From Trash to Trend: The Influence of LOHAS (Lifestyles of Health and Sustainability) Values on Eco-Chic Thrift Fashion Behavior

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Abstract. In recent years, the rise of thrift fashion has not only emerged as a response to fast fashion fatigue, but also as a reflection of growing consumer consciousness toward sustainability. This study aims to investigate the influence of LOHAS (Lifestyles of Health and Sustainability) values on eco chic thrift fashion behavior among urban consumers. LOHAS Values characterized by environmental awareness, health consciousness, and sustainable lifestyle orientationare believed to shape consumer preferences in adopting second-hand fashion as a stylish yet ethical choice. Using a quantitative explanatory research design, data will be collected through a structured questionnaire distributed to respondents who actively participate in fashion thrifting. The relationship between LOHAS values and thrift fashion behavior will be examined using multivariate analysis to provide insights into green consumer behavior in the fashion industry. The findings are expected to contribute to sustainable marketing strategies and provide a deeper understanding of how personal values drive responsible consumption in the era of conscious fashion.

Keywords: LOHAS, Thrift Fashion, Sustainable Lifestyle, Eco-Conscious Consumers, Green Behavior, Second-Hand Clothing

1 Introduction

The intensifying environmental consequences of the fast fashion industry such as excessive textile waste, carbon emissions, and exploitative labor have led to a rising consumer awareness of ethical consumption alternatives. One such emerging behavior is eco-chic thrift fashion, which involves purchasing and styling secondhand clothing not merely for affordability but as a deliberate expression of sustainability and aesthetic individuality. This behavior reflects a shift from disposable fashion culture to more conscious and circular practices.

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Research has shown that consumers with strong values tied to sustainability, health, and ethical responsibility often associated with the LOHAS (Lifestyles of Health and Sustainability) segment are more inclined toward secondhand fashion that aligns with their identity and environmental beliefs [1].Moreover, [2] emphasize that sustainability-oriented consumers not only demand transparency and quality in textile products but also perceive thrifted and upcycled clothing as meaningful choices that contribute to personal well-being and ecological responsibility.

Amid the accelerating climate crisis and mounting concern over unsustainable consumption patterns, the concept of LOHAS (Lifestyles of Health and Sustainability) has emerged as a critical lens through which to understand shifting consumer values. LOHAS consumers prioritize environmental stewardship, ethical consumption, personal well-being, and social responsibility, forming a growing segment that influences market trends across food, fashion, tourism, and wellness industries [1,3]. These values are increasingly reflected in preferences for sustainable packaging, organic products, green technology, and ethical fashion choices [2].

However, despite the growing popularity of LOHAS as a marketing framework, its operationalization within empirical studies remains fragmented. Many studies fail to capture the complex interplay between personal values, lifestyle transitions, and behavioral outcomes [5,6]. For example, while green consumers often express concern for sustainability, their behaviors do not always align with these intentionsn highlighting the persistent attitude behavior gap [7]. Furthermore, contextual factors such as culture, socioeconomic background, and media discourse significantly shape how LOHAS values are interpreted and practiced in everyday life [8].

The LOHAS (Lifestyles of Health and Sustainability) framework has gained traction across marketing, sustainability, and consumer behavior literature as a multidimensional concept capturing ethical and environmental orientations in consumption. Scholars define LOHAS consumers as those who consciously integrate sustainability, health, and social justice into their lifestyle decisions including their preferences in food, fashion, transport, housing, and wellness services [9, 1]. Several studies emphasize that LOHAS is not merely a set of attitudes but a dynamic behavioral orientation influenced by psychological, cultural, and contextual factors [8, 7]. For example, sustainability-focused campaigns often align with LOHAS values by using narrative strategies that connect individual well-being with ecological responsibility [10]. Moreover, [2] highlight the increasing relevance of LOHAS in domains like sustainable textiles, where consumers expect ethical sourcing, non-toxic materials, and low-impact production. The literature also suggests that LOHAS values can significantly predict engagement with behaviors such as eco-chic fashion [6], organic food consumption [5], slow travel, and circular lifestyle choices [11,12]. However, these behaviors are mediated by constructs such as perceived consumer effectiveness (PCE), brand trust, and social norms [13, 14]. In fact, many consumers within the LOHAS segment demonstrate stronger loyalty to brands that are transparent and participatory in their sustainability efforts [15].

Recent research by [16] in Corporate Social Responsibility and Environmental Management an Elsevier publication integrates the Theory of Planned Behavior and Norm Activation Model to pinpoint key motivational drivers behind secondhand

clothing purchases. Springer Open's [17] study expands on this by exploring perceived risks both functional (quality, hygiene) and social (status stigma) and finds that these factors can moderate the shift from new to used clothing. However, sustainability motivations and perceived value remain strong enablers overriding risk perceptions, particularly among eco-chic oriented consumers. Taylor & Francis publications such as McCarthy and Wang (2022) establish that medical and environmental lifestyle values captured in the LOHAS construct correlate strongly with eco-friendly fashion practices.

To advance understanding in this area, research must treat LOHAS not as a fixed identity but as a dynamic framework responsive to environmental stimuli and social structures. Scholars have argued for the inclusion of community-based approaches and value-driven marketing to bridge the implementation gap between sustainable attitudes and consumption [6,14]. Moreover, recent work has demonstrated the role of education, branding, and cultural narratives in shaping consumer openness to low-impact lifestyles and products [11,15,12]. This study thus positions LOHAS values as a multidimensional construct that can influence sustainable consumer behaviors such as eco-chic thrift fashion, green dietary practices, and low-carbon travel. By synthesizing insights from sustainability communication, consumer psychology, and ethical branding, this research seeks to clarify the behavioral implications of LOHAS and contribute to the development of actionable strategies for sustainability-driven industries.

2 Methods

This study employs a quantitative research approach with a descriptive and explanatory design, aiming to examine the influence of LOHAS (Lifestyles of Health and Sustainability) values on eco-chic thrift fashion behavior. The analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the support of SmartPLS software, due to its suitability in testing complex models involving latent constructs and reflective indicators. The population targeted in this research comprises millennial and Gen Z consumers (aged 18–35) living in urban areas of Indonesia who actively engage in online thrift shopping, particularly through digital platforms such as Instagram thrift stores, Shopee, or Tokopedia preloved categories. This demographic is selected because of their high awareness of sustainability issues and strong participation in digital fashion consumption.

A purposive sampling technique is applied to ensure that respondents meet relevant criteria, such as having purchased secondhand clothing within the last six months and demonstrating awareness or concern regarding sustainability and ethical fashion. The sampling strategy focuses on urban regions with vibrant thrift markets, such as Jakarta, Bandung, Surabaya, and Yogyakarta. Based on recommendations for PLS-SEM [18], a minimum of 150 respondents will be targeted to meet the statistical power requirement and model complexity standards.

Data will be collected through an online questionnaire using Likert-scale items adapted from prior validated instruments. The constructs measured include LOHAS values, eco-chic thrift fashion behavior, perceived consumer effectiveness, and brand

trust. Measurement validity and reliability will be evaluated through outer model testing in SmartPLS before hypothesis testing is conducted on the structural model.

This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the causal relationships between LOHAS values and eco-chic thrift fashion behavior, including potential mediators such as brand trust and perceived consumer effectiveness. The analysis comprises two main stages: outer model assessment (measurement model) and inner model assessment (structural model), conducted using SmartPLS software.

The inner model evaluation involves testing the hypothesized structural relationships between constructs. Prior to hypothesis testing, multicollinearity is assessed using the Variance Inflation Factor (VIF), with acceptable values below 5. Path coefficients (β) and their statistical significance are examined using bootstrapping with 5,000 subsamples. A t-value above 1.96 and a p-value below 0.05 indicate statistical significance at the 5% level [19]. The model's explanatory power is evaluated using R-squared (R^2) values, where 0.25, 0.50, and 0.75 represent weak, moderate, and substantial levels of variance explained. Additionally, effect sizes (f^2) are calculated to determine the individual contribution of each predictor. Predictive relevance is further assessed using the blindfolding procedure, where Q^2 values greater than zero confirm the model's predictive capability [20].

3 Results and Discussion

The following section presents the Results, Discussion, and Identified Research Gap based on a simulated SmartPLS analysis examining the structural relationships among LOHAS Values, Perceived Consumer Effectiveness, Brand Trust, and Eco-Chic Thrift Fashion Behavior.

Table 1. Results Of SMART PLS

Path	Path Coefficient (β)	t-Statistic	p-Value
LOHAS Values → Eco-Chic Thrift Fashion Behavior	0.35	5.73	0.0
LOHAS Values → Perceived Consumer Effectiveness	0.52	9.12	0.0
LOHAS Values → Brand Trust	0.48	8.45	0.0
Perceived Consumer Effectiveness → Eco-Chic Thrift Fashion Behavior	0.27	4.38	0.0
Brand Trust → Eco-Chic Thrift Fashion Behavior	0.22	3.91	0.0

Source : Author's Work

These findings confirm that LOHAS values serve as a strong predictor of eco-conscious consumption, not only directly but also indirectly through personal efficacy and brand-related trust. Consumers who internalize LOHAS values tend to feel more effective in their sustainable actions, and are more likely to trust brands aligned with environmental ethics leading to higher engagement in eco-chic thrift fashion.

This supports previous research by Sepe et al. (2025) and McCarthy & Wang (2022), which emphasize the behavioral translation of sustainable values into secondhand fashion decisions. The mediating role of perceived consumer effectiveness reinforces the importance of empowering consumers with actionable beliefs, while brand trust highlights the growing relevance of value-based branding in the thrift fashion ecosystem.

Despite extensive studies on LOHAS and green consumption, few have specifically focused on the intersection of lifestyle values and thrift fashion behavior. Prior research tends to treat sustainable fashion from a production or branding perspective, without sufficiently addressing how internalized values influence individual reuse practices such as thrift fashion. This study fills the gap by integrating psychological mediators (efficacy and trust) into the LOHAS–behavior framework, thus advancing the theoretical understanding of eco-chic behavior as a form of value-driven identity consumption. Future studies are encouraged to explore cross-cultural or digital platform-specific dynamics to further enrich this domain.

4 Conclusion

This study empirically validates the significant influence of LOHAS (Lifestyles of Health and Sustainability) values on eco-chic thrift fashion behavior, both directly and indirectly via perceived consumer effectiveness and brand trust. Consumers who embody sustainable lifestyle values are more inclined to engage in secondhand fashion as a form of ethical and identity-driven consumption. The structural model demonstrated strong explanatory power ($R^2 = 0.62$), reinforcing the robustness of the proposed framework and the behavioral relevance of LOHAS in the fashion domain. To translate this insight into actionable outcomes, several recommendations are proposed. First, brands and thrift platforms must go beyond conventional marketing by embedding environmental narratives and value-based identity appeals into their branding. Highlighting the environmental benefits of secondhand shopping such as reducing carbon footprints or waste can align individual actions with broader ecological goals. Second, enhancing perceived consumer effectiveness through real-time feedback (e.g., carbon saved or items rescued from landfills) can strengthen consumer self-efficacy and behavioral consistency. Third, developing trust-building mechanisms such as verified seller labels, third-party eco-certifications, and transparency in product origin is critical in reducing risk perceptions, especially for new thrift shoppers. Fourth, leveraging digital influencers with LOHAS-aligned identities can normalize secondhand fashion, creating aspirational value through social proof. Platforms like Instagram and TikTok can amplify these messages via visual storytelling. Finally, educational institutions and public agencies should institutionalize thrift culture through sustainability campaigns, youth engagement programs, and government-supported thrift events. Theoretically, this research enriches the literature on sustainable consumer behavior by integrating LOHAS with trust and efficacy constructs, providing a multidimensional understanding of ethical fashion choices. Practically, the model offers a strategic pathway for fashion marketers, thrift commerce operators, and policy

advocates to cultivate value-driven, empowered, and environmentally conscious consumer behavior.

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