THE ROLE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION FOR THRIF CLOTHING MODERATED BY GENDER

Virdies Nur Cahya[1], Refius Pradipta Setyanto[2]
[12]Magister Ilmu Manajemen, Universitas Jenderal Soedirman
Email: nur.cahya@mhs.unsoed.ac.id[1], refius.setyanto@unsoed.ac.id[2]

Abstract

Research purposes: This study aims to analyze the influence of Social Media Marketing (SMM) on thrift clothing purchase intention with gender as a moderating variable. Research Methods: This study uses a quantitative approach with a survey method of 400 respondents who have purchased or are interested in thrift fashion products. Data analysis was conducted using multiple linear regression and moderated regression analysis (MRA) to test the interaction effect between SMM and gender. Originality/Novelty: The novelty of this study lies in the gender interaction approach in the digital marketing model for thrift products, which is still rarely studied in the context of Indonesian consumers. This study also contributes to the social media-based marketing literature with a focus on gender segmentation. Research Results: The results show that SMM has a positive and significant effect on thrift clothing purchase intention. Gender is proven to significantly moderate the relationship, with a stronger influence on the female consumer group. Findings from the multi-group analysis indicate that marketing strategies through social media are more effective in shaping women's purchase intention than men's. Implications: This study provides implications that digital marketing strategies need to be tailored to consumer demographic characteristics, particularly gender, to increase campaign effectiveness and purchase conversions in the thrift fashion industry.

Keywords: *Accountability, Integrity, Competence, Internal Control System Education Level*

Introduction

The trend of secondhand clothing consumption (thrift) has shown rapid growth in recent years, particularly among the younger generation, who are increasingly aware of environmental sustainability, the circular economy, and the expression of unique personal style. In Indonesia, the practice of thrift shopping has grown significantly, supported by advances in digital technology and the strategic role of social media as a primary channel for product distribution and promotion. The Central Statistics Agency (BPS) (2024) reported fluctuations in secondhand clothing imports from 27,564 tons in 2011 to 12.85 tons in 2023, with a trade value reaching IDR 481 million. Although limited by regulations such as Minister of Trade Regulation No. 51 of 2015 and No. 40 of 2022, high domestic demand and consumption demonstrate the sustainability of the domestic thrift market. *Social Media Marketing*(SMM) has become a crucial instrument in shaping consumer perceptions and preferences for thrift clothing. Social media serves not only as a communication and promotional channel but also as a tool for building brand identity and loyal consumer communities through digital strategies such as visual content, user reviews, and influencer endorsements (Gomes et al., 2022; Galante Amaral & Spers, 2022). Platforms like Instagram and TikTok enable intense two-way interactions between businesses and consumers, increasing brand engagement, trust, and purchase intent (Papamichael et al., 2024; Fahmi et al., 2024).

Several previous studies have demonstrated the effectiveness of SMM in shaping purchase intentions for fashion products (Evans et al., 2022; Pradeep & Pradeep, 2023), but studies specifically addressing thrift clothing in Indonesia are limited. Furthermore, few studies consider demographic variables such as gender when analyzing the relationship between SMM and purchase intentions. Meanwhile, previous research indicates that men and women respond differently to digital marketing strategies. Women are more sensitive to visual aesthetics and emotional narratives, while men are more responsive to the efficiency and functional value of a product (Cabral & Gohr, 2023; Khan et al., 2024). In this study, it is crucial to understand how gender moderates the influence of SMM on thrift product purchase intentions. This is also in line with the reference theory 'Theory of Planned Behavior' (Ajzen, 1991), which explains that purchase intentions are determined by attitudes toward behavior, subjective norms, and perceived behavioral control. SMM plays a role in shaping positive attitudes, reinforcing social norms through digital trends,

and increasing perceived control through easy access to information. Furthermore, Gender Schema Theory (Bem, 1981) is also used to state that individuals process information based on socially and culturally formed gender schemas. By integrating these two theories, this study offers scientific novelty in understanding consumer behavior in the digital era. Researchers explore gender as a moderating variable influencing the relationship between social media marketing strategies and purchasing behavior, an approach that has not been widely explored in previous studies. This study aims to analyze the influence of social media marketing on thrift clothing purchase intentions by considering the role of gender as a moderating variable. It is hoped that the results of this study can provide theoretical contributions to the development of more inclusive consumer behavior and digital marketing literature, as well as provide practical recommendations for thrift business actors in designing marketing communication strategies relevant to consumer characteristics.

Hypothesis Development
The Influence of Social Media Marketing on Intention to Purchase Thrift Clothing
Social Media Marketing(SMM) is a key strategy in the fashion industry that enables direct interaction between brands and consumers. Within the TPB domain, attitudinal elements are formed through positive content such as customer reviews, subjective norms through thrift fashion trends, and perceived behavioral control through the ease of online transactions. Previous research has shown that SMM has a significant influence on purchase intention (Cunha Campos Dieguez et al., 2024; Ki et al., 2024). Effective SMM strategies such as engagement with influencers, testimonials, and visual content increase positive perceptions of thrift products, thereby driving consumer purchase intention.
**H1 :**Social Media Marketing has a positive influence on the intention to buy thrift clothing.

The Role of Gender as a Moderator in the Influence of SMM on Purchase Intention
Although SMM influences purchase intention, its effectiveness may differ based on gender. According to Gender Schema Theory, women tend to respond emotionally to marketing messages through the peripheral pathway, while men focus more on functional aspects through the central pathway (Schiaroli et al., 2024; Korsunova et al., 2023). Women are more likely to engage with aesthetic content and storytelling on social media, while men tend to consider practical aspects such as price and benefits. These differences suggest that gender may moderate the influence of SMM on purchase intention.
H2 :*Gender moderates the influence of Social Media Marketing on thrift clothing purchase intentions.*

Based on the explanation of the theory and hypothesis above, a research model is provided to describe the relationship between variables in the research which can be seen in Figure 1.
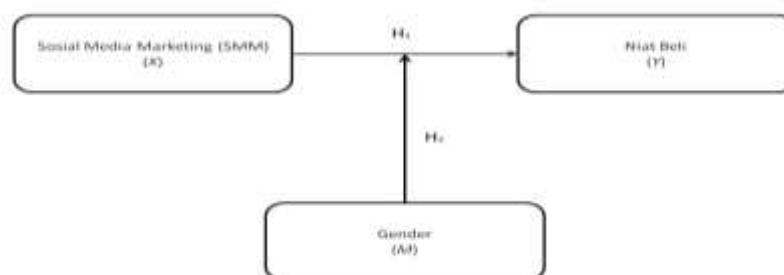
Picture 1 Research Model

Research methods
This quantitative study used a survey method to examine the relationship between Social Media Marketing (SMM) and thrift clothing purchase intentions, with gender as a moderating variable. The quantitative approach allows for objective measurement of the variables studied and statistical analysis of the data (Sugiyono, 2019).

Subjects, Objects and Research Samples
The research will be conducted in Purwokerto, a location with a high interest in thrift clothing. The subjects will be individuals who are interested in thrift clothing and actively use social media such as Instagram, TikTok, and Facebook. Their involvement in digital interactions makes them relevant in observing the influence of digital marketing strategies on consumer behavior. The research object consists of three main variables: Social Media Marketing as the independent variable, thrift clothing purchase intention as the dependent variable, and Gender as a

moderating variable. This research focuses on analyzing how these three variables interact to influence consumer purchasing decisions. Meanwhile, the target population in this study is the productive age group (15–64 years) in Purwokerto City, with a total population of 1,256,767 people. The sample size was determined using the Slovin formula, with a margin of error of 5%. The sampling technique used was convenience sampling, because it allows researchers to access respondents who match the research characteristics more efficiently (Etikan et al., 2016). Respondents were selected from online communities and active social media users who were exposed to thrift clothing marketing content.

Data Collection Techniques

The main instrument used in this study was a closed-ended questionnaire based on a 1–5 Likert scale. This questionnaire was designed to measure respondents' perceptions of digital marketing activities, purchase intentions, and differences based on gender. The questionnaire items were compiled based on indicators from previous validated studies, ensuring that the measurement of each variable conforms to conceptual and operational definitions. Data were collected online through online questionnaire distribution from January to March 2025. This data collection strategy was chosen to reach a wider range of respondents and accommodate the digital habits of the target population, particularly in the context of social media.

Data Analysis Techniques

Data analysis was conducted using Moderated Regression Analysis (MRA), which aims to test the direct influence between Social Media Marketing and purchase intention, and examine whether Gender moderates the relationship. Prior to the main analysis, validity and reliability tests were conducted on the instruments to ensure measurement accuracy and consistency. Next, classical assumption tests, including normality, heteroscedasticity, and multicollinearity, were conducted to ensure that the data met the prerequisites in regression analysis. Hypotheses were tested at a significance level of 5% ($p < 0.05$), and the coefficient of determination (R^2) was used to measure the contribution of independent variables and their interactions in explaining the dependent variable. Through this approach, the study is expected to provide an empirical understanding of the effectiveness of Social Media Marketing in influencing purchase intention for thrift clothing, as well as clarify the role of Gender as a variable that strengthens or weakens this influence.

Results and Discussion
Population and Sample Respondents

This study involved a population of approximately 1,256,767 social media users interested in thrift clothing. Using the Slovin formula and a 5% margin of error, the minimum sample size is 400, but the study used 602 respondents from active thrift buyer communities on Instagram, TikTok, and Facebook, selected based on affordability and suitability criteria. Of the 602 respondents, 49% were female and 51% were male, resulting in a fairly balanced gender distribution. This supports the gender moderation analysis of the influence of SMM on thrift clothing purchase intentions, given that women tend to be more responsive to fashion marketing through social media, while men are more pragmatic and pay attention to functional aspects.

Descriptive Test

The research instrument was a 10-item questionnaire using a 5-point Likert scale to measure the variables of SMM, Thrift Clothing Purchase Intention, and Gender as a moderating variable (coded 1 = female, 2 = male). The SMM variable consists of five items (Q1–Q5) as the independent variable, while Purchase Intention consists of five items (Q6–Q10) as the dependent variable. The variable value is calculated from the average score of the related items.

Table 1 Descriptive Test Results

Variables	Item	Mean	Std Deviation
Social Media Marketing	Q1	4.44	0.833
	Q2	4.28	0.943
	Q3	4.22	0.943
	Q4	4.21	0.924
	Q5	4.32	0.895
Purchase Intention	Q6	3.64	1,262
	Q7	3.78	1,202
	Q8	4.16	0.863
	Q9	3.98	0.877
	Q10	4.14	0.885

Descriptive analysis showed a high average SMM score (mean 4.21–4.44), indicating a positive and homogeneous perception of the effectiveness of social media marketing. The Purchase Intention variable also showed a high average value (mean 3.64–4.14), reflecting a strong and consistent purchase intention among respondents. These results confirm that the majority of respondents have a positive perception of SMM and a high purchase intention for thrift clothing.

Validity and Reliability Test
Validity testing aims to ensure that each questionnaire item is able to accurately measure the intended construct. In this study, validity was measured using the Pearson product-moment correlation between each item and the total score of the construct. An item is declared valid if the significance value (Sig. 2-tailed) is <0.05 and the correlation coefficient is positive (Hair et al., 2010). The test results presented in Table 1 show that all items in both variables, Social Media Marketing (Q1–Q5) and Purchase Intention (Q6–Q10)—have a significance value of 0.000 and a positive correlation coefficient. This indicates that all items are statistically valid and have adequate relationship strength with their main construct.

Table 2 Validity Test Results

Variables	Item	Pearson correlation	Sig. Value	Cronbach Alpha
Social Media Marketing	Q1	.224**	0.000	0.825
	Q2	.418**	0.000	
	Q3	.344**	0.000	
	Q4	.414**	0.000	
	Q5	.361**	0.000	
Purchase Intention	Q6	.509**	0.000	0.836
	Q7	.470**	0.000	
	Q8	.440**	0.000	
	Q9	.354**	0.000	
	Q10	.525**	0.000	

Next, a reliability test was conducted to assess the internal consistency of the instrument using the Cronbach's Alpha index. According to Hair et al. (2017), an Alpha value above 0.70 indicates high reliability, while a value above 0.60 is still acceptable in the context of social research and consumer behavior. The test results showed that the Social Media Marketing variable had a Cronbach's Alpha value of 0.825, and the Purchase Intention variable was 0.836. Both values indicate that the instrument used has excellent reliability, with adequate internal consistency to proceed to the next stage of analysis. Overall, the results of the validity and reliability tests prove that the instrument in this study has met the requirements for reliable measurement quality, both in terms of accuracy and consistency. All indicators in each variable have a correlation value > 0.176 (r table, n = 107, α = 5%), which means it is valid. The reliability test showed that the Cronbach's Alpha value for all variables was > 0.70, so all instruments were declared reliable.

Normality Test

The normality test aims to determine whether the data is normally distributed, which is one of the prerequisites in linear regression analysis. In this study, the normality test was conducted using the chi-square method (Hair et al., 2017). Data is categorized as normally distributed if the chi-square value < the chi-square table. The chi-square table value in this study (p-value 0.05 and n = 602 is 660.18. Therefore, this research model is normally distributed as shown in Table 3 below.

Table 3 Normality Test Results

	Standardized Residual
Chi-Square	287.346a
df	218
Asymp. Sig.	0.116
a. 219 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 2.7.	

Thus, it can be concluded that the regression model meets the assumption of residual normality, which means that the regression model is suitable for further analysis.

Multicollinearity Test

Multicollinearity test to identify whether there is a high correlation between independent variables in the regression model. This test uses the Variance Inflation Factor (VIF) and tolerance indicators. A VIF value less than 10 and a tolerance value above 0.10 indicates the absence of multicollinearity. The test results in this study indicate that all independent variables have VIF values below 10 and tolerance values above 0.10, thus it can be concluded that there are no symptoms of multicollinearity. Therefore, the regression model used has met the assumption of being free from multicollinearity and is suitable for further analysis. Based on the output in Table 4, it is known that the model is free from symptoms of collinearity as follows.

Table 4 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SMM	0.935	1,069
	GENDER	0.602	1,661
	SMMxGender	0.585	1,709

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the residual variables have the same variance at each value level of the independent variable. In this study, the heteroscedasticity test was conducted using the scatterplot method and the Glejser test. The test results show that there is no specific pattern in the scatterplot between the residual and predicted values, and the significance value of the Glejser test is above 0.05. Thus, it can be concluded that the data in this regression model does not contain symptoms of heteroscedasticity, so the model is considered to meet the assumption of homoscedasticity. Based on the analysis output in Table 5, it is known that this model is free from symptoms of heteroscedasticity.

Table 5 Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.166	0.065		2,542	0.011
	SMM	-0.012	0.014	-0.036	-0.856	0.393
	GENDER	-0.028	0.020	-0.071	-1,360	0.174
	SMMxGender	-0.006	0.004	-0.068	-1.283	0.200
a. Dependent Variable: Abresid						

Multiple Linear Regression Test

Linear regression analysis was used to test the effect of independent variables on the dependent variable in this study. Interpretation of the linear regression test results is divided into three stages as follows:

Coefficient of Determination

The coefficient of determination is used to determine the proportion of variation in the dependent variable that can be explained by the independent variables in the model. The test results are presented in Table 6 below:

Table 6 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.350a	0.122	0.118	0.8719
a. Predictors: (Constant), SMMxGender, SMM, GENDER				
b. Dependent Variable: Purchase Intention				

The R value of 0.350 indicates a positive but weak correlation between the independent variables (SMM, Gender, and the SMM × Gender interaction) and purchase intention. The Adjusted R^2 value of 0.118 indicates that only about 11.8% of the variation in purchase intention can be explained by the model. In the context of social research, this value is still considered reasonable considering the complexity of consumer behavior factors.

F Test (Simultaneous)

The F test is used to test whether the independent variables simultaneously have a significant effect on the dependent variable. The test results are shown in Table 7.

Table 7 F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,411	3	21,137	27,803	.000b
	Residual	454,624	598	0.760		
	Total	518,035	601			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), SMMxGender, SMM, GENDER						

The calculated F value of 27.803 with a significance of p = 0.000 (<0.05) indicates that the simultaneous regression model is significant. Thus, the three independent variables together have a significant influence on purchase intention.

Partial t-Test and Hypothesis

The t-test is used to test the effect of each independent variable individually on the dependent variable. The results of the coefficient and significance tests are shown in Table 8.

Table 8 t-Test Results

Hypothesis	Beta Coefficient	T-Statistic	Sig. Value	Information
H1. Social Media Marketing Influences Purchase Intention	0.137	2,192	0.029	Accepted
H2. Gender moderates the relationship between social media marketing and purchase intention.	0.110	5,572	0.000	Accepted

Based on these results:

- Hypothesis H1 is accepted, indicating that SMM has a positive and significant influence on purchase intention ($\beta = 0.137$; $p < 0.05$).
- Hypothesis H2 is accepted, indicating that Gender significantly moderates the relationship between SMM and purchase intention ($\beta = 0.110$; $p < 0.01$).

Thus, it can be concluded that the influence of SMM on purchase intention depends on the consumer's gender.

Multigroup Analysis by Gender

Table 9 Gender Analysis Table

Hypothesis	Woman	Man
Social Media Marketing Influences Purchase Intention	0.232 (sig. 0.000)	0.052 (sig. 0.365)

The results show that the influence of SMM on purchase intention is significant for female consumers ($\beta = 0.232$; $p < 0.01$), but not significant for male consumers ($\beta = 0.052$; $p > 0.05$). In other words, marketing strategies through social media are more effective in shaping purchase intention for female consumers than male consumers. To deepen understanding of the role of gender as a moderating variable, a multi-group analysis was conducted based on gender. The results are presented in Table 9.

Based on the regression results, the multiple linear regression equation is obtained as follows:

$$Y = a + b1\ X1 + b2\ M + b3\ X1.M + e$$
$$\text{Purchase Intention} = a + b1\ SMM + b2\ Gender + b3\ SMM*Gender + e$$

Discussion

This study aims to analyze the influence of Social Media Marketing (SMM) on thrift clothing purchase intentions, considering the role of gender as a moderating variable. Through a quantitative approach, the results show that the variables in SMM simultaneously and partially have a significant influence on purchase intentions, with a stronger influence identified among female respondents. Although this study is based on quantitative data, these results are strengthened by qualitative observations through interviews, which provide contextual support for the numerical findings obtained. Observations of several respondents indicate that visually appealing, informative, and trend-relevant social media content significantly influences consumer interest, particularly among women. Female respondents generally showed a high level of interest in consistent and aesthetically pleasing content, such as outfit-of-the-day transition videos, minimalist styles, and TikTok trends. They were also more active in sharing such content with their communities and friends, and demonstrated a tendency to incorporate thrifting into their routine and lifestyle. On the other hand, male respondents tend to be more selective in responding to social media content. They are more interested in content that is informative, humorous, or contains specific narratives, such as behind-the-scenes and storytelling. However, they are generally less active in sharing content and, in some cases, have expressed hesitation about online transactions, primarily due to the limited ability to evaluate product quality directly. These findings support the results of the moderation test in the quantitative analysis, which demonstrated that gender strengthens the influence of SMM on purchase intention. Female respondents demonstrated higher levels of

confidence in purchasing decisions, especially when sellers were responsive and communicative. Positive interactions between consumers and sellers, such as prompt responses to messages and friendly service, strengthened consumer loyalty to specific thrift accounts. Some female respondents even made thrift sellers their regular customers. Conversely, male respondents still positioned thrift as a secondary alternative and demonstrated lower involvement in promotional or recommendation activities. These results demonstrate that SMM effectiveness depends not only on the content delivered, but also on how that content builds emotional engagement, trust, and relevance with the audience, particularly females. This clarifies that gender has significant implications for marketing strategy, as reflected in the interaction test results, which demonstrated a significant role for gender as a moderator. It can be concluded that the quantitative findings in this study provide an in-depth understanding of consumer behavior patterns and preferences. Although the primary approach used in this study was quantitative, the integration of observational data from interviews served as a complement, enriching the interpretation of the results and supporting the final conclusions. Therefore, business actors are advised to consider differences in gender characteristics when designing more effective and targeted social media-based marketing strategies. Gender variables contribute to social media-based marketing strategies because men and women tend to have different preferences, behaviors, and emotional responses to content, platforms, and marketing approaches. Here's the explanation:

1. Platform Preference Differences:
   Studies show that women are more active on platforms like Instagram and Pinterest, which emphasize visuals and storytelling, while men tend to be more active on platforms like YouTube or Twitter that focus on direct information or entertainment.
2. Different Communication Styles
   Gender influences how individuals respond to promotional messages. Women tend to prefer emotional, narrative, and relationship-building messages, while men are more responsive to direct, competitive, or product-feature-based messages.
3. Interesting Content Types:
   Lifestyle, beauty, parenting, or inspirational content tends to be more popular with women, while technology, sports, or visual humor content often appeals more to men.
4. Interaction Behavior:
   Women are typically more active in commenting, sharing, and engaging in digital communities, while men are more likely to be observers or opt for more practical engagement such as direct clicks on links or purchases.
5. Response to Influencers:
   Women tend to be more trusting and influenced by influencers who are relatable and build emotional closeness, while men value the technical credibility and achievements of an influencer more.

Conclusion

Based on the analysis of the research objectives, which examined the influence of competence, internal control systems, integrity, and accountability on fraud prevention in village financial management, and examined the role of education level as a moderating variable, it can be concluded that village apparatus competence significantly influences fraud prevention. Apparatus with high competence in budget management, procedural understanding, and financial regulations tend to be better able to recognize and avoid fraudulent practices. Meanwhile, the internal control system, although statistically significant, remains very low in its contribution to fraud prevention. This indicates that the system's existence is not accompanied by effective implementation and adequate oversight. Integrity is a highly influential factor in preventing fraud. Moral values such as honesty, responsibility, and ethical awareness have proven to be important foundations for building clean village financial governance. Accountability also contributes to fraud prevention, although its influence is not as strong as that of competence and integrity.

The education level of village officials has been shown to moderate the influence of several variables on fraud prevention. Education strengthens the relationship between integrity and accountability and fraud prevention, but paradoxically weakens the relationship between internal control systems and fraud prevention. This finding suggests that more educated village officials tend to be more critical in assessing weaknesses in control systems that are procedural but substantively ineffective.The weaknesses of this study lie in its limited coverage area, which only represents a few villages, and its use of a quantitative approach that does not delve deeper into the contextual or sociological aspects of fraudulent behavior at the village level. Practical implications of this study suggest the need for improved technical and ethical training for village officials and a comprehensive evaluation of internal control systems. Theoretically, the results of this study support the strengthening of an integrative perspective between agency theory, human capital, and the fraud triangle in the field of public sector governance at the village level.

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