

THE INFLUENCE OF FASHION TRENDS AND CONSUMPTIVE BEHAVIOR ON THRIFT CLOTHING PURCHASE DECISIONS AMONG GENERATION Z IN SURAKARTA

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Abstract

This study aims to analyze the partial and simultaneous effects of fashion trends and consumptive behavior on thrift clothing purchase decisions among Generation Z students in Surakarta. The study was conducted using a quantitative design, utilizing primary data collected through online questionnaires completed by individuals who had prior experience purchasing thrift apparel. A total of 120 respondents were selected using purposive sampling. Data analysis was performed using Structural Equation Modeling with the Partial Least Squares method to evaluate both measurement and structural relationships. The results demonstrate that fashion trends and consumptive behavior exert a positive and significant influence on thrift clothing purchase decisions, both individually and collectively. Together, the examined variables explain 62.3% of the variance in purchase decisions. The findings indicate that thrift clothing consumption among Generation Z is driven not only by economic considerations but also by responsiveness to fashion developments and the presence of consumptive tendencies.

Keywords: *fashion trends; consumptive behavior; purchase decision; thrift clothing; Generation Z*

1. INTRODUCTION

Thrift clothing has now become a rapidly growing global trend, especially among Generation Z who are highly engaged with digital technology (Adiyani & Khusyairi, 2025). This phenomenon is reflected in the increase in used clothing imports to Indonesia in 2022, which rose by 230.40% relative to the prior year, from 7.94 tons. Japan was recorded as the largest exporter of used clothing to Indonesia, with a volume reaching 12 tons or valued at US\$44,136 (Statistik, 2023). This development has made thrifting practices increasingly a topic of discussion and debate within society.

Along with technological advancements, thrift stores can now be accessed both online and offline. Thrifting refers to the activity of buying or reselling second-hand clothing that is still in good condition and marketed at affordable prices, originating from both domestic and international sources (Aswadana et al., 2022). The diversity of product choices and affordable prices make thrift clothing increasingly popular among Generation Z as a fashion alternative aligned with a frugal lifestyle. In addition, thrifting is also considered a form of sustainable consumption because it helps reduce textile waste (Fitriani et al., 2024). This phenomenon shows that thrifting not only fulfills clothing needs but is also closely related to the dynamic development of fashion trends among Generation Z, including in student cities such as Surakarta, which have active youth communities that are responsive to changes in fashion styles.

Fashion is a style of clothing and appearance that evolves with the times and is currently popular among society. Fashion is not limited to clothing and accessories, but also serves as a medium for individuals to express their identity, personality, and

demonstrate their connection to certain social groups (H. T. Saputra & Sukmawati, 2023). Fashion trends are defined as styles of clothing that continuously evolve over time and change with the emergence of new models (Nisak & Sulistyowati, 2022). As a digital generation, Generation Z has broad access to fashion information and references through social media such as Instagram, TikTok, and Pinterest, which contribute to the development of their clothing preferences and aesthetic perceptions (Sakinah et al., 2022). This condition is also evident among Generation Z in Surakarta, known as a student city and cultural center, where fashion trends are quickly adopted and modified in accordance with local character and the social needs of young people. Thus, fashion trends not only influence product choices but also encourage individuals to adapt to their social environment in order to remain relevant and keep up with the times.

The rapid development of fashion trends also impacts the emergence of consumptive behavior among Generation Z. Consumptive behavior refers to buying goods excessively for satisfaction, without considering actual needs (Fransisca & Erdiansyah, 2020). In the context of thrifting, Pratiwi et al. (2025) show that online thrifting activities function not only as economic practices but also as social constructions that shape young people's lifestyles. Nevertheless, excessive consumption practices have the potential to trigger unhealthy consumptive behavior. Furthermore, Saputra dan Harsono (2022) shows that social environment significantly influences impulsive buying behavior. Cheap clothing prices make Generation Z more at risk of engaging in impulsive purchases. Several studies show that low prices and fast-changing fashion trends can trigger consumptive behavior that leads to wastefulness and difficulties in managing personal finances (Fauzi et al., 2023; Jaelani & Rahmawati, 2025).

A purchase decision can be defined as the stage in which an individual selects a particular choice from a number of available alternatives (Yudapatty et al., 2021). A purchase decision illustrates the process of consumer consideration in determining the choice of a product that is perceived as most suitable for their needs. This stage becomes a determining factor in whether consumers have the interest to proceed to the final stage of purchase and in evaluating the extent to which the selected product aligns with their expectations. Pardede et al. (2023) stated that fashion trends positively and significantly influence second-hand clothing purchase decisions. Meanwhile, the research by Fitri dan Asmawan (2024) found that fashion trends did not significantly influence thrift purchase decisions among students at Muhammadiyah University of Surakarta.

Differences in the findings of previous studies indicate inconsistencies regarding the influence of fashion trends on thrift clothing purchase decisions. These contradictory results suggest that the impact of fashion trends may not be universal but instead depends on contextual factors such as respondent characteristics, research location, and the object of study. Generation Z possesses distinctive characteristics compared to other generational groups, particularly in terms of intensive social media use, strong orientation toward trends, and the tendency to perceive thrift clothing as part of lifestyle expression and identity formation. In addition, differences in research locations and the focus on thrift clothing as an alternative fashion product may lead to variations in consumer behavior patterns. Therefore, these conditions indicate the existence of a research gap that requires further empirical investigation.

Based on these conditions, the research problem lies in the inconsistency of previous findings regarding the influence of fashion trends and consumptive behavior

on thrift clothing purchase decisions. Accordingly, this study aims to examine the partial and simultaneous effects of fashion trends and consumptive behavior on thrift clothing purchase decisions among Generation Z in Surakarta. The objective of this study is to analyze the influence of fashion trends and consumptive behavior, both partially and simultaneously, on thrift clothing purchase decisions. The findings are expected to contribute theoretically to consumer behavior research and provide practical insights for thrift business actors and young people in understanding more rational and sustainable consumption patterns.

2. LITERATURE REVIEW

Fashion Trends

Fashion trends themselves are defined as the use of clothing or accessories that adapt to the development of the times and are dynamic, as they constantly change over time (Arsita & Sanjaya, 2021). These trends emerge as a result of the interaction between popular culture, social media, and individuals' need to adjust to their social environment.

The relationship between fashion trends and purchase decisions can be explained through the *Theory of Planned Behavior*, which states that personal attitudes and subjective norms influence individual behavior (Ajzen, 1991). Fashion trends that develop within society and across social media are capable of shaping consumers' positive attitudes toward a product and creating social norms that encourage individuals to follow certain styles of dress. Thus, fashion trends can influence purchase decisions through social pressures and individuals' desire to adapt to their environment.

Generation Z, as a digital generation, can easily access various fashion references through social media such as TikTok and Instagram (Arsita & Sanjaya, 2021). Exposure to Outfit of the Day (OOTD) content often creates social pressure to follow certain styles of dress in order not to be left behind, to strengthen self-image, and to gain recognition within their social environment (Nisak & Sulistyowati, 2022). In the context of thrift clothing, the diversity of styles, the uniqueness of designs, and their alignment with current trends make thrift products an attractive alternative for Generation Z to appear fashionable at affordable prices (Fahira & Banowo, 2025).

Empirically, the relationship between fashion trends and purchase decisions is backed by multiple prior studies. Pardede et al. (2023) found that fashion trends have a positive and significant effect on secondhand clothing purchase decisions. Haryanti dan Falah (2023) also stated that social media encourages students to buy thrift clothing in order to appear attractive, unique, and to follow the evolving fashion trends. Other studies (Firdaus & Ningsih, 2025; Husna et al., 2024; Sari & Nasution, 2024; Sorongan et al., 2024; Yanti et al., 2024; Zulfa & Fahrullah, 2024) likewise show that fashion trends significantly influence purchase decisions. On the basis of theoretical foundation and prior research findings, the present study formulates the following hypothesis:

H1: Fashion trends influence thrift clothing purchase decisions among Generation Z in Surakarta.

Consumptive Behavior

Consumptive behavior is a behavioral pattern characterized by the habit of buying goods not because of basic needs, but to fulfill desires, seek pleasure, and follow current trends (Syakhilah et al., 2025). This behavior is driven by emotional impulses and the influence of the social environment, causing consumers to tend to overlook rational considerations in their purchase decisions. The rapid development of fashion trends and

the intensity of social media use further reinforce consumptive behavior among Generation Z, where exposure to lifestyle content and fashion trends encourages purchases even when not based on actual needs.

The relationship between consumptive behavior and purchase decisions can be examined based on *Impulse Buying Theory*, which states that external stimuli and emotional factors can trigger spontaneous purchase decisions (Rook, 1987). In the context of thrift clothing, relatively low prices, unique designs, and limited stock often generate emotional impulses to buy immediately. Such situations drive consumers to make purchases without careful planning, thereby intensifying consumptive behavior. In addition, Generation Z is also vulnerable to the phenomenon of Fear of Missing Out (FOMO), namely the feeling of being afraid of missing trends if purchases are not made immediately. FOMO encourages individuals to follow the consumption patterns of their social groups, so that purchase decisions are more influenced by social pressure and the desire to remain relevant rather than rational consideration of needs.

Empirically, the relationship between consumptive behavior and purchase decisions has been demonstrated in various previous studies. Khumairoh (2023) found that thrift clothing purchases are influenced by affordable prices, unique designs, and interest in certain brands, which potentially trigger consumptive behavior. In line with these findings, Jaelani dan Rahmawati (2025) emphasized that thrifting activities can lead to consumptive behavior if not managed wisely. Poluan et al. (2023) also showed that online thrifting activities affect consumptive behavior. Other studies (Bila & Marlana, 2024; Damopolii et al., 2025; Herfiana et al., 2024; Irsyad & Suarna, 2024; Syafutri et al., 2025) consistently demonstrate that consumptive behavior significantly influences purchase decisions. On the basis of theoretical foundation and prior research findings, the present study formulates the following hypothesis:

H2: Consumptive behavior influences thrift clothing purchase decisions among Generation Z in Surakarta.

Purchase Decision

Purchase decisions are actions taken by individuals in choosing alternatives from two or more options considered the most appropriate (Savira & Yulianti, 2022). Various internal and external factors play a role in shaping this process by influencing consumer attitudes, preferences, and behavior (Aliami et al., 2022).

In this study, purchase decisions are positioned as the dependent variable influenced by fashion trends and consumptive behavior. Fashion trends serve as an external factor that shapes consumers' perceptions of products considered relevant to the development of clothing styles. Consumers tend to make purchase decisions for products that align with current trends in order to enhance self-image and social acceptance (Ajzen, 1991; Pardede et al., 2023).

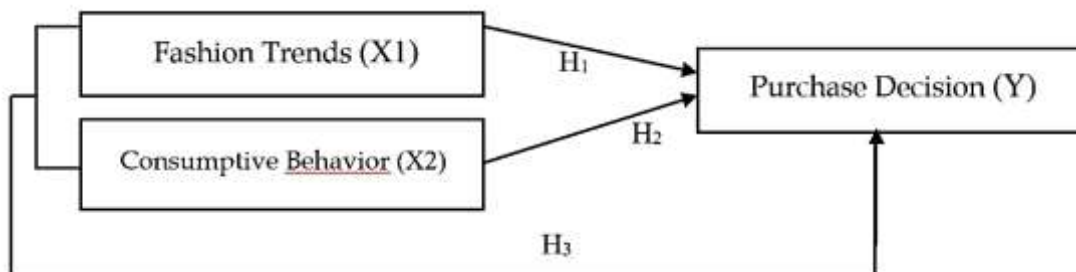
In addition, consumptive behavior as an internal factor also affects purchase decisions. Consumers with a high level of consumptive behavior tend to make purchases based on emotional impulses, momentary desires, and social pressures, so that purchase decisions are not entirely based on rational needs (Khumairoh, 2023; Rook, 1987). In the context of thrift clothing, relatively affordable prices and product uniqueness further reinforce this tendency.

The combined influence of fashion trends and consumptive behavior simultaneously shapes consumer purchase decision patterns, particularly among Generation Z in buying thrift clothing. When evolving fashion trends are reinforced by consumptive tendencies, consumers are more likely to make purchase decisions quickly

and frequently, whether planned or spontaneous. Based on the theoretical foundation and previous research findings, the hypotheses of this study are formulated as follows:

H3: Fashion trends and consumptive behavior simultaneously influence thrift clothing purchase decisions among Generation Z.

Figure 1. Conceptual Framework



H1: Fashion trends influence thrift clothing purchase decisions among Generation Z in Surakarta.

H2: Consumptive behavior influences thrift clothing purchase decisions among Generation Z in Surakarta.

H3: Fashion trends and consumptive behavior simultaneously influence thrift clothing purchase decisions among Generation Z in Surakarta.

3. RESEARCH METHOD

This research adopts a quantitative methodology and was carried out in the city of Surakarta, Central Java Province. The research population comprised Generation Z individuals residing in Surakarta who had prior experience purchasing thrift clothing. Since the population size is unknown, respondents were recruited using purposive sampling with predetermined criteria, namely individuals belonging to Generation Z and having prior experience in buying thrift clothing.

The minimum sample size was calculated using the Lemeshow formula, which is applied when the population size is unknown. Based on the calculation, the value of n was $96.04 \approx 100$ respondents; therefore, this study collected data from at least 100 respondents. After applying purposive sampling, a total of 120 valid responses were obtained. This number exceeds the minimum sample size recommended by the Lemeshow formula and is thus considered statistically sufficient to support the planned analysis and produce robust and reliable findings.

Primary data were obtained directly from respondents through the distribution of online questionnaires using Google Forms. The research instrument was developed based on indicators of fashion trends, consumptive behavior, and purchase decisions, with responses measured on a five-level Likert-type scale where higher score indicate stronger agreement. Secondary data were sourced from relevant scholarly materials, including academic books, scientific journals, and previous studies related to consumer behavior and thrift clothing purchases.

Before conducting data analysis, the research instrument was tested for validity and reliability to ensure its appropriateness. The data were then analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, implemented through the SmartPLS software. The SEM-PLS method was selected because it is suitable for predictive research models, allows simultaneous testing of complex relationships among latent variables, does not require strict data normality

assumptions, and performs well with medium-sized samples. The analytical procedure included the evaluation of the measurement model (outer model) and the structural model (inner model) using a bootstrapping technique to test the proposed hypotheses.

4. RESULTS AND DISCUSSION

Results

Descriptive Analysis of Respondents

This study involved 120 respondents, consisting of 36 males (30%) and 84 females (70%). The majority of respondents were aged 21–24 years (68%), followed by 17–20 years (23%), 25–28 years (7%), and 13–16 years (2%). In terms of occupation, university students dominated the sample with 91 respondents (76%), followed by workers (19%) and school students (5%). These findings indicate that thrift clothing purchases are predominantly made by female university students aged 21–24 years.

Table 1. Respondent Characteristics

Characteristic	Category	Number	Percentage (%)
Gender	Male	36	30%
	Female	84	70%
	Total	120	100%
Age	13 - 16 years old	2	2%
	17 - 20 years old	27	23%
	21 - 24 years old	82	68%
	25 - 28 years old	9	7%
	Total	120	100%
Status/Occupation	Student	6	5%
	University student	91	76%
	Worker	23	19%
	Total	120	100%

Outer Model

Convergent Validity Test

After presenting the descriptive analysis of respondents, an evaluation of the measurement model was conducted to ensure construct validity and reliability. Convergent validity was examined using outer loading coefficients, where values ≥ 0.70 were considered adequate, while loadings between 0.50 and 0.60 were still acceptable (Ghozali & Latan, 2015). The findings indicate that all constructs met the required standards of validity and reliability, as shown in Table 2.

Table 2. Outer Loading

Variable	Indicator	Outer Loadings	Description
Fashion Trends (X1)	FT1	0.801	Valid
	FT2	0.820	Valid
	FT3	0.817	Valid
	FT4	0.757	Valid
	FT5	0.756	Valid
	FT6	0.863	Valid
	FT7	0.764	Valid
Consumptive Behavior (X2)	CB2	0.807	Valid
	CB3	0.843	Valid
	CB4	0.882	Valid

	CB5	0.825	Valid
	CB6	0.818	Valid
	CB7	0.880	Valid
Purchase Decision (Y)	PD1	0.818	Valid
	PD2	0.806	Valid
	PD3	0.841	Valid
	PD4	0.891	Valid
	PD5	0.852	Valid

Source: Processed primary data using Smart-PLS 3 (2025)

Reliability Test

All research constructs show Composite Reliability and Cronbach's Alpha values above the minimum threshold of 0.70, thus it can be stated that all latent variables are reliable, as summarized in Table 3.

Table 3. Reliability Testing of Latent Variables

Variable	Cronbach's Alpha	Composite Reliability	Description
Fashion Trends	0.904	0.924	Reliable
Consumptive Behavior	0.918	0.936	Reliable
Purchase Decision	0.897	0.924	Reliable

Source: Processed primary data using Smart-PLS 3 (2025)

Average Variance Extracted Test

Convergent validity in this study has been achieved, as indicated by the AVE values of all constructs in Table 4 being above the established minimum criterion of 0.50.

Table 4. Average Variance Extracted (AVE) Testing

	Average Variance Extracted (AVE)
Fashion Trends	0.636
Consumptive Behavior	0.710
Purchase Decision	0.709

Source: Processed primary data using Smart-PLS 3 (2025)

Discriminant Validity Test

Discriminant validity testing was conducted using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio. Based on the Fornell–Larcker approach, all constructs meet the requirements criteria, as the square root of each construct's AVE is higher than the correlations it has with other constructs. Furthermore, the HTMT ratio test results demonstrate that all values fall below the recommended threshold of 0.85. Although some values were close to the limit, they still remained within the acceptable range. Therefore, based on both approaches, all constructs in this study demonstrate adequate discriminant validity.

Table 5. Discriminant Validity Testing

	Fornell-Larcker Criterion			HTMT Ratio		
	PD	CB	FT	PD	CB	FT
PD	0.842					
CB	0.692	0.843		0.746		
FT	0.774	0.767	0.798	0.848	0.832	

Source: Processed primary data using Smart-PLS 3 (2025)

Inner Model (Structural Model)

Inner model testing was conducted to evaluate the relationship between constructs based on the theory and conceptual model that had been developed. After all constructs were declared reliable through Composite Reliability (Fashion Trends = 0.924; Consumptive Behavior = 0.936; Purchase Decisions = 0.924), the next stage was testing the structural model or hypothesis testing. The testing procedure is described as follows:

Multicollinearity Test (VIF)

Multicollinearity in the structural model is assessed using the Variance Inflation Factor (VIF). All exogenous variables have Variance Inflation Factor (VIF) values below 5, indicating that the research model is devoid of multicollinearity issues.

Table 6. Collinearity Statistics (VIF) Inner VIF Values

	Fashion Trends	Consumptive Behavior	Purchase Decision
Fashion Trends			2.426
Consumptive Behavior			2.426
Purchase Decision			

Source: Processed primary data using Smart-PLS 3 (2025)

R-Square (R²) Test

The R-Square (R²) test is conducted to assess the extent to which the independent variables are able to explain the dependent variable in a structural model. The R² value shows the explanatory power (explained variance) of the endogenous construct. According to Hair et al. (2019), the criteria for interpreting R² are as follows (R² = 0.75 → strong; R² = 0.50 → moderate; R² = 0.25 → weak).

This result indicates that Fashion Trends (X1) and Consumptive Behavior (X2) jointly explain 62.3% of the variance in the Purchase Decision variable (Y). The residual 37.7% of the variance is explained by factors outside the scope of the research model. With a value of 0.623, the model is categorized as “moderate”, thereby indicating that the independent variables significantly contribute to explaining thrift clothing purchase decisions among Generation Z in Surakarta.

Table 7. R² Value of the Endogenous Variable

	R-square
Purchase Decision	0.623

Source: Processed primary data using Smart-PLS 3 (2025)

F-Square (F²) Test

Testing the effect size (f²) shows that Fashion Trends make a large contribution to Purchase Decisions, while Consumptive Behavior provides a relatively small contribution. Overall, both exogenous variables contribute to explaining the variance in Purchase Decisions, with Fashion Trends being the most dominant variable in the structural model.

Table 8. F-Square value

	Fashion Trends	Consumptive Behavior	Purchase Decision
Fashion Trends			0.381
Consumptive Behavior			0.063
Purchase Decision			

Source: Processed primary data using Smart-PLS 3 (2025)

Q-Square Test (Predictive Relevance)

Predictive relevance testing was carried out using the Q-Square (Q^2) value obtained through the blindfolding procedure in SmartPLS. The results show that the research findings indicate predictive relevance the Q^2 value obtained for the Purchase Decision variable is 0.428 (> 0). These findings indicate that the proposed research model has a good level of predictive power, so the variables of Fashion Trends and Consumer Behavior can adequately predict Purchase Decisions.

Hypothesis Testing

The structural associations were analyzed through the application of the PLS-SEM method, by applying a bootstrapping procedure involving 500 resamples. The results of the hypothesis testing, as presented in Table 9 and Figure 2, show that Fashion Trends have a positive and significant effect on Purchase Decisions ($\beta = 0.590$; $p = 0.000$), thus the first hypothesis is accepted. Furthermore, Consumptive Behavior is also proven to have a positive and significant effect on Purchase Decisions ($\beta = 0.239$; $p = 0.012$), leading to the acceptance of the second hypothesis. These findings confirm that both exogenous variables make a meaningful contribution in explaining the variance in Purchase Decisions.

Table 9. Path Coefficient Estimate

	Original Sample (O)	Sample Mean (M)	Standard Deviantion (STDEV)	T-Statistics (O/STDEV)	P Values	Description
Fashion Trends → Purchase Decision	0.590	0.603	0.096	6.159	0.000	Positive and Significant
Consumptive Behavior → Purchase Decision	0.239	0.229	0.096	2.529	0.012	Positive and Significant

Source: Processed primary data using Smart-PLS 3 (2025)

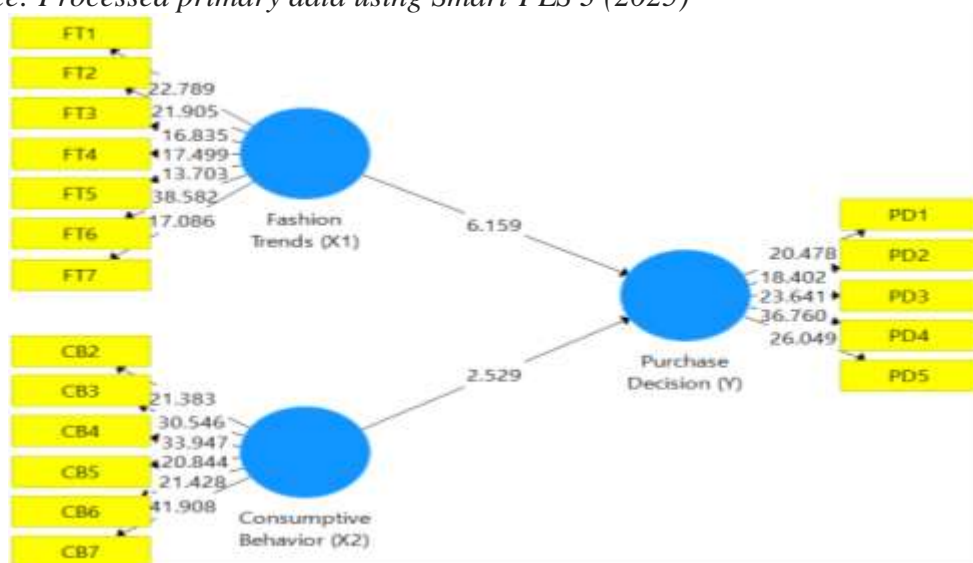


Figure 2. Bootstrapping Results

Source: Processed primary data using Smart-PLS 3 (2025)

Discussion

The Influence of Fashion Trends on Purchase Decisions

The results of hypothesis testing show that fashion trends have a positive and significant influence on the purchase decisions of thrift clothing among Generation Z in Surakarta. This finding indicates that the higher Generation Z's orientation toward fashion trends, the greater their tendency to make decisions to purchase thrift clothing. With a path coefficient value of ($\beta = 0.590$; $p = 0.000$) and high significance, fashion trends are proven to be the dominant factor influencing purchase decisions compared to other variables in the research model.

This finding can be interpreted as thrift clothing no longer being perceived merely as an economical alternative, but rather as part of a fashion strategy relevant to the development of trends. Generation Z utilizes thrift products to align themselves with popular styles, achieve a unique appearance, and build self-identity within their social environment. The uniqueness of the designs, the vintage impression, and the compatibility with current trends make thrift clothing carry strong symbolic value in the process of purchase decision-making.

The findings of this study are theoretically in accordance with the *Theory of Planned Behavior* Ajzen (1991), particularly in the aspects of attitude and subjective norms. Fashion trends that develop through social media shape consumers' positive attitudes toward thrift clothing while simultaneously creating social norms that encourage individuals to follow certain styles of dress in order to remain perceived as relevant. Thus, purchase decisions are not only driven by functional needs, but also by social pressure and the desire to adapt to the environment.

This study also reinforces previous empirical findings which stated that fashion trends have a significant influence on thrift clothing purchase decisions (Pardede et al., 2023; Sella & Banowo, 2023). The differences in results compared to the study by Fitri dan Asmawan (2024), which found no significant influence, suggest that regional context, respondent characteristics, and the intensity of exposure to fashion trends may affect the strength of relationships between variables. Therefore, this study provides clarification on the inconsistency of previous findings by emphasizing that, in the context of Generation Z in Surakarta, fashion trends are the main determinant of thrift clothing purchase decisions.

The Influence of Consumptive Behavior on Purchase Decisions

The test results show that consumptive behavior has a positive and significant influence on thrift clothing purchase decisions. The path coefficient value ($\beta = 0.239$; $p = 0.012$) indicates that although its effect is not as strong as fashion trends, consumptive behavior still plays a role in encouraging Generation Z to purchase thrift clothing. This finding addresses the research problem related to the influence of psychological aspects on the decision-making process.

Interpretively, these results suggest that Generation Z's decision to purchase thrift clothing is not entirely based on rational needs. Relatively low prices, wide product variety, and limited stock create emotional impulses that trigger spontaneous purchases. Such conditions make consumers more likely to engage in repeated purchases even when the products are not always needed, thereby reinforcing the tendency toward consumptive behavior.

This finding aligns with *Impulse Buying Theory* Rook (1987), which states that external stimuli and emotional factors can drive spontaneous purchase decisions. In the context of thrifting, stimuli such as low prices, unique designs, and the perception of a

“rare opportunity” strengthen impulsive urges. Moreover, the phenomenon of Fear of Missing Out (FOMO) among Generation Z also contributes to shaping consumptive behavior, where consumers are driven to buy in order not to be left behind by trends or their social groups (Nurfatimah & Jatmika, 2024).

The findings of this research align with those reported by Khumairoh (2023) and Poluan et al. (2023), which state that thrifting activities can lead to consumptive behavior if it is not wisely regulated. Thus, this study emphasizes that although thrifting is often associated with a frugal and sustainable lifestyle, in practice such activities still have the potential to encourage excessive consumption when influenced by emotional impulses and social pressure.

The Simultaneous Influence of Fashion Trends and Consumptive Behavior on Purchase Decisions

The simultaneous test results show that fashion trends and consumptive behavior together have a significant influence on thrift clothing purchase decisions, with an R^2 value of 0.623. This finding indicates that the two variables are able to explain 62.3% of the variation in purchase decisions, whereas the residual variance is shaped by influences not captured within the model. This value indicates that the model has moderate but sufficiently strong explanatory power in describing Generation Z consumer behavior.

Conceptually, these results demonstrate that thrift clothing purchase decisions are the outcome of an interaction between external and internal factors. Fashion trends act as external stimuli that shape consumer perceptions, preferences, and social norms, while consumptive behavior functions as an internal factor that strengthens emotional impulses in the decision-making process. When both factors are present simultaneously, consumers' tendency to make purchases becomes higher, whether planned or impulsive.

This finding expands theoretical understanding of purchase behavior by integrating the Theory of Planned Behavior and Impulse Buying Theory into a single empirical model. Fashion trends shape attitudes and subjective norms, while consumptive behavior influences self-control and emotional responses. The combination of these factors produces a distinctive purchase decision pattern among Generation Z, particularly in the context of thrift fashion products that are unique, affordable, and rich in symbolic value.

Thus, this study provides a theoretical contribution by affirming that thrift clothing purchase decisions cannot be explained from a single perspective alone, but rather result from the synergy between trend orientation and consumptive tendencies. Practically, the findings imply that thrift business actors need to understand both the dynamics of fashion trends and consumers' consumptive behavior, while Generation Z is expected to develop more rational consumption awareness so that thrifting activities remain aligned with sustainability principles.

5. CONCLUSION AND SUGGESTIONS

Conclusion

1. Fashion trends have a positive and significant influence on thrift clothing purchase decisions among Generation Z in Surakarta.
2. Consumptive behavior has a positive and significant influence on thrift clothing purchase decisions among Generation Z in Surakarta.

3. Fashion trends and consumptive behavior simultaneously have a significant influence on thrift clothing purchase decisions, with the model explaining 62.3% of the variance in purchase decisions.

Suggestions

Based on these findings, thrift business actors are advised to adjust their products and marketing strategies to the fashion trends favored by Generation Z, particularly through the use of social media, while also educating consumers about more sustainable consumption. For Generation Z, this study is expected to raise awareness in making purchasing decisions more rationally so that thrifting activities do not develop into excessive consumptive behavior. Furthermore, future researchers are encouraged to add other relevant variables and broaden the scope of research in order to obtain a more complete and comprehensive picture of the factors influencing thrift clothing purchasing decisions.

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