



## ANALYSIS OF FACTORS INFLUENCING CONSUMER ATTITUDES TOWARDS PRELOVED FASHION IN INDONESIA

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### ABSTRACT

*This research aims to determine the effect of dissatisfaction, fatigue, and perceived enjoyment on consumer attitudes regarding preloved fashion in Indonesia. Specifically, it investigates how these factors influence consumers' attitudes toward adopting preloved fashion. This study targets those consumers who have at least some basic knowledge or have used shared fashion services. Purposive sampling was applied in this study, after which participants were chosen based on their knowledge and participation in the preloved fashion system. Data was gathered using an online survey and analyzed using SmartPLS software to perform validation, reliability, and hypothesis tests. The results indicate that dissatisfaction, fatigue, and perceived enjoyment are important contributors toward consumer attitudes regarding preloved fashion. This study aims at more sustainable fashion consumption patterns in younger emerging economies like Indonesia. With these insights, the study expands the discussion on sustainable fashion consumption by providing empirical studies on psychological factors pertaining to developing countries.*

**Keywords:** *consumer attitude, sustainable consumption, preloved fashion, fashion industry*

## INTRODUCTION

The global fashion industry is experiencing a major transformation due to increasing awareness of sustainable consumption. One widely recognized example of a sustainable alternative is preloved fashion, which refers to purchasing second-hand clothing. This approach not only addresses the issue of textile waste but also helps extend the life cycle of garments (McCoy et al., 2021). According to the 2024 Resale Report by ThredUp, the global second-hand fashion market is expected to exceed 350 billion USD by 2028.

In Indonesia, the preloved fashion sector is still emerging, but it shows significant potential. One relevant case is Style Theory, a fashion rental platform from Singapore, which reported more than 20,000 active users from Indonesia during its first year of operation in the country (Themadjaja & Gunadi, 2023). This indicates that some Indonesian consumers have started to adopt access-based fashion consumption rather than ownership. However, the overall adoption rate in Indonesia remains relatively low compared to global trends. To better understand sustainable fashion adoption in the local context, it is necessary to examine the factors that influence consumer attitudes toward preloved fashion.

Previous studies have found that dissatisfaction with fast fashion, including concerns about product quality, rapidly changing trends, limited stylistic expression, or ethical issues, may lead consumers to consider alternative consumption choices (Y. Wang & Xiao, 2022). Consumer fatigue, referring to the emotional depletion stemming from monotonous shopping activities, has been shown to lower interest in traditional fashion retail stores (Y. Wang & Xiao, 2022). Furthermore, perceived enjoyment

which relates to positive feelings associated with the act of buying preloved or second-hand goods has been found to contribute toward more positive attitudes towards those activities (Al-Abdullatif, 2023).

Although global research has extensively covered preloved fashion within developed markets, there is, however, an absence of empirical research focusing on emerging consumer behaviors from Southeast Asia which is culturally, economically, and environmentally distinctive. To address this gap, the current study seeks to explore the impact of dissatisfaction, fatigue, and perceived enjoyment on consumer attitudes toward preloved fashion in Indonesia. Specifically, it attempts to answer the following research question: in an emerging market context, how do dissatisfaction, fatigue, and perceived enjoyment affect consumer attitudes toward preloved fashion? By addressing this research gap, the study offers theoretical contributions to the understanding of sustainable consumer behavior and provides practical implications for marketers and policymakers promoting sustainable fashion initiatives.

## LITERATURE REVIEW

### Shared Fashion

(Choufan, 2021) described sharing fashion, or shared fashion, as a new form of interfacing with fashion that digital social networking and the sharing economy. Shared fashion represents a consumption model where people do not purchase items for long-term possession instead, fashion consumers retain engagement with fashion items for shorter periods because of variety, visibility, and sustainability.

(Choufan, 2021) claims that this shift is not only economic but also cultural, as the focus shifts towards digital shareability. In conventional fashion consumption, garments are permanently attached to the body and are considered a key aspect of personal identity and pride in ownership. Shared fashion systems, on the other hand, prioritize temporary usage, rapid circulation, and visibility. Now consumers can share clothes, virtually wearing them for digital display instead of wearing them physically, making wearing clothes secondary to the need to showcase them.

The growth of shared fashion indicates that the consumer behavior is shifting toward sustainable and experience-based consumption instead of mere possession (Mohammed & Razé, 2023). These consumers gain access to an extensive wardrobe while simultaneously cutting down on pollution and unnecessary garments waste. Shared fashion is a good example of the circular economic movement in which products are repurposed within their life cycles. This contributes to the development of many online platforms that facilitate the sale of pre-owned fashion goods, which is becoming increasingly popular with young urban consumers (Wicaksono et al., 2024).

### **Preloved Fashion**

Preloved fashion according to (Demir et al., 2023; Swaswantika et al., 2022), is defined as fashion apparel that is used and resold as long as it is in good quality. The low cost, unique styles, and sustainable impact all contribute to attracting consumer interest towards preloved fashion (Aryaputra et al., 2023; Wicaksono et al., 2024). This model consumption also contributes to less responsible purchasing by encouraging reuse and less impulse purchase of new products. The emotional and social

dimensions of preloved fashion deeply shape consumer behavior. The concept of *vintage*, or things with some personal or historical attachment that are unavailable in fast fashion, brings valuable satisfaction to consumers. In this manner, preloved fashion is becoming a part of a growing sustainable lifestyle identity in Indonesia.

### **Dissatisfaction**

Consumers experience dissatisfaction when their experiences do not live up to the expectations set (Y. Wang & Xiao, 2022). This form of dissatisfaction can be explained as a psychological outcome that arises from a failure to meet expectations due to aversive past consumption outcomes (Zeng et al., 2021). In the case of fashion consumption, dissatisfaction with conventional fashion imposed through fast fashion for its environmental effects, high price, or lack of uniqueness may motivate consumers to look for alternative models. When consumers lose faith in the conventional fashion systems, they are more inclined to embrace sustainable alternatives such as preloved fashion. More fashion choices that are meaningful and ethically appealing emerge in tandem with rising discontent. The appeal of brands that proactively align with consumers' expectations is on the rise, particularly in the context of sustainable fashion. There is a shift towards sustainable fashion as an alternative to traditional fast fashion due to heightened concern about its environmental and social repercussions.

### **Consumer Fatigue**

Consumer fatigue is defined as a psychological condition of exhaustion that lowers a person's capability and willingness to participate in activities that require deep thinking (C. X. Wang et al., 2022). This condition applies mostly to situations that require a person to make decisions after completing complex tasks, such as evaluating worth, comparing

multiple options, or working through new and complicated systems. This condition is a consequence of the ego-diagnosis depletion phenomenon explained by (Baumeister et al., 1998) who suggested that people have a finite reserve of cognitive resources when it comes to self-regulation and decision-making. In cases where an individual is stressed, exposed to too many decisions, or places excessive thinking on mental processes without sufficient rest, the individual's cognitive resources are depleted. This leads to feeling exhausted, which results in reduced cognitive activity and lower willingness to exert effort (Baumeister et al., 2007). During this state of fatigue, a consumer would not be motivated to invest effort in complex decisions and, instead, would prefer to go with default options and take the simplest options from a cognitive perspective.

### **Perceived Enjoyment**

Perceived enjoyment is the sense of fun and satisfaction consumers experience during a particular activity, including shopping for preloved fashion (Kim, 2021). When consumers enjoy searching for or using second-hand clothing, they tend to develop a more favorable attitude toward it (Al-Abdullatif, 2023). Thrifting is usually described as exciting due to the associated "treasure hunt" where shoppers can find distinctive pieces usually unavailable in ordinary retail outlets. This thrill of the unexpected enhances the enjoyment of thrifting, making it popular among people who are interested in fashion and wish to stand out. Along with this, the joy of discovering a great piece for a very low price also adds to the pleasure of shopping for second-hand clothing (Aryaputra et al., 2023). For many customers, thrifting becomes a rewarding and valuable experience since the feeling of delight from the activity ultimately outweighs the effort required.

### **Attitude**

According to (Ajzen & Fishbein, 2000), consumer form intentions based on their attitudes toward behavior and subjective norms. This theory has gained acceptance in forecasting various aspects of consumer behavior, including demonstrating that favorable attitudes increase the likelihood of pro-consumption and pro-environmental behavior.

As indicated by (Borusiak et al., 2020), the attitude of customers greatly influences the purchasing behavior of consumers towards purchasing fashion objects sustainably for preloved clothing. Similarly, (Al-Abdullatif, 2023) pointed out that perceived enjoyment, especially the enjoyment gained from discovering unique preloved goods, is an important factor reinforcing positive attitudes.

(Wicaksono et al., 2024) reasoned that the increased interest and concern towards the environment, aided by digital means, is what facilitated the consumer's perception of preloved fashion as desirable. (Aryaputra et al. (2023) also pointed out that increasing awareness regarding the impacts of fast fashion is, for many consumers, shifting their attitudes towards more sustainable and ethically responsible shopping. The following hypotheses are proposed to examine the influence of each variable on consumer attitudes toward preloved fashion:

- H1:** Dissatisfaction towards fast fashion has a positive influence on consumer attitudes toward preloved fashion in Indonesia.
- H2:** Consumer fatigue has a positive influence on consumer attitudes toward preloved fashion in Indonesia.
- H3:** Perceived enjoyment has a positive influence on consumer attitudes

toward preloved fashion in Indonesia.

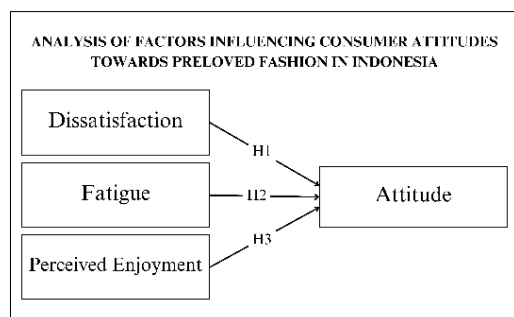


Figure 1. Research Framework

## METHODS

### Sampling

This research study focuses on Indonesian consumers who are aware of and have participated in shared fashion services like renting or purchasing used clothing. The unit of analysis consists of consumers who, through previous online or in-store interactions, possess sufficient subjective understanding of various access-based models of fashion. A purposive sampling strategy was utilized to collect data from relevant participants who met the study's criteria. Participants were chosen based on their interest in the concept and whether they had previously used shared fashion services. This type of non-probability sampling ensured that only respondents whose contributions to the study would truly enhance the understanding of the variables examined were included. A total of 387 responses gathered from various regions of Indonesia met the study's criteria. Having such a large and diverse sample enhances the scope of statistical analysis as well as the reliability of the results and increases data generalizability for the findings.

### Data Collection

An online questionnaire was created and disseminated through various internet platforms for the purpose of data

collection. This approach was selected to increase geographic coverage and reach individuals who fulfilled the requirements for the study. A seven-point Likert scale was utilized for every question, with the lowest rating of 1 being described as “strongly disagree” and the highest of 7 as “strongly agree.” This survey was created with the scope of the study on Indonesian fashion consumption in mind, ensuring its validity through the appropriate adaptation of constructs from earlier studies and the adaptation of their findings.

Table 1. Measurement Items

Construct	Items	Source
<b>Dissatisfaction (Reversed Items)</b>	DIS1. I feel satisfied with my experience in buying new apparel	(Monoarfa et al., 2023; Zeng et al., 2021)
	DIS2. I feel pleased about my experience in buying new apparel	
	DIS3. I feel contented about my experience in buying new apparel	
	DIS4. I feel delighted about my experience in buying new apparel	
<b>Fatigue</b>	FA1. After shopping for new clothes, I often feel fatigued by the effort required.	(Van Yperen & Hagedoorn, 2003)
	FA2. The process of buying new clothes often leaves me feeling exhausted.	
	FA3. I often feel frustrated by the time it takes to find suitable new clothes.	
	FA4. After shopping for new clothes, I frequently feel	

	too drained to engage in other activities.	
<b>Perceived Enjoyment</b>	EN1. I find shopping for shared fashion to be fun	(Handarkho & Harjoseputro, 2020)
	EN2. I find shopping for shared fashion to be enjoyable	
	EN3. I find shopping for shared fashion to be pleasurable	
	EN4. I am very excited about using shared fashion	
	EN5. Buying shared fashion is more enjoyable than buying new	
<b>Attitude</b>	AT1. Purchasing shared fashion is beneficial for me	(Ajzen, 1991)
	AT2. Purchasing shared fashion is good for me	
	AT3. I think that buying preloved clothing is pleasant	

<b>Age</b>	15–25	133	34.4%
	25–35	148	38.2%
	35–45	95	24.5%
	45–60	8	2.1%
	Above 60	3	0.8%
<b>Gender</b>	Female	257	66.5%
	Male	130	33.5%
<b>Education</b>	Junior High School	1	0.3%
	Senior High School	81	21.0%
	Vocational (D3)	68	17.6%
	Undergraduate (S1)	167	43.2%
	Master's Degree (S2)	57	14.8%
<b>Monthly Income</b>	< Rp1,000,000	51	13.2%
	Rp1,000,000 – Rp3,000,000	80	20.8%
	Rp3,000,000 – Rp5,000,000	152	39.7%
	Rp5,000,000 – Rp10,000,000	76	19.8%
	Rp10,000,000 – Rp20,000,000	17	4.4%
	Rp20,000,000 – Rp30,000,000	5	1.3%
	> Rp30,000,000	5	1.3%

According to the respondent's demographic profile, the overwhelming majority were young adults, as 63.56% were within the age range of 18 to 25 years old. This figure underscores that preloved fashion is especially appealing to younger generations who are more accustomed to sustainable consumption practices and tend to be more accepting of alternative models of consumption. When considering other gender groups, 70.28% of respondents were female. Hence, this suggests that women might be more willing to participate in preloved fashion activities. Most of the respondents, 52.71%, claimed to earn an income below IDR 3 million per month, which implies that some economic factors might drive consumers toward more affordable options like preloved fashion. In terms of education, 63.56% were reported to have earned at least a bachelor's degree which indicates to us that higher educational attainment may increase one's acceptance of sustainable fashion. All these factors indicate that young, educated consumers with moderate income are the main

## RESULTS

Primary data was collected from 387 respondents that were sampled based on their prior experience or knowledge of the preloved fashion system. The demographic profile of the participants reflects that a significant segment was contained of young adults, with a considerable representation of university students as well as young professionals. Most of the respondents held some degree of experience with shared or preloved fashion, from the perspective of sellers or renters of preloved fashion apparel.

Table 2. Respondent Profiles

Description	Frequency	Percentage
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consumers of preloved fashion in Indonesia.

### Measurement Model Analysis (Outer Model)

The measurement model was analyzed using Smart PLS 4 based on the principles outlined by (Hair et al., 2020). This analysis ensures the constructs and indicators used in the study meet criteria for validity and reliability.

### Validity and Reliability Test

All outer loading values exceed 0.70, indicating strong indicator reliability. Cronbach's Alpha and Composite Reliability (CR) values for all constructs are above 0.70, confirming internal consistency. Average Variance Extracted (AVE) values for each construct exceed 0.50, demonstrating convergent validity.

Table 3. Construct Validity and Reliability

Variable	Items	Outer Loadings	Cronbach's Alpha	Composite Reliability (CR)	AVE
Dissatisfaction	DIS1	0.915	0.917	0.943	0.804
	DIS2	0.890			
	DIS3	0.898			
	DIS4	0.885			
Fatigue	FA1	0.886	0.910	0.939	0.793
	FA2	0.903			
	FA3	0.893			
	FA4	0.905			
Perceived Enjoyment	EN1	0.886	0.913	0.936	0.747
	EN2	0.899			
	EN3	0.888			
	EN4	0.875			
	EN5	0.893			
Attitude	AT1	0.939	0.913	0.948	0.858
	AT2	0.919			
	AT3	0.947			

Each construct has specific measurement items with a set of corresponding outer loading scores ranging from 0.858 to 0.940. All constructs exhibit high internal consistency as demonstrated by reliability analysis, with Cronbach's Alpha values between 0.897 and 0.958, and Composite Reliability values from 0.928 to 0.971. Moreover, evidence of convergent validity is provided since the AVE values for all constructs are greater than the 0.50

threshold, ranging from 0.762 to 0.888. These outcomes verify all measurement items as valid and reliable (Hair et al., 2020). An illustration can be seen in Figure 2 which presents the outer loading relationships.

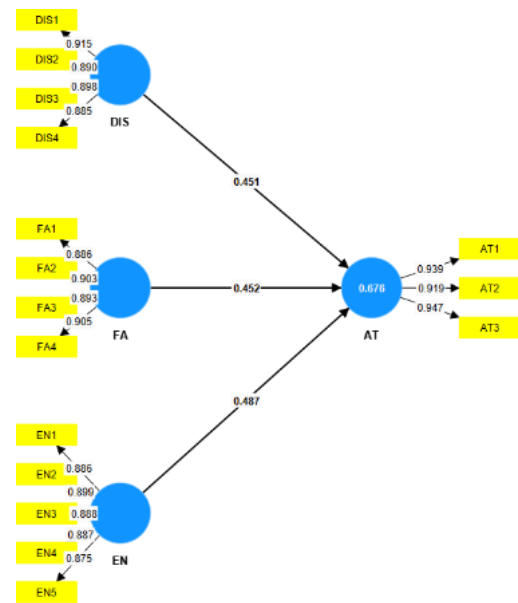


Figure 2. Outer Loadings

### Common Method Bias Test

To ensure the robustness of the study and to assess potential issues arising from common method bias (CMB) and multicollinearity, a full collinearity test was performed. This test assesses the VIF indicator for each indicator. In the assessment done by (Sarstedt et al., 2021), it was illustrated that VIF values lower than 5.0 indicate the absence of problematic collinearity and common method bias is unlikely to be present.

Items	VIF
AT1	4.141
AT2	3.056
AT3	4.421
DIS1	3.284
DIS2	2.837
DIS3	2.984
DIS4	2.857

EN1	3.086
EN2	3.394
EN3	3.099
EN4	3.039
EN5	2.873
FA1	2.718
FA2	3.211
FA3	2.881
FA4	3.143

In this study, all VIF values remain under the 5.0 threshold, suggesting that multicollinearity and common method bias were not serious concerns. Those findings can also be seen in Table 4. It is important to note, however, that some indicators, specifically AT4 (VIF = 4.421) and AT1 (VIF = 4.141), are closer to the threshold than others. While these values are still within an acceptable range, they may suggest the need for adding more measurement item refinement in future studies to alleviate potential collinearity issues.

### Structural Model Analysis

The R-square figure for the endogenous variable Attitude is 0.676 which means that Dissatisfaction, Fatigue, and Perceived Enjoyment intervals Attitude by a variance of 67.6%. The Q-square ( $Q^2$ ) value acquired through the Blindfolding procedure was 0.593, thus establishing the model's predictive relevance (Hair et al., 2020).

Table 4. R-Square and Q-Square

Endogenous Variable	R-Square	Q-Square
Attitude	0.676	0.593

### Hypothesis Testing

The structural model was evaluated by determining the importance and the impact of the independent variables of Dissatisfaction, Perceived Enjoyment, and

Fatigue on the dependent variable, Attitude.

The results revealed that all three hypothesized relationships are statistically validated. The most significant contribution is Perceived Enjoyment possessing the highest path coefficient ( $\beta = 0.487$ ) and the highest t-statistic ( $T = 17.272$ ), showing that it impacts Attitude more than other variables. Fatigue exerted a significant influence on Attitude as well with a coefficient of 0.452 and a t-value of 14.847. Likewise, Dissatisfaction positively influences Attitude ( $\beta = 0.451$ ;  $T = 15.093$ ) also reinforcing the hypothesis. All reported P-values being lower than 0.05 indicate the absence of doubt regarding the validity of these relationships. It is noteworthy that all P-values are less than 0.05, thereby confirming the statistical relevance of each of these relationships. These findings offer empirical evidence for the research model, asserting that all proposed constructs significantly account for consumers' attitudes toward preloved fashion.

Table 5. Hypothesis Testing

Hypothesis	Original Sample ( $\beta$ )	T-Statistic	P-Value	Hypothesis is Supported
H1: Dissatisfaction $\rightarrow$ Attitude	0.451	15.093	0.000	Accepted
H2: Perceived Enjoyment $\rightarrow$ Attitude	0.487	17.272	0.000	Accepted
H3: Fatigue $\rightarrow$ Attitude	0.452	14.847	0.000	Accepted

The results indicate that all three hypothesized relationships are supported statistically. Perceived Enjoyment has the highest path coefficient ( $\beta = 0.487$ ) and the t-statistic value ( $T = 17.272$ ) denoting that it positively influences Attitude more than any other variable. Fatigue also has a



noteworthy impact on Attitude with a coefficient of 0.452 and a t-value of 14.847. Similarly, Dissatisfaction has a notable positive effect on Attitude ( $\beta = 0.451$ ;  $T = 15.093$ ). It is noteworthy that all P-values are less than 0.05, thereby confirming the statistical relevance of each of these relationships. These findings offer empirical evidence for the research model, asserting that all proposed constructs significantly account for consumers' attitudes toward preloved fashion.

## DISCUSSIONS AND CONCLUSIONS

This study provides information on how customer views regarding used fashion in Indonesia are influenced by dissatisfaction, fatigue, and perceived enjoyment. These frameworks highlight the role of emotional and experiential elements in fostering positive perceptions of sustainable fashion.

In this case, the increase of the attitude highlighted by dissatisfaction indicates a growing discontent among Indonesian consumers toward fast fashion. A significant portion of the population believes today's clothing styles lack creativity and are increasingly detrimental to our planet. To some extent, this motivates people to look for alternatives that resonate with their beliefs and hopes. Preloved fashion emerges as one of the options that provide authenticity, distinctness, and ethical engagement. This supports previous findings that dissatisfaction with conventional fashion practices encourages a shift toward more sustainable consumption (Y. Wang & Xiao, 2022).

Fatigue also influences the attitude of a consumer and their behavior. Trying to keep up with shopping, new sales events, and new trends can often result in mental exhaustion. This condition decreases a consumer's motivation to follow the

trends actively and makes them more inclined towards easier, more straightforward options. Preloved fashion allows more personal time for shopping compared to the frantic nature of the fast fashion industry. These findings support (C. X. Wang et al., 2022), who pointed out that fatigue diminishes cognitive resources and impacts consumers' efforts to expend energy on purchasing an item.

This study, however, found perceived enjoyment to be the highest contributor. Consumers who actively engage with preloved fashion and derive joy and satisfaction are most likely to have a positive attitude. From an emotional perspective, the excitement of finding affordable, rare, fashionable items reinforces their perception of externally consumed or preloved fashion. Moreover, enjoyment helps offset the negative perception of shopping and sustainable practices. This supports (Al-Abdullatif, 2023), who pointed out the significant role perceived enjoyment plays in fostering favorable attitudes in value-based consumption contexts.

In analyzing the demographic profiles of the respondents, it was observed that the majority were young adults between 18 and 30 years old. This segment tends to be more receptive to sustainable consumption initiatives and shows greater openness toward non-traditional consumption models, such as preloved fashion. Additionally, most participants reported moderate income levels, suggesting that economic considerations, alongside environmental values, may influence their positive attitudes toward preloved fashion. Higher education levels among respondents also imply an increased awareness of sustainability issues, reinforcing the role of educational background in shaping sustainable fashion consumption behavior.

The findings offer significant practical insights. For fashion marketers and preloved fashion platforms, enhancing consumer enjoyment should be a strategic priority. Personalized recommendations, engaging platform interfaces, loyalty programs, and gamification features can be used to increase user satisfaction and repeat engagement. Addressing shopping fatigue, platforms should streamline search and browsing functions, offering curated collections to reduce choice overload. From an educational standpoint, sustainability campaigns targeting younger consumers in universities or on social media could emphasize the environmental and social benefits of choosing preloved fashion. Strengthening awareness and normalizing second-hand consumption could significantly enhance attitude formation and behavioral intention.

In the Indonesian context, the government's regulation banning the import of used clothing has significantly reshaped the landscape for sustainable fashion. While the restriction limits access to imported second-hand goods, it simultaneously creates a unique opportunity for local preloved fashion businesses to thrive. Domestic preloved platforms can position themselves as sustainable and ethical alternatives, meeting consumer demand for affordability and uniqueness while promoting local circular economies. This creates a strategic moment for businesses, policymakers, and platforms to invest in the expansion of preloved markets within Indonesia.

This study demonstrates that dissatisfaction with conventional fashion, fatigue from traditional shopping activities, and perceived enjoyment in engaging with preloved fashion significantly influence consumer attitudes toward preloved fashion in Indonesia. The emotional and experiential aspects of

consumption are critical in fostering positive sustainable behavior among young, educated consumers in emerging economies.

This study expands the scope of sustainable consumer behavior by revealing the impact experiential and emotional drivers of dissatisfaction, fatigue, and perceived enjoyment have on shaping positive attitudes towards preloved fashion in Indonesia. The results further the theories of value-based sustainable consumption by emphasizing the role of perceived enjoyment among youth and middle-income populations of developing countries, such as Indonesia.

## LIMITATIONS

This study has several limitations. To begin with, a sample selection issue exists because this study used purposive sampling and only included participants who either understood or had participated in a preloved and shared fashion. Such sampling could limit how these results may be applied to the broader Indonesian population with different levels of awareness or experience. Furthermore, while all constructs provide acceptable reliability and validity, the use of cross-sectional survey design entails the inability to make causal relationships between the variables. Future research may consider applying a longitudinal design to explore behavioral changes over time and validate the consistency of the proposed model. Third, this study was based on self-reported data only, which were gathered through an online questionnaire, which could lead to some biases. Respondents may have answered based on social desirability or perception rather than actual conduct. Thus, other studies may integrate self-reported information with observational or

behavioral data for improved accuracy of results.

Furthermore, while the drivers of consumer attitudes toward preloved fashion have been explored in the current study, the conceptual model was restricted to three direct predictors and ignored possible moderating or mediating variables. It is suggested that further research can add to the model by including variables to broaden the scope of the theory and increase its explanatory power. Understanding these limitations enhances the interpretation of the results while enabling other researchers to refine and expand the current research.

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