

Environmental Knowledge, Perceived Value, and Social Influence in Gen Z's Second-Hand Fashion Purchase Intention on TikTok Live Shopping

Amanda Fia Agustin ^{1*}, Dewi Deniaty Sholihah ²

^{1*,2} Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya City, East Java Province, Indonesia

Email: 22012010100@student.upnjatim.ac.id ^{1*}, dewi_deniaty.mnj@upnjatim.ac.id ²

Article history:

Received August 27, 2026

Revised September 28, 2026

Accepted October 4, 2026

Abstract

The fast fashion industry generates substantial environmental harm, contributing roughly 10% of global carbon emissions and more than 92 million tons of textile waste annually, which has encouraged consumers particularly Generation Z to consider second-hand fashion as a more sustainable consumption alternative. Objective: This study analyzes the effect of environmental knowledge, perceived value, and social influence on purchase intention toward second-hand fashion purchased through TikTok Live among Generation Z consumers in Surabaya, Indonesia. A quantitative, explanatory survey design was used with 150 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS. Environmental knowledge, perceived value, and social influence each had a positive and significant effect on purchase intention ($\beta = 0.416$, 0.357 , and 0.323 , respectively; t -statistics = 7.218 , 5.268 , and 4.938 ; all $p = 0.000$), jointly explaining 38.4% of the variance in purchase intention ($R^2 = 0.384$). Environmental knowledge was the strongest determinant, followed by perceived value and social influence. Consumers' understanding of the environmental consequences of the fashion industry is the primary driver of second-hand fashion purchase intention on TikTok Live, reinforced by the value consumers perceive in the product and support from their social environment. Second-hand fashion sellers are advised to use TikTok Live both as an educational channel on the environmental benefits of second-hand fashion and as a space to emphasize product value and social engagement during livestream sessions.

Keywords:

Environmental knowledge; Perceived value; Social influence; Purchase intention; Second-hand fashion; TikTok Live shopping.

1. INTRODUCTION

The global fashion industry has become a major environmental concern due to its substantial contribution to carbon emissions, resource consumption, and textile waste. The sector accounts for approximately 10% of global carbon emissions and generates more than 92 million tons of textile waste annually (UNEP, 2025). The dominance of fast fashion has further intensified unsustainable production and consumption patterns, with global apparel production having more than doubled since 2000, while only approximately 8% of textile fibers are sourced from recycled materials (UNEP, 2025). Without meaningful intervention, global textile waste is projected to reach 134 million tons by 2030 (Prisco et al., 2025). These conditions highlight the need for alternative consumption practices that can reduce the environmental burden of the fashion industry.

One consumption alternative that has received increasing attention is second-hand fashion. The global resale market is projected to increase from approximately USD 230 billion in 2021 to USD 350 billion by 2028 (ThredUp, 2024). In Indonesia, the issue of textile waste is also substantial, with approximately 2.3 million tons of textiles becoming waste each year, while the inflow of used clothing from abroad reached 12.85 tons

in 2023 (Databoks, 2024; Rakyat Koran, 2025). At the same time, interest in second-hand fashion among younger consumers continues to develop, with survey findings indicating that nearly half of young Indonesians have engaged in thrifting (GoodStats, 2023). This development suggests that second-hand fashion may represent not only an economic consumption alternative but also a potential form of sustainable consumption.

Generation Z is particularly relevant to this context because of its growing involvement in sustainable consumption and digital commerce. Approximately two-thirds of Generation Z respondents express concern about environmental conditions (Deloitte, 2025). However, purchase intention toward second-hand fashion is not determined solely by economic considerations. Moral, emotional, and social factors may also influence consumers' evaluations of used clothing (Prisco et al., 2025). In Indonesia, Surabaya provides a relevant context for examining this phenomenon because of its large Generation Z population in East Java and the development of thrifting activities and digital second-hand clothing transactions (Adiyani & Khusyairi, 2025).

The development of social commerce has further changed the way consumers evaluate and purchase second-hand fashion. This study focuses specifically on second-hand fashion transactions conducted through TikTok Live because live streaming provides real-time interaction, visual product demonstrations, and direct communication between sellers and consumers. Previous research has shown that live streaming can significantly influence purchase interest in preloved clothing among Generation Z (Habibullah et al., 2025). In addition, Indonesia has a large TikTok user base, making the platform relevant for examining consumer behavior in live commerce (DataIndonesia.id, 2025). Unlike conventional e-commerce, TikTok Live allows consumers to interact directly with sellers and other viewers during the purchasing process, creating a more socially interactive shopping environment.

Purchase Intention refers to an individual's tendency or willingness to purchase a product based on an evaluation of its attributes, benefits, and other relevant considerations (De Jesus et al., 2024). In this study, Purchase Intention refers specifically to Generation Z consumers' intention to purchase second-hand fashion through TikTok Live. This construct can be explained through the Theory of Planned Behavior (TPB), which proposes that behavioral intention is a direct antecedent of behavior and is influenced by attitude, subjective norm, and perceived behavioral control (Ajzen, 2020). Within the context of second-hand fashion, these dimensions suggest that consumers' purchase intention may be influenced by their understanding of environmental consequences, their evaluation of the benefits obtained from the product, and the influence of their social environment.

Environmental Knowledge represents consumers' understanding of environmental issues, the environmental consequences of consumption activities, and possible actions to reduce such impacts. This variable is related to the Planet dimension of the Triple Bottom Line (TBL), which emphasizes the environmental dimension of sustainable activities (Henrique et al., 2021; Pires & Delgado, 2024). Consumers with greater environmental knowledge may be better able to recognize the environmental consequences of conventional fashion consumption and evaluate second-hand fashion as a more sustainable alternative. Previous studies have reported a positive relationship between environmental knowledge and green purchase intention. Aliza et al. (2025) found that environmental knowledge positively and significantly influences green purchase intention, while De Jesus et al. (2024) reported a significant relationship between sustainability-related knowledge and purchase intention among Generation Z. These findings indicate that environmental knowledge may provide consumers with a cognitive basis for evaluating sustainable consumption alternatives. However, evidence concerning this relationship in the context of second-hand fashion through TikTok Live remains limited. Therefore, the first hypothesis is proposed:

H1: Environmental Knowledge has a positive effect on Purchase Intention.

Perceived Value refers to consumers' overall evaluation of the benefits received in relation to the sacrifices incurred and may include functional, emotional, social, quality, and price-related value (Sweeney & Soutar, 2001). In this study, Perceived Value is associated with the Profit dimension of the Triple Bottom Line and the consumer evaluation process preceding a purchase decision (Kotler et al., 2024). Consumers may perceive second-hand fashion as valuable not only because of its economic benefits but also because of its quality, emotional benefits, and social meaning associated with sustainable consumption. Previous studies support the relevance of perceived value in sustainable purchasing. Nguyen et al. (2023) found that perceived value positively influences green purchase intention, while Taib et al. (2022) demonstrated that perceived value contributes to consumers' evaluation before forming purchase intention. A related study among Generation Z consumers in Surabaya by Rochman & Sholihah (2026) likewise found green perceived value to be a significant driver of green purchase intention toward a locally produced reusable product, suggesting that the role of perceived value extends across different sustainable-product categories. Nevertheless, previous research has more commonly examined perceived value in relation to general green products, leaving its role in second-hand fashion transactions through TikTok Live relatively underexplored. Therefore, the second hypothesis is proposed:

H2: Perceived Value has a positive effect on Purchase Intention.

Social Influence refers to the influence of individuals or groups within a consumer's social environment, including family, peers, and community, on attitudes and purchasing decisions. This variable is related to the

subjective norm component of the Theory of Planned Behavior, which reflects perceived social expectations regarding a particular behavior (Ajzen, 2020), and is also consistent with the People dimension of the Triple Bottom Line framework (Henrique et al., 2021). In sustainable consumption, support and expectations from relevant social groups may encourage consumers to perceive environmentally responsible purchasing as socially acceptable. Abid (2025) found that Social Influence has a positive and significant effect on green purchase intention. However, Dewi et al. (2025) reported that Social Influence did not significantly affect green purchase intention among Indonesian Generation Z. This inconsistency suggests that the influence of social factors may depend on the product, consumer characteristics, and consumption environment. The interactive nature of TikTok Live provides a distinctive context in which family, peers, online communities, sellers, and other viewers may contribute to consumers' perceptions of second-hand fashion. Therefore, the third hypothesis is proposed:

H3: Social Influence has a positive effect on Purchase Intention.

Based on the literature reviewed above, several research gaps can be identified. First, previous findings regarding the influence of Social Influence on green purchase intention remain inconsistent, particularly among Generation Z in Indonesia (Abid, 2025; Dewi et al., 2025). Second, existing studies have more frequently examined purchase intention toward newly produced green products rather than second-hand fashion, despite the distinctive environmental and consumption characteristics of second-hand products. Third, research examining Environmental Knowledge, Perceived Value, and Social Influence simultaneously in relation to second-hand fashion Purchase Intention through TikTok Live remains limited. These gaps indicate the need for further empirical investigation into sustainable purchasing behavior within an interactive social commerce environment.

To address these gaps, this study aims to examine the effects of Environmental Knowledge, Perceived Value, and Social Influence on Purchase Intention toward second-hand fashion through TikTok Live among Generation Z in Surabaya. The study contributes to the sustainable consumption and social commerce literature by integrating cognitive, value-based, and social perspectives within a specific second-hand fashion context. It also provides practical implications for second-hand fashion sellers by identifying factors that can be incorporated into livestream content, product communication, and consumer engagement strategies. The conceptual framework of the study is presented in Figure 1.

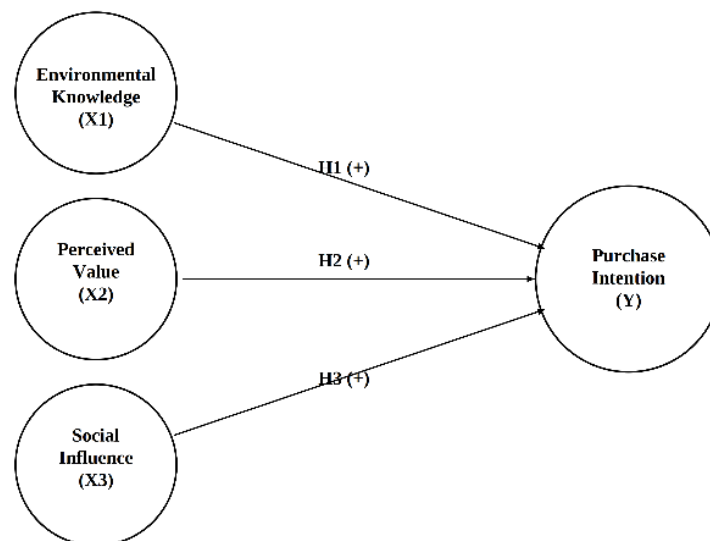


Figure 1. Conceptual Framework

2. RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design to test the relationships between variables formulated in the research model. The study population comprises Generation Z individuals (born 1997–2012) domiciled in Surabaya who have watched a TikTok Live session selling second-hand fashion. The sample was determined using a non-probability sampling technique with the purposive sampling method, applying the rule of thumb of ten times the number of indicators as recommended in PLS-SEM research design (Hair et al., 2021). With a total of 15 indicators in the research model, a sample of 150 respondents was obtained.

The purposive sampling criteria required that respondents (1) belonged to Generation Z (born 1997–2012), (2) were domiciled in Surabaya, (3) had watched at least one TikTok Live session selling second-hand fashion within the preceding six months, and (4) were able to recall specific aspects of the livestream (e.g.,

product presentation, seller interaction, or price and negotiation process) sufficient to evaluate their purchase intention toward the product offered. These criteria were verified through two screening questions placed at the beginning of the online questionnaire; respondents who did not meet the criteria were automatically directed out of the survey and excluded from the final sample. Eligible respondents were recruited through social media platforms (Instagram and TikTok) and Surabaya-based student and thrifting-community networks, using a combination of direct outreach and snowball referrals.

Primary data were collected through an online questionnaire using a 7-point Likert scale distributed via Google Form, while secondary data were obtained from relevant scientific literature. Environmental Knowledge was measured using indicators reflecting consumers' understanding of the environmental impact of the fashion industry and the effectiveness of second-hand fashion in mitigating that impact; Perceived Value was measured using functional, emotional, social, and price-related value indicators adapted from Sweeney & Soutar (2001); Social Influence was measured using indicators of family, peer, and community influence; and Purchase Intention was measured using indicators adapted from De Jesus et al. (2024).

Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software, chosen because it does not require normally distributed data, is capable of working with relatively small sample sizes, and is suited to the predictive-explanatory objective of this research (Hair et al., 2021). Model testing included an evaluation of the outer model (convergent validity, discriminant validity, and composite reliability), an evaluation of the inner model (R-Square and Variance Inflation Factor), and hypothesis testing through the bootstrapping resampling method with a significance criterion of $p\text{-value} < 0.05$.

Prior to full-scale distribution, the questionnaire items were reviewed for content clarity and were adapted from previously validated scales in the sustainable consumer behavior literature to ensure conceptual fit with the second-hand fashion and TikTok Live context. Beyond this initial content review, the validity and reliability of the measurement instrument were subsequently evaluated empirically through the outer model assessment in PLS-SEM. This evaluation encompassed convergent validity (outer loading and Average Variance Extracted), discriminant validity (cross-loading, the Heterotrait-Monotrait Ratio, and the Fornell-Larcker criterion), and construct reliability (Cronbach's Alpha and Composite Reliability); the corresponding results are reported in Section 3.2. Respondents' participation was voluntary, and informed consent was obtained at the beginning of the questionnaire; no, personally identifying information was collected, and all responses were used solely for the purposes of this research.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

Questionnaire distribution yielded 150 respondents who met the sample criteria. The majority of respondents were in the age group of ≤ 20 years (39.3%) and 21–23 years (30.0%), with student status dominating at 58.7%, followed by private-sector employees at 22.7%. The distribution of respondents' monthly allowance/income was relatively even across categories, with the highest proportion in the category of more than IDR 3,000,000 per month (28.7%). The most frequently purchased second-hand fashion category was tops and outerwear, such as t-shirts, shirts, sweaters, hoodies, jackets, cardigans, and blazers (57.3%), considerably higher than the bottoms category (18.7%). This distribution indicates that consumers of second-hand fashion through TikTok Live in Surabaya are dominated by individuals in the late-adolescent to early-productive age range, with interest that is not confined to lower-income groups.

3.1.2. Measurement Model (Outer Model) Evaluation

Convergent validity testing showed that all 15 indicators in the research model had outer loading values above 0.70, so that no indicators needed to be eliminated from the model (Hair et al., 2021). The Average Variance Extracted (AVE) value of each variable was also above 0.50, as presented in Table 1.

Table 1. Outer Loading, AVE, and Construct Reliability

Variable	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Environmental Knowledge	0.824–0.867	0.717	0.869	0.910
Perceived Value	0.756–0.913	0.724	0.876	0.913
Social Influence	0.784–0.904	0.727	0.875	0.914
Purchase Intention	0.776–0.848	0.651	0.731	0.848

Source: Data processed by the authors using SmartPLS (2026).

All Cronbach's Alpha and composite reliability (ρ_c) values were above 0.70, indicating a good level of internal consistency for each construct (Hair et al., 2021).

Discriminant validity was tested through cross-loading, the Heterotrait-Monotrait Ratio (HTMT), and the Fornell-Larcker Criterion. The cross-loading results showed that every indicator had its highest loading value

on its own construct compared to other constructs. The results of the HTMT and Fornell-Larcker Criterion tests are presented in Table 2.

Table 2. Heterotrait-Monotrait Ratio (HTMT) and Fornell-Larcker Criterion

Construct Relationship	HTMT	Fornell-Larcker ($\sqrt{\text{AVE}}$)
Perceived Value ↔ Environmental Knowledge	0.113	—
Social Influence ↔ Environmental Knowledge	0.081	—
Social Influence ↔ Perceived Value	0.105	—
Purchase Intention ↔ Environmental Knowledge	0.453	—
Purchase Intention ↔ Perceived Value	0.406	—
Purchase Intention ↔ Social Influence	0.407	—
Environmental Knowledge ($\sqrt{\text{AVE}}$)	—	0.847
Perceived Value ($\sqrt{\text{AVE}}$)	—	0.851
Social Influence ($\sqrt{\text{AVE}}$)	—	0.853
Purchase Intention ($\sqrt{\text{AVE}}$)	—	0.807

Source: Data processed by the authors using SmartPLS (2026).

All HTMT values were well below the 0.90 threshold, with the highest value of 0.453 found for the relationship between Purchase Intention and Environmental Knowledge (Hair et al., 2021). The Fornell-Larcker Criterion results also showed that the square root of the AVE of each construct was higher than its correlation with other constructs. These three approaches consistently indicate that the research model meets discriminant validity criteria.

3.1.3. Structural Model (Inner Model) Evaluation and Hypothesis Testing

Multicollinearity testing at the indicator level (outer VIF) showed the highest value of 2.875 for indicator X3.1 and the lowest value of 1.375 for indicator Y.2, while testing at the structural-model level (inner VIF) showed the highest value of 1.016 for the path from Perceived Value to Purchase Intention. All VIF values were well below the threshold of 5.00, indicating that the research model is free of multicollinearity problems at both the indicator and structural levels (Hair et al., 2021).

The R-Square value for Purchase Intention was 0.384, with an adjusted R-Square of 0.371, indicating that Environmental Knowledge, Perceived Value, and Social Influence jointly explain 38.4% of the variance in purchase intention. This value is categorized as relatively weak, indicating that other factors outside the model also influence purchase intention toward second-hand fashion through TikTok Live. Potential additional determinants not examined in this study include consumer trust toward livestream sellers, the quality and interactivity of livestream content, perceived price fairness, and perceived risk associated with purchasing used clothing online. Future research is encouraged to incorporate these variables to provide a more comprehensive explanation of purchase intention toward second-hand fashion within social commerce settings.

Table 3. Hypothesis Testing Results (Direct Effect)

Hypothesis	Path	Original Sample (β)	T-Statistics	P-Values	Result
H1	EK → PI	0.416	7.218	0.000	Supported
H2	PV → PI	0.357	5.268	0.000	Supported
H3	SI → PI	0.323	4.938	0.000	Supported

Note: EK = Environmental Knowledge; PV = Perceived Value; SI = Social Influence; PI = Purchase Intention. Source: Data processed by the authors using SmartPLS (2026).

As shown in Table 3, all three independent variables had positive original sample values with a p-value of 0.000, indicating that Environmental Knowledge, Perceived Value, and Social Influence each have a positive and significant effect on Purchase Intention. Environmental Knowledge showed the highest path coefficient (0.416), followed by Perceived Value (0.357) and Social Influence (0.323).

3.2. Discussion

The results indicate that Environmental Knowledge, Perceived Value, and Social Influence have positive and significant effects on Purchase Intention toward second-hand fashion through TikTok Live among Generation Z in Surabaya. These findings suggest that consumers' purchase intention is influenced by a combination of environmental understanding, perceived benefits, and social factors. Among the three variables, Environmental Knowledge has the strongest influence, followed by Perceived Value and Social Influence.

Environmental Knowledge has a positive and significant effect on Purchase Intention ($\beta = 0.416$; t-statistics = 7.218; $p = 0.000$; H1 supported). This finding indicates that consumers who have a better understanding of environmental issues are more likely to develop an intention to purchase second-hand fashion. The result is consistent with the Planet dimension of the Triple Bottom Line, which emphasizes the importance of considering the environmental impact of consumption activities (Pires & Delgado, 2024). Knowledge regarding textile waste, carbon emissions, and the environmental impact of the fashion industry can encourage

consumers to perceive second-hand fashion as a more sustainable consumption alternative. The Effectiveness Knowledge indicator was the strongest indicator, suggesting that consumers' belief in the effectiveness of second-hand fashion in reducing environmental impacts is an important consideration in forming purchase intention.

This finding is consistent with Aliza et al. (2025), Aulia et al. (2024), and Dewi et al. (2025), who found that Environmental Knowledge positively influences green purchase intention. It is also consistent with Rochman & Sholihah (2026), who found that green perceived value positively drives green purchase intention among Generation Z consumers in Surabaya, indicating that the role of perceived value as a determinant of sustainable purchase intention holds across different product categories and consumption contexts within this consumer segment. This, environmental knowledge functions not only as cognitive understanding but also as a basis for consumers to evaluate the consequences of their consumption choices. This study extends previous findings by examining the relationship in the context of second-hand fashion through TikTok Live, where sustainable consumption is combined with social commerce interactions.

Perceived Value also has a positive and significant effect on Purchase Intention ($\beta = 0.357$; t -statistics = 5.268; $p = 0.000$; H2 supported). This result indicates that environmental considerations alone are insufficient to explain consumers' intention to purchase second-hand fashion. Consumers also consider the benefits they receive from the product. This finding is consistent with the Profit dimension of the Triple Bottom Line and Consumer Behavior theory, which emphasizes the role of perceived value in the consumer decision-making process (Kotler et al., 2024). In this study, Perceived Value includes economic, emotional, social, and quality-related benefits. The Social Value indicator was the strongest indicator, indicating that consumers perceive second-hand fashion purchases as a way to express a positive and sustainability-conscious social image.

The finding is consistent with Nguyen et al. (2023) and Taib et al. (2022), who reported a positive relationship between Perceived Value and green-product purchase intention. This suggests that consumers evaluate the overall benefits obtained compared with the sacrifices involved before developing purchase intention. The contribution of this study is to demonstrate that perceived value remains an important determinant of purchase intention in the second-hand fashion context, particularly when purchases are made through TikTok Live.

Social Influence has a positive and significant effect on Purchase Intention ($\beta = 0.323$; t -statistics = 4.938; $p = 0.000$; H3 supported). This finding demonstrates that the social environment contributes to consumers' intention to purchase second-hand fashion. The result can be explained through the concept of subjective norm in the Theory of Planned Behavior, in which individuals' behavioral intentions can be influenced by perceived support or expectations from people who are important to them (Ajzen, 2020). The Family Influence indicator was the strongest indicator, suggesting that family remains an important source of social influence even though the purchasing process occurs through a digital platform.

This finding is consistent with Abid (2025), who found that Social Influence positively affects green-product purchase intention, but differs from Dewi et al. (2025), who found no significant effect among Indonesian Generation Z. This difference indicates that the influence of social factors may depend on the product, characteristics of consumers, and consumption environment. In TikTok Live, real-time interactions, recommendations, comments, and social validation may strengthen the influence of others on consumers' purchase intentions. Therefore, the findings provide evidence that Social Influence can become an important determinant of sustainable consumption intention within a highly interactive social commerce environment.

Overall, the findings demonstrate that Purchase Intention toward second-hand fashion through TikTok Live is shaped by cognitive, value-based, and social considerations. Environmental Knowledge provides consumers with an understanding of the environmental benefits of second-hand fashion, Perceived Value strengthens the perception of benefits obtained from the purchase, while Social Influence provides social reinforcement for the behavior. The stronger influence of Environmental Knowledge also indicates that understanding the environmental effectiveness of second-hand fashion remains the most important factor in shaping purchase intention among Generation Z in Surabaya. These findings contribute to the sustainable consumption and social commerce literature by integrating environmental, consumer-value, and social perspectives within the specific context of second-hand fashion through TikTok Live.

4. CONCLUSION

This study aimed to examine the effects of Environmental Knowledge, Perceived Value, and Social Influence on Purchase Intention toward second-hand fashion through TikTok Live among Generation Z in Surabaya. The findings indicate that all three variables have a positive and significant effect on Purchase Intention. Among these variables, Environmental Knowledge demonstrates the strongest influence, indicating that consumers' understanding of the environmental benefits associated with second-hand fashion is a key factor in strengthening their purchase intention.

The findings contribute to the literature on sustainable consumption and social commerce by demonstrating that Purchase Intention toward second-hand fashion is influenced by environmental, value-based, and social

considerations. These findings also provide empirical support for the application of the Triple Bottom Line framework and the Theory of Planned Behavior in explaining sustainable purchasing behavior within a social commerce context. From a practical perspective, second-hand fashion sellers can strengthen purchase intention by communicating the environmental benefits of second-hand consumption, providing adequate information regarding product value and quality, and fostering consumer interaction and engagement during TikTok Live sessions. Given the relatively strong influence of Environmental Knowledge, sustainability-oriented information may be particularly relevant in developing effective promotional strategies.

Beyond implications for individual sellers, the findings also carry broader social and policy relevance. Because environmental knowledge is the strongest determinant of purchase intention, local governments and environmental agencies in cities such as Surabaya may consider incorporating textile-waste awareness and sustainable-consumption education into public campaigns aimed at young consumers, potentially in collaboration with social commerce platforms such as TikTok. Policies that support and formalize the second-hand fashion trade for example, quality and safety standards for imported used clothing may further encourage consumers to view second-hand consumption as a legitimate and trustworthy sustainable practice, rather than one that depends solely on individual sellers' initiative.

This study has several limitations. First, the respondents were limited to Generation Z in Surabaya, which may constrain the generalizability of the findings to other demographic groups and geographical contexts. Second, the study specifically examined second-hand fashion purchases through TikTok Live; therefore, the findings may not be directly applicable to other social commerce platforms. Future research is recommended to involve respondents from different geographical areas and age groups, as well as to compare purchasing behavior across social commerce platforms. Future studies may also incorporate additional variables to provide a more comprehensive understanding of the determinants of second-hand fashion Purchase Intention.

Overall, this study provides empirical evidence that Environmental Knowledge, Perceived Value, and Social Influence constitute important determinants of Purchase Intention toward second-hand fashion among Generation Z in Surabaya. The findings highlight the relevance of integrating environmental information, consumer value, and social interaction into second-hand fashion marketing strategies within the social commerce context.

ACKNOWLEDGEMENTS

The authors would like to express their sincere gratitude to the respondents who participated in this study and provided valuable information for the research. The authors also gratefully acknowledge the support and guidance provided by the academic supervisors and the Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, throughout the research process. Finally, the authors appreciate all individuals who provided assistance and support during the preparation of this manuscript.

REFERENCES

- Abid, A. M. A. M. (2025). Determinants of Financial Distress: Evidence in the Energy Sector. *Jurnal Ilmu Manajemen*, 13(1), 93-106. <https://doi.org/10.32502/jimn.v13i1.7200>
- Adiyani, L. K., & Khusyairi, J. A. (2025). Consumption practices of thrifting: Cultural materialism analysis of consumer perspectives. *Jurnal Sosiologi Dialektika*, 20(1), 87–100. <https://doi.org/10.20473/jsd.v20i1.2025.87-100>
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Aliza, S., Arshad, E., Danish, R., & Awan, M. (2025). Unveiling the Association Between Environmental Concern (EC) And Knowledge ON Green Purchase Intention. (2025). *Contemporary Journal of Social Science Review*, 3(3), 1154-1162. <https://doi.org/10.63878/cjssr.v3i3.1081>
- Aulia, N., Putri, E., & Hayu, R. S. (2024). Ekombis Review-Jurnal Ilmiah Ekonomi dan Bisnis the Influence of Environmental Knowledge, Green Product Knowledge, Green Word of Mouth, Greenwashing, and Green Confusion as Mediator of Green Purchase Intention ARTICLE HISTORY. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(1), 459–476. <https://jurnal.unived.ac.id/index.php/er/indexDOI:https://doi.org/10.37676/ekombis.v12i1>
- DataIndonesia.id. (2025). Daftar Negara Pengguna TikTok Terbesar di Dunia pada Oktober 2025, RI Nomor Berapa? <https://dataindonesia.id/internet/detail/daftar-negara-pengguna-tiktok-terbesar-di-dunia-pada-oktober-2025-ri-nomor-berapa>

- De Jesus, J. Y. B., Merle, P. N. B., Moñedera, E. U., Nicdao, R. A. F., & Etrata, A. E. (2024). Generation Z's purchase intention towards green apparel: the mediating role of apparel sustainability knowledge and green perceived value. *Review of Integrative Business and Economics Research*, 13(2), 107-122.
- Deloitte. (2025). 2025-Genz-Millennial-Survey. In <https://www.deloitte.com/global/en/issues/work/genz-millennial-survey.html>.
- Dewi, N. I. K., Riyasa, I. A. P. W., Fauziah, L., Utami, M. A. J. P., Adinigrat, G. P., & Sanjaya, I. N. S. (2025). Drivers of Green Purchase Intention of Indonesia's Gen Z. Atlantis Press, 2025. https://doi.org/10.2991/978-94-6463-938-4_17
- GoodStats. (2023). Ada 49,4% Masyarakat Indonesia Pernah Melakukan Thrifting. GoodStats. <https://data.goodstats.id/statistic/ada-494-masyarakat-indonesia-pernah-melakukan-thrifting-sP7wi>
- Habibullah, W., Yulianti, O., & Hanila, S. (2025). The Effect of Live Streaming, Price and Promotion of Tiktok Shop on Buying Interest in Preloved Consumers in Generation Z in Bengkulu City. *Journal of Management, Economic, and Accounting*, 4(1), 87–98. <https://doi.org/10.37676/jmea.v4i1.625>
- Hair, J., Hult, T., Ringle, C., Sarstedt, M., Danks, N., & Ray Soumya. (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook (p. 197). Springer Nature. In *Structural Equation Modeling: A Multidisciplinary Journal* (Vol. 30, Issue July).
- Henrique, T., Pereira, M., & Martins, H. C. (2021). People, Planet, and Profit: A Bibliometric Analysis of Triple Bottom Line Theory. 11(1), 64–73. <https://doi.org/10.5539/jms.v11n1p64>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). *Principles of Marketing*, Global Edition.
- Nguyen, X. H., Nguyen, T. T., Anh Dang, T. H., Dat Ngo, T., Nguyen, T. M., & Anh Vu, T. K. (2023). The influence of electronic word of mouth and perceived value on green purchase intention in Vietnam. *Cogent Business and Management*, 11(1), 1–17. <https://doi.org/10.1080/23311975.2023.2292797>
- Pires, P. B., & Delgado, C. J. M. (2024). administrative sciences Sustainable Fashion: Conceptualization, Purchase Determinants, and Willingness to Pay More.
- Prisco, A., Ricciardi, I., Percuoco, M., & Basile, V. (2025). Sustainability-driven fashion: Unpacking generation Z's second-hand clothing purchase intentions. *Journal of Retailing and Consumer Services*, 85(April), 104306. <https://doi.org/10.1016/j.jretconser.2025.104306>
- Rochman, N., & Sholihah, D. D. (2026). Green Purchase Intention among Generation Z Consumers: Does Green Trust Still Matter?. *Jurnal Ekonomi, Manajemen, dan Bisnis*, 4(2), 258-271. <https://doi.org/10.70716/emis.v4i2.597>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Taib, N. M., Nordin, N. M., Yazid, Z. A., Daud, S., & Hisham, R. S. B. (2022). The Factors Influencing Green Purchase Intention on Green Product among Malaysian Consumers. *International Journal of Academic Research in Business and Social Sciences*, 12(6), 473–482. <https://doi.org/10.6007/ijarbss/v12-i6/13987>
- ThredUp. (2024). Resale Report 2024. ThredUp, 17. https://cf-assets-tup.thredup.com/resale_report/2024/ThredUp_2024_Resale_Report.pdf
- UNEP. (2025). Unsustainable fashion and textiles in focus for International Day of Zero Waste 2025. https://www.unep.org/news-and-stories/press-release/unsustainable-fashion-and-textiles-focus-international-day-zero?utm_source