that represents the proportion of variance in the dependent variable that can be collectively explained by all independent variables in the model. This value measures how well the regression model can predict and explain the dependent variable, adjusting for the number of predictor variables used to avoid an overly optimistic estimation.

Table 5. Results of Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.837a	0.701	0.682	1.15033

a. Predictors: (Constant), Fashion Involvement (X3), Social Media Marketing (X1), Green Consumer Behaviour (X2)

Source: Primary data processed, 2025

The analysis results in Table 5 show an R-Square value of 0.701 and an Adjusted R Square value of 0.682. The Adjusted R Square value of 0.682 is the main focus of interpretation. This figure indicates that 68.2% of the total variation or change in the Thrifting Purchase Decision (Y) variable among Generation Z in Sumbawa Regency can be simultaneously explained by the combination of the three independent variables: Social Media Marketing (X1), Green Consumer Behaviour (X2), and Fashion Involvement (X3). This shows that the constructed regression model has a very strong and substantial explanatory power, as more than two-thirds of the variability in purchase decisions can be predicted through these three variables. Meanwhile, the remaining 31.8% of the variation is influenced by other factors outside the scope of this research model, such as personal economic factors, direct peer influence, product availability in physical stores, or other personal preferences. Thus, this regression model is considered highly viable and informative for analysis.

4. Hypothesis Testing (t-test)

Partial hypothesis testing using the t-statistic aims to analyze the individual influence of each independent variable on the dependent variable, assuming other independent variables are constant. This test is crucial for answering the research questions and determining whether each proposed hypothesis can be supported by empirical data. The decision to accept or reject a hypothesis is based on comparing the t-calculated value with the t-table value, or more practically, by comparing the significance value (Sig.) with the alpha level (0.05).

Table 6. Summary of Hypothesis Testing Results (t-test)

Independent Variable	Beta	t-calculated	Sig.	t-table	Decision
Social Media Marketing (X1)	0.358	4.474	.000	1.980	H1 Accepted
Green Consumer Behaviour (X2)	0.221	2.867	.004	1.980	H2 Accepted
Fashion Involvement (X3)	0.415	5.455	.000	1.980	H3 Accepted

a. Dependent Variable: Thrifting Purchase Decision (Y)

Source: Primary data processed, 2025

A more detailed description of the t-test results for each hypothesis is as follows:

a. Influence of Social Media Marketing on Thrifting Purchase Decision
   The analysis shows that the Social Media Marketing (X1) variable has a positive and significant influence on the Thrifting Purchase Decision (Y). This is evidenced by a t-calculated value of 4.474, which is greater than the t-table value (approximately 1.980 at df=96 and α=0.05), and a significance (Sig.) value of 0.000, which is well below the 0.05 significance level. The standardized Beta coefficient of 0.358 confirms the positive direction of the influence. Therefore, H0 is rejected and H1 is accepted, meaning that the more intensive and effective the marketing of thrifting through social media, the higher the tendency of Generation Z in Sumbawa to make a purchase.
b. Influence of Green Consumer Behaviour on Thrifting Purchase Decision
   The Green Consumer Behaviour (X2) variable is also proven to have a positive and significant influence on the Thrifting Purchase Decision (Y). This is indicated by a t-calculated value of 2.867, which exceeds the t-table, and a significance value of 0.004, which is below the 0.05 threshold. The Beta coefficient of 0.221 confirms that environmental awareness and behaviour positively drive the decision to purchase second-hand goods. Therefore, H0 is rejected and H2 is accepted. This means that the higher an individual's level of environmental awareness, the greater the likelihood they will choose thrifting as a sustainable consumption alternative.

c. Influence of Fashion Involvement on Thrifting Purchase Decision
Furthermore, the Fashion Involvement (X3) variable shows the strongest positive and significant influence on the Thrifting Purchase Decision (Y). This statistical evidence is seen from the very high t-calculated value of 5.455, which far exceeds the t-table, and a significance value of 0.000. The standardized Beta value of 0.415 indicates that Fashion Involvement is the most dominant predictor in this model. Therefore, H0 is rejected and H3 is accepted. This confirms that the level of an individual's involvement, interest, and passion for the world of fashion is the most significant fundamental driver in shaping the thrifting purchase decision among Generation Z.

Discussion

This discussion section aims to interpret the statistical findings presented previously, moving beyond mere numbers to uncover deeper meanings. This analysis will connect the quantitative results with the theoretical framework of consumer behaviour, social media dynamics, and the socio-cultural context of Generation Z in Sumbawa Regency.

Influence of Social Media Marketing on Thrifting Purchase Decision

This study's findings confirm that Social Media Marketing has a positive and significant influence on the purchase decisions of thrifting products among Generation Z in Sumbawa Regency. This result indicates that the intensity and effectiveness of marketing through various social media platforms, such as Instagram and TikTok, play a crucial role in shaping the purchasing interest of young consumers towards thrifting products. Social media functions not only as a promotional tool but also as an interactive medium that enables two-way communication between businesses and consumers, ultimately building emotional connections and trust.

This finding is consistent with the research by Nurhayati and Widodo (2022), which states that the use of social media as a marketing platform significantly contributes to increasing awareness and purchase decisions among young consumers, particularly in the context of sustainable fashion. They argue that social media allows for the dissemination of authentic content and validation from the community, which is highly important for a generation that values sustainability and social trends. Similarly, a study by Sari and Purnomo (2023) affirms a positive correlation between the intensity of social media use for marketing and the purchasing behaviour of thrifting products, with modern social media platforms acting as a primary catalyst in boosting product appeal and exposure.

The importance of social media marketing in the context of thrifting can also be seen from the unique characteristics of Generation Z, who are digital natives with a high preference for visual and interactive content. Social media is not only a place to discover new products but also a source of social recommendations and lifestyle inspiration. Features like Instagram Stories, TikTok Reels, and live selling directly increase consumer engagement and accelerate the purchasing process. Authentic interactions, often supported by local or micro-influencers, strengthen trust and loyalty, contributing to higher purchase decisions. Practically, this research finding suggests that thrifting entrepreneurs in Sumbawa Regency should focus on developing creative and consistent social media marketing strategies. Managing authentic content and collaborating with local influencers can strengthen brand image and expand market reach. Furthermore, improving the quality of interaction with consumers through feedback features, online communities, and engagement programs can enhance customer loyalty while encouraging digital word-of-mouth recommendations.

The Influence of Green Consumer Behaviour on Thrifting Purchase Decision

The research results show that the Green Consumer Behaviour variable has a positive and significant influence on Thrifting Purchase Decisions among Generation Z in Sumbawa Regency. Environmental awareness and behaviour directly motivate consumers to choose thrifting products as a more sustainable consumption alternative. This finding confirms that the higher an individual's concern for environmental issues, the greater the drive to adopt a lifestyle that supports sustainability, including through the decision to buy quality second-hand goods that have a lower ecological impact than new products.

This research aligns with the study by Putra and Dhewi (2023), who found that environmental awareness and green consumer behaviour significantly influence the purchase decisions of thrifting products. They assert that green marketing and environmental education conducted by thrifting businesses can enhance consumer perception of the product's sustainable value while strengthening loyalty. Additionally, a study by Kang et al. (2023) also supports this finding by showing that consumers with a positive attitude towards sustainability and environmental responsibility are more likely to choose environmentally friendly products, including from thrifting, as part of their commitment to reducing the negative impacts of conventional consumption.

Consumer behaviour that supports green consumerism is influenced not only by personal factors but also by social norms and an understanding of environmental consequences. The Theory of Planned Behavior suggests that attitudes and awareness of environmental issues are strong predictors of

purchase interest in products that support sustainability (Ajzen, 2020). In the context of thrifting, consumers with high awareness of fashion waste issues and natural resource conservation actively seek more responsible alternatives. Therefore, education and marketing campaigns that emphasize sustainability aspects will strengthen green consumer behaviour and drive the growth of the thrifting market among the younger generation. Practically, this finding implies that thrifting businesses and policymakers need to strengthen communication strategies that highlight the values of sustainability and social responsibility. A marketing approach that educates consumers about the environmental benefits of thrifting can increase purchase interest while fostering a community of environmentally conscious consumers. Thus, the development of green consumer behaviour is key to expanding the thrifting market, which is not only economically valuable but also contributes positively to the environment and society at large.

The Influence of Fashion Involvement on Thrifting Purchase Decision

The research results reveal that the Fashion Involvement variable has the strongest positive and significant influence on thrifting purchase decisions among Generation Z in Sumbawa Regency. This confirms that a high level of interest, attention, and passion for the world of fashion drives individuals to be more active in making purchase decisions for thrifting products. Strong involvement with fashion reflects how consumers view thrifting not just as an economic activity, but also as an expression of identity and lifestyle rooted in their personal interest in fashion trends and aesthetics.

This finding is consistent with research conducted by Kim and Kim (2021), which shows that fashion involvement plays a crucial role in influencing the purchasing behaviour of young consumers, especially in the sustainable fashion market segment. Their study emphasizes that consumers with high involvement in the fashion world are more likely to be aware of the aesthetic and social values of thrifting products, thereby increasing their probability of making a purchase. Furthermore, research by Li et al. (2022) also confirms that fashion involvement is a strong predictor in the context of fashion consumer behaviour in the digital era, where emotional and cognitive involvement contributes to purchase intention and brand loyalty, particularly among the younger generation who prioritize sustainability and product uniqueness.

This involvement in fashion not only impacts one-time purchase decisions but also influences repeat purchase behaviour and brand advocacy. Generation Z with high fashion involvement tends to actively seek inspiration from various sources, including social media and fashion communities, and is more proactive in sharing experiences and recommending thrifting products to their social networks. Therefore, developing marketing strategies that can

increase consumer involvement with the world of fashion is vital for thrifting businesses to strengthen purchase interest and customer loyalty. Practically, this result underscores the importance for businesses in the thrifting industry to understand the needs and aspirations of a market that is heavily influenced by fashion involvement. For example, by offering varied, attractive, and trend-relevant products, and providing interactive platforms that encourage emotional and social consumer engagement. This approach not only enhances product appeal but also builds a loyal and sustainable customer community among Generation Z in Sumbawa Regency, a market segment with great potential for thrifting business growth.

CONCLUSION

Based on the analysis and discussion of the research findings, several key conclusions can be drawn. First, Social Media Marketing exerts a positive and significant influence on thrifting purchase decisions. The results indicate that the more intensive and effective the use of social media marketing through strategies such as delivering relevant visual content, maintaining active consumer interactions, and leveraging influencer endorsements the greater the tendency of Generation Z in Sumbawa Regency to purchase thrifting products. Social media in this context functions not only as a promotional medium but also as a platform for fostering emotional connections and consumer trust, ultimately enhancing purchase interest and facilitating transaction realization. Second, Green Consumer Behaviour also demonstrates a positive and significant influence on thrifting purchase decisions. High levels of environmental awareness and pro-sustainability behavior such as concern over textile waste, a commitment to reducing the negative impact of fast fashion, and a willingness to buy preloved items play a crucial role in driving purchasing behaviour. For Generation Z with strong environmental values, thrifting is perceived as an ethical and sustainable consumption choice, making green consumer behaviour a critical determinant in shaping preferences within this market segment. Third, Fashion Involvement emerges as the strongest positive and significant predictor of thrifting purchase decisions. High engagement with the fashion world manifested through interest in current trends, enjoyment in curating personal style, and the use of fashion as a form of self-expression encourages Generation Z to be more proactive in seeking and purchasing thrifting products. This finding highlights that personal and emotional connections to fashion are the most dominant factors in the decision-making process, underscoring the central role of individual style identity in influencing purchase behaviour.

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