



Sustainable Fashion Intentions: A TPB-Based Study on the Shift from Fast Fashion to Thrift Shopping among Indonesian University Students

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Abstract. This study aims to investigate the sustainable fashion intention of university students towards fast fashion and thrift shopping in Indonesia. To achieve this goal, the study applied the theory of planned behavior and analysed the data using the structural equation model approach. The study found that only three of the basic elements of the theory of planned behavior models can more effectively explain sustainable fashion intention. The findings suggest that social and cultural influences, environmental awareness, and psychological factors significantly impact thrift shop practice. The results of this study have significant implications for policymakers in Indonesia who seek to promote thrift shopping as part of the sustainable fashion movement among university students. This study can help policymakers articulate strategic plans that prioritize environmental awareness of fashion waste, economic benefits, and social responsibility, starting with university students, thereby emphasizing the practical relevance of the study. However, the study acknowledges that further research is needed to explore potential limitations and areas for improvement in this field.

Keywords: Thrift Shopping, Theory of Planned Behavior, Structural Equations Model, University Students, Sustainable Fashion

1 Introduction

Thrift shops, increasingly popular among younger consumers, have become prominent retail destinations that support sustainability principles in the fashion industry (Errázuriz et al., 2024; Loftus, 2024). Their appeal is driven by economic value, product uniqueness, and growing environmental awareness, signalling a positive shift towards sustainable consumption. Prior research demonstrates that secondhand clothing consumption is influenced by social values, perceived status, and identity expression (Herjanto et al., 2024). Generational differences are evident: Generation Z tends to view thrifting as part of a digital and sustainable lifestyle, while Generation X is more sceptical (Bardhi & Arnould, 2005; Guiot & Roux, 2010; Ross et al., 2023). Park & Lin, 2020, supported by Herjanto et al. (2024) & Calvo-Porrall & Viejo-Fernández (2024), highlight Generation Z's unique position as both environmentally conscious and highly consumptive, a paradox reflected in their simultaneous preference for sustainable products and continued interest in fast fashion. This demographic has emerged as a significant driver in the growth of the secondhand clothing market.

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Despite these developments, cross-generational research on thrifting in Indonesia remains limited, even as the practice expands rapidly through online platforms. Existing studies have examined thrift shopping among Indonesian youth from various perspectives, including purchase decision factors (cultural, social, personal, psychological) (Maula & Irianti, 2024), determinants of purchase intention (perception, lifestyle, brand, social media), and its role in sustainable fashion within *fiqh muamalah* and legal contexts (Afdhalia & Oman Fathurohman, 2025). However, none have integrated the Theory of Planned Behavior (TPB) to explain thrift shopping behaviour by linking attitudes, subjective norms, and perceived behavioural control to purchase intention and experience. Furthermore, empirical evidence remains scarce on how sustainable fashion awareness and environmental concern influence thrift shopping among cross-disciplinary university students. This study addresses these gaps by examining the sustainable fashion intentions of Indonesian university students towards both fast fashion and thrift shopping. It makes three contributions. First, it integrates TPB with sustainability-related construct to provide a comprehensive behavioural framework for understanding thrift shopping in an emerging market context. Second, it focuses on cross-disciplinary university students, a group whose perspectives and behaviours remain underexplored in the literature. Third, it offers empirical insights into the interplay between sustainable fashion awareness, environmental concern, and consumer intentions, which are valuable for policymakers, educators, and industry stakeholders seeking to promote sustainable consumption.

2 Literature Review

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by (Ajzen, 1991), posits that human behavior is primarily determined by three core psychological components: Attitude Toward the Behavior (ATB), Subjective Norms, and Perceived Behavioral Control (PBC). These three elements jointly influence behavioral intention, which in turn serves as the most proximal predictor of actual behavior. When contextual constraints or enablers are present, PBC may also directly impact behavior (Ajzen, 2011; La Barbera & Ajzen, 2020). As TPB framework is underpinned by cognitive belief systems: behavioral beliefs (outcomes of the behavior), normative beliefs (social expectations), and control beliefs (barriers and resources), each forming a predictive structure that drives behavioral intention (Armitage & Conner, 2001); these foundational beliefs help explain the variability in behavioral outcomes, particularly in complex decisions like sustainable consumption. Understanding these constructs enables both researchers and practitioners to identify not only motivations but also barriers to action, which in turn can inform targeted interventions, such as skills training, awareness campaigns, or improving access to sustainable products, to encourage positive behavior. In this study, the TPB framework is adopted to delve into the intricacies of youth engagement in sustainable thrift shopping. The model is further enriched by integrating sustainability-related drivers into the TPB's core dimensions, providing a holistic lens through which to examine youth behavior in the context of circular fashion consumption.

2.2 Perceived Behavioral Control (PBC)

Ajzen (1991, 2011) explains perceived behavioural control (PBC) as two subcomponents of: control beliefs, which pertain to the perceived availability of resources and opportunities, and perceived power, which involves evaluating how external factors facilitate or hinder behavior (Ajzen, 2011; Islam et al., 2023; Tommasetti et al., 2018; Wang & Kang, 2024). As such, PBC not only influences intention but may also have a direct effect on behavior when individuals are faced with enabling factors like easy access to thrift stores or inhibiting factors like high prices of sustainable products in the actual behavioral context. If an individual perceives that thrift shopping is endorsed and practiced by their peers or community, they are more likely to adopt similar behaviors. Perceived behavioral control (PBC) refers to the perceived ease or difficulty of performing a behavior and reflects both internal capacity and external constraints.

Within the Perceived Behavioral Control framework, barriers are perceived obstacles—such as social image concerns, negative feelings toward used items, or limited access to suitable products—that reduce an individual's sense of control and lower their intention to perform a behavior, like buying secondhand clothing (Hur, 2020). Emotional and hedonic factors are pleasure-driven feelings, such as joy, nostalgia, stress relief, and the thrill of finding unique items, that enhance a person's perceived ability and willingness to engage in a behavior, thereby strengthening their intention and actual participation (Hur, 2020; Kim et al., 2021). Convenience, on the other hand, is the perceived ease of performing a behavior, influenced by time, effort, and simplicity, which significantly reduces barriers and increases the likelihood of action, making the audience feel more at ease (Hur, 2020).

2.3 Subjective Norms

Subjective norms capture the perceived social pressures to perform or avoid specific behavior. These norms operate through both injunctive expectations (what significant others believe one should do) and descriptive norms (what others in one's social group do) (Ajzen, 1991). Supported by Tommasetti et al. (2018) and Islam et al. (2023) defines subjective norms as the perceived social pressures from important others (e.g., peers, family, society) to perform or not perform the behaviour. Within the subjective norm's framework, environmental awareness, recognition and concern for environmental issues, is a guiding force within the Theory of Planned Behavior. It functions as an indicator of subjective norms, shaping perceptions of what significant others (e.g., peers, community, society) value or expect regarding environmentally responsible conduct. This awareness, when reflected in the collective expectations of one's social network, becomes a powerful tool for shaping behavioral intentions (Islam et al., 2023; Singh et al., 2018; Tommasetti et al., 2018). When individuals perceive that their social environment prioritizes sustainability and eco-friendly practices, such as purchasing secondhand clothing, they are more likely to experience normative pressure, which is the influence that others' perceived expectations have on an individual's behavior, to comply with these expectations. This social influence reinforces the salience of environmental values in shaping behavioral intentions, as individuals seek to align their

actions with the environmentally conscious standards endorsed by their reference groups (Ek Styvén & Mariani, 2020; Hur, 2020).

Social and cultural influences, within the subjective norm's framework, encompass the shared beliefs, values, customs, and behavioral expectations within a society or community that define what is considered appropriate or desirable behavior. As indicators of subjective norms, these influences emerge through the perceived expectations of reference groups, such as family, friends, or broader cultural communities, regarding engagement in behaviors like sustainable or secondhand consumption. Social influences serve as the direct source of subjective norms, stemming from the expectations of significant others, while cultural influences provide the broader framework that shapes and reinforces these expectations (Islam et al., 2023; Singh et al., 2018; Tommasetti et al., 2018). The mechanism of social comparison, where individuals evaluate their own behavior in relation to others, intensifies the pressure to conform to prevailing norms, making individuals feel connected and part of a larger community. When social and cultural contexts promote sustainable practices or assign positive social value to actions such as purchasing secondhand clothing, individuals are more likely to develop normative beliefs that support these behaviors (Hur, 2020).

2.4 Attitudes Towards Behavior

Within the TPB framework, attitude toward the behavior (ATB) refers to an individual's positive or negative evaluation of performing a particular action, shaped by their beliefs regarding the potential outcomes (Ajzen, 1991). The more favorable an individual's evaluation of the behavior, the stronger their intention to engage in it (Crawley, 2007). For instance, youths who perceive thrift shopping as a sustainable and socially responsible act may be more likely to develop a firm behavioral intention to engage in it (Fischer & Karl, 2022; La Barbera & Ajzen, 2020). Attitude toward behaviour (ATB) also can be characterized as the mental or neural condition of the owners and executives of the organization that might stimulate them to follow circularity principles in the operations of a firm (Khan et al., 2020). Tommasetti et al. (2018) defines ATB as the individual's positive or negative evaluation of performing the behaviour in question (Islam et al., 2023).

Discussing psychological factors encompasses the internal mental and emotional states that shape an individual's attitudes, motivations, and decision-making processes. These factors include, but are not limited to, self-esteem, the need for self-expression, personal gratification, risk perception, which is the subjective judgment that people make about the severity of a risk, and emotional satisfaction. Herjanto et al. (2024) define psychological factors as internal characteristics or traits that influence attitudes, motivations, and intentions. Within the domain of consumer behavior, these factors guide preferences, values, and attitudes toward products, such as the desire for uniqueness, creative self-expression, and the hedonic value, which is the pleasure and excitement derived from shopping for secondhand items. Psychological factors play a pivotal role in both intention formation and the execution of purchase behavior, shaping how consumers interpret information, assess risks, and make choices (Ek Styvén & Mariani, 2020; Hur, 2020; Kim et al., 2021). While economic considerations are the bedrock of

consumer decision-making, the practical evaluation of financial factors is equally important. These factors, such as cost, savings, affordability, and perceived value, are not just theoretical concepts. They are the tangible aspects that guide consumer choice. They also extend to economic incentives that enhance purchase attractiveness, positioning affordability and potential savings as central drivers of consumer choice (Herjanto et al., 2024; Singh et al., 2018). In the context of secondhand or circular fashion, economic considerations frequently serve as a primary motivation, as consumers are drawn to lower prices, the opportunity to acquire more items within the same budget, and the satisfaction of making financially prudent decisions. This understanding of economic motivations is crucial in influencing consumer attitudes and purchase intentions, making them critical determinants of secondhand and sustainable consumption behaviors (Hur, 2020; Kim et al., 2021; Singh et al., 2018).

2.5 Thrift Shopping Practice

Thrift shopping, the act of purchasing secondhand goods through various channels like garage sales, thrift stores, or secondhand shops (Bardhi, 2003), is a significant player in promoting sustainable practices. Thrift stores, often sustained by donated merchandise, support mission-oriented activities that aid those in need, bolster local communities, and promote sustainable practices (Mitchell & Montgomery, 2010). They also provide economic advantages such as budgeting, savings, and reduced transaction costs (Miller, 1998). The growth of secondhand retail, driven by consumer and market shifts, brings both utilitarian and hedonic rewards, including access to unique and branded products (Bardhi & Arnould, 2005). In the current global context of heightened concern over the environmental impact of the fashion industry's linear production and consumption model (Ostermann et al., 2019, 2021), thrift stores have emerged as key players in the circular economy. They extend clothing lifecycles, reduce waste, conserve resources, and serve as educational platforms that promote sustainable fashion. Despite their growing relevance, there is a research gap in integrating behavioural frameworks such as the Theory of Planned Behavior (TPB) with sustainability constructs to explain thrift shopping behavior, especially among university students in emerging markets. This study aims to fill this gap by investigating how attitudes, subjective norms, perceived behavioral control, and sustainability awareness influence thrift shopping intentions in the Indonesian higher education context.

Based on the above discussion, the following hypothesis are derived:

H1: Barrier to Thrift Shop has a significant influence on thrift shop practices.

H2: Convenience and Accessibility have a significant positive influence on thrift shop practices.

H3: Emotional and Hedonic Factor have a significant influence on thrift shop practices.

H4: Environmental Awareness has a significant influence on thrift shop practices.

H5: Social and Cultural Influences have a significant influence on thrift shop practices.

H6: Psychological Factors have a significant influence on thrift shop practices.

H7: Economic Considerations have a significant influence on thrift shop practices.

3 Research Method

This study adopts a quantitative research approach using a structured questionnaire administered to members of university students. The research was conducted in Bandung City and Surabaya City, Indonesia, a city characterized by a high level of awareness of fast fashion trends among university students. Previous studies (Priscillia et al., 2024) have indicated that adolescents in Bandung demonstrate strong consumer behavior tendencies related to fast-changing fashion trends. Additionally, the thrifting phenomenon has become an integral part of youth fashion culture in the city, particularly among students, influenced in part by the prominence of Gedebage Market, one of the largest thrift shopping hubs in Bandung (A'yuni et al., 2025; Widianti et al., 2024). Bandung and Surabaya were chosen as the city to be examined because these two cities have the biggest thrift shop culture in Indonesia (A'yuni et al., 2025; Syafa'ati & Khusyairi, 2024).

Participants were selected using purposive sampling, targeting individuals who had prior experience with thrift shopping (Campbell et al., 2020; Maulidyah et al., 2024). A total of 140 valid responses were collected for analysis. The data analysis comprises two main components: descriptive statistics and inferential statistics. Descriptive statistics were used to summarize the demographic characteristics of the respondents and to provide contextual insights relevant to the research objectives. Inferential statistical analysis was conducted to test the research hypotheses and examine the relationships among the key constructs derived from the Theory of Planned Behavior. To test the hypothesis Structural Equation Model was used (Hair et al., 2019; Hancock, 1997; Moshagen & Erdfelder, 2016).

4 Results and Discussions

The measurement model was examined prior to the structural model analysis to confirm the reliability and validity of the latent constructs. Referring to the evaluation guidelines from (Hair Jr et al., 2021) on (Edeh et al., 2023), this process involved assessing indicator loadings, internal consistency, convergent validity, and discriminant validity. Indicators with outer loadings below 0.70 were identified and subsequently removed from the model to maintain measurement accuracy. Most indicators exceeded the threshold, indicating strong item reliability. Figure 1 illustrates the revised PLS-SEM model, displaying only the retained indicators with acceptable loading values.

Composite Reliability (CR) values for all constructs exceeded the recommended threshold of 0.70, demonstrating strong internal consistency. The Average Variance

Extracted (AVE) for each construct was above 0.50, except for Environmental Awareness and Social and Cultural Influences. However, when examining the outer loadings of both constructs, all indicators met the acceptable threshold. Therefore, despite the AVE values falling below 0.50, both constructs remain relevant and are retained in this study because of the composite reliability satisfies the threshold (Hair Jr et al., 2021). The Fornell-Larcker criterion and Heterotrait-Monotrait ratio (HTMT) were used to assess discriminant validity. The square root of the AVE for each construct exceeded its correlations with other constructs, and HTMT values remained below the threshold of 0.90, indicating that the constructs are empirically distinct. A full summary of reliability and validity indicators is presented in Table 1.

From the statistical test using partial t-test, it appears that Social and Cultural Influences, Environmental Awareness and Psychological factor give significant impact on Thrift Shop Practice among the university students. Table 2 shows the full result of this statistical test.

The results of this study indicate that two dimensions under Subjective Norm, Environmental Awareness (H4) and Social and Cultural Influences (H5) as well as one dimension under Attitude Toward Behavior Psychological

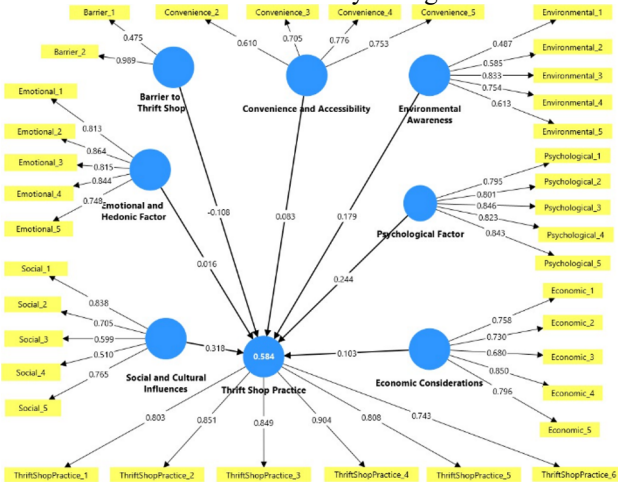


Fig. 1. The Measurement Model Analysis of Thrift Shop Practice

Table 1. Summary of Reliability and Validity PLS-SEM

Construct	Items	Loadings	Path Coefficients	Cronbach Alpha	Composite Reliability	AVE
Barrier to Thrift Shop	Barrier_1	0.475	-0.108	0.506	1.862	0.602
	Barrier_2	0.989				
Convenience and Accessibility	Convenience_2	0.610	0.083	0.676	0.674	0.509
	Convenience_3	0.705				
	Convenience_4	0.776				
	Convenience_5	0.753				
Environmental Awareness	Emotional_1	0.813	0.016	0.879	0.897	0.668
	Emotional_2	0.864				
	Emotional_3	0.815				
	Emotional_4	0.844				
	Emotional_5	0.749				
Social and Cultural Influences	Social_1	0.838	0.103	0.850	0.850	0.850
	Social_2	0.765				
	Social_3	0.599				
	Social_4	0.510				
	Social_5	0.765				
Psychological Factor	Psychological_1	0.795	0.244	0.758	0.758	0.758
	Psychological_2	0.801				
	Psychological_3	0.823				
	Psychological_4	0.843				
	Psychological_5	0.843				
Economic Considerations	Economic_1	0.758	0.808	0.808	0.808	0.808
	Economic_2	0.730				
	Economic_3	0.680				
	Economic_4	0.850				
	Economic_5	0.796				

Emotional and Hedonic Factor	Emotional_2	0.864				
	Emotional_3	0.815				
	Emotional_4	0.844				
	Emotional_5	0.748				
Environmental Awareness	Evinronmental_1	0.487	0.179	0.741	0.815	0.443
	Evinronmental_2	0.585				
	Evinronmental_3	0.833				
	Evinronmental_4	0.754				
	Evinronmental_5	0.613				
Social and Cultural Influences	Social_1	0.838	0.318	0.728	0.796	0.481
	Social_2	0.705				
	Social_3	0.599				
	Social_4	0.510				
	Social_5	0.765				
Psychological Factor	Psychological_1	0.795	0.244	0.884	0.93	0.676
	Psychological_2	0.801				
	Psychological_3	0.846				
	Psychological_4	0.823				
	Psychological_5	0.843				
Economic Consideration	Economic_1	0.758	0.103	0.825	0.845	0.585
	Economic_2	0.730				
	Economic_3	0.680				
	Economic_4	0.850				
	Economic_5	0.796				
Thrift Shop Practice	ThriftShopPractice_1	0.803	-	0.907	0.913	0.685
	ThriftShopPractice_2	0.851				
	ThriftShopPractice_3	0.849				
	ThriftShopPractice_4	0.904				
	ThriftShopPractice_5	0.808				
	ThriftShopPractice_6	0.743				

Table 2. Type Styles

Hypothesis	t-statistics	P-values	Result
H1: Barrier to Thrift Shop has a significant influence on thrift shop practices	0.980	0.327	Not Accepted
H2: Convenience and Accessibility to Thrift Shop has a significant influence on thrift shop practices	0.744	0.457	Not Accepted
H3: Emotional and Hedonic Factor has a significant influence on thrift shop practices	0.119	0.905	Not Accepted
H4: Environmental Awareness has a significant influence on thrift shop practices	2.477	0.013	Accepted

H5: Social Factor has a significant influence on thrift shop practices	3.262	0.001	Accepted
H6: Psychological Factor has a significant influence on thrift shop practices	2.345	0.019	Accepted
H7: Economical Factor has a significant influence on thrift shop practices	1.196	0.232	Not Accepted

Factors (H6), significantly influence Indonesian university students' intentions to purchase thrift shop products. These findings reinforce the idea that subjective values, environmental knowledge, and emotional motivations are critical drivers in shaping sustainable consumer behavior. Students' awareness of the environmental consequences of fast fashion appears to play a pivotal role in encouraging positive attitudes toward secondhand clothing. As digital natives, these students are continually exposed to content surrounding environmental degradation across multiple online platforms. This media exposure cultivates a strong sense of environmental responsibility, which becomes internalized and manifests as intrinsic psychological motivators, such as the desire to feel ethically responsible, emotionally fulfilled, and environmentally conscious when making fashion purchases.

The results demonstrate that the four hypotheses, namely H1 (Barrier to Thrift Shop), H2 (Convenience and Accessibility), H3 (Emotional and Hedonic Factors), and H7 (Economical Factors), did not receive support. The Theory of Planned Behavior (TPB) is not disconfirmed by this result, but it rather points out that these specific aspects do not significantly affect the level of participation in thrift shopping of Generation Z university students. According to the TPB, the attitude toward the behavior (ATB), the subjective norm (SN), and the perceived behavioral control (PBC) interact to explain behavior formation and thus the TPB remains a strong framework in this respect (Ajzen, 1991). Perceived Behavioral Control (PBC) from the TPB perspective is a measure of the perceived difficulty or ease of an individual in executing a behavior, derived from past experiences and expectations of challenges (Ajzen, 2002). The fact that the "barrier" and "convenience-accessibility" aspects are not significant indicates that external or situational factors do not play a decisive role in the lives of Gen Z consumers. Despite barriers that may exist or different levels of accessibility, the student community's thrift shopping participation is not constrained by environmental conditions but by their internal motivations and social influences. The finding is consistent with those studies, which argue that digital-native consumers generally consider behavioral control through online alternatives and social validation rather than physical access or convenience (Lim et al., 2024; Pathak et al., 2022).

Also, Emotional and Hedonic Factors were insignificant in behavioral prediction, which means that for this generation, thrift shopping provides less of an emotional satisfaction and self-expressive pleasure, rather, the behavior is guided by collective norms and sustainability values. Although hedonic motivation has been a major driver in the fashion consumption models of the past (Guiot & Roux, 2010), the existing evidence suggests that the university student consumers have matured and view the reuse of pre-loved items less as a novel source of joy and more as a socially embedded or

ethically informed practice. The denial of the Economical Factor (H7) conveys an especially vivid implication. In general, the use of thrift stores is linked with low-income consumers and value-seeking behaviors. Yet, Gen Z seems to have moved away from economic rationality as the main predictor of behavior. Rather, for this generation thrift shopping represents the most feasible way of being authentic, individualistic, and sustainable, not just a low-priced substitute for the mainstream (Toebast-Wensink et al., 2025). Such a pattern reveals that the attitudinal component (ATB) of TPB is not only still present but also has changed - psychological gratification and social harmony now weigh more than price sensitivity as motivational factors.

On the other hand, as Social-Cultural Influence and Environmental Awareness showed significant effects, Subjective Norm plays a decisive role in shaping behavior. In this particular research, social-cultural influence's main role is to exemplify the subjective norm construct. Ajzen (1991) defines subjective norm as the perceived social pressure to comply or to resist a certain behavior, thus in this case, it measures the influence of friends, family, online communities, and the general cultural trend that supports thrift habits. Being socially networked and media-oriented, Gen Z, in particular, is influenced heavily by these factors, which provide a strong normative framework that both makes thrift shopping trendy and environmentally friendly (Elsharkawi & Sun, 2025; Ewe & Tjiptono, 2023). To conclude, the rejected hypotheses show that perceived behavioral control factors (such as barriers, accessibility) are not crucial for Gen Z consumers while subjective norm and psychological attitude are still strong predictors of involvement in thrift activities. The TPB thus still serves as an effective tool for explaining behavior formation, however, when applied to this generation, it signifies a change: thrift shopping is not so much about being easy or cheap but rather about feeling part of a group, caring for the environment, and expressing one's identity. Within the TPB framework, an individual's attitude to a behavior is influenced by behavioral beliefs - personal views of the anticipated results of thrift shopping and their respective evaluations (Ajzen, 1991). For Gen Z students, these attitudes originate mainly from the belief that thrift shopping is a way to express oneself, be aware of the environment, and belong to a group rather than just being cheap or easy. Thus, these findings hold practical relevance for thrift shop owners seeking to build resonance with this demographic.

In this context, the application of Framing Theory is particularly valuable for crafting effective sustainability communication strategies. Framing Theory posits that the way information is structured and presented significantly shapes audience interpretation and behavioral response (Entman, 1993). Based on this study's results, thrift shop owners can apply this theory in three strategic ways:

- **Environmental Framing:** Emphasize the environmental benefits of thrift shopping—such as reducing textile waste and extending clothing lifecycles—to appeal to students' eco-conscious values.
- **Narrative and Storytelling:** Use storytelling techniques to highlight the emotional satisfaction, ethical pride, and identity formation associated with sustainable fashion. Emotional framing has been shown to boost engagement and drive pro-environmental behavior (Moezzi et al., 2017).

- **Influencer Framing:** Showcase endorsements by influential individuals—such as content creators or campus trendsetters—wearing thrifted clothing to amplify social norms and inspire emulation. This aligns with the descriptive norm mechanism in TPB and enhances message effectiveness (Scheufele & Tewksbury, 2007).

As such, the thrift shop industry stands to benefit significantly from this growing segment. If businesses shift their communication approach to focus more on sustainability rather than solely economic value, they can foster deeper trust, broaden their market reach, and strengthen brand identity. Since this audience segment is particularly receptive to environmental values, aligning messaging with sustainability principles presents a timely and impactful opportunity.

5 Conclusion

The study concludes that university students' intention to purchase thrift shop products is significantly influenced by both subjective norms. Their understanding of the thrift industry's role in mitigating environmental damage caused by fast fashion fosters positive attitudes toward secondhand clothing, shaped by their constant exposure to environmental issues through digital media. This awareness generates psychological motivation, making them feel good, satisfied, and environmentally responsible when buying thrift items. Additionally, perceptions from their social circles and influential figures reinforce acceptability, trendiness, and inspiration associated with thrift shopping. These insights provide a valuable foundation for thrift shop owners to design strategies that align with students' environmental values and social influences. For instance, they can promote the environmental benefits of thrift shopping, leverage social influences to endorse thrift items, and create a welcoming and trendy atmosphere in their stores.

However, there is also potential contradiction between the results. On one side, environmental consciousness was a major driving factor for consumers to buy second-hand products, but on the other hand, this finding can be interpreted as social desirability bias which means that survey participants portray themselves to be more environmentally friendly than they really are. Since being sustainable becomes increasingly trendy among youth customers, the above-mentioned bias may partially account for the reasons why factors related to the environment are spoken of so highly, and thus, upcoming research could be more cautious in ascertaining the genuineness of these self-reports by looking at actual behaviors or carrying out observations. In the end, this research gives a fresh angle on the way descendants would re-think buying second-hand goods, not only as a hunt for the cheapest or trendiest items, but as a manifestation of their care for the environment and society. Such results emphasize a change in the young that sees eco-friendliness as a core of one's personality and daily consumption habits.

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