

## THE EFFECT OF FRUGALITY, ENVIRONMENT, AND SOCIAL SUPPORT ON PURCHASE INTENTION OF THRIFTING CLOTHING MODERATED BY PRICE SENSITIVITY

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### ABSTRACT

This study aims to analyze the influence of frugality, environment, and social support on the purchase intention of thrifting clothing in generation Z with price sensitivity moderation within the scope of Theory Planned of Behavior (TPB) as the main reference in this study. This research is a type of quantitative research with the main research instrument in the form of a questionnaire which was distributed online to 120 respondents who are generation Z in West Nusa Tenggara. The data was analyzed using Structural Equation Modeling – with Partial Last Square (PLS). The findings of this study show that purchase intention in thrifting clothing can be significantly influenced by frugality and environmental factors. Meanwhile, social support has a non-significant effect on purchase intention. In addition, price sensitivity is proven to strengthen the influence of frugality on purchase intention, while price sensitivity can weaken the influence of environment and social support on the purchase intention of thrifting clothing among Generation Z. This finding provides important insights for further research and can be a reference in policy-making related to environmentally friendly shopping trends, especially thrifting clothing.

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## 1. Introduction

Thrift clothes or used clothes are now increasingly popular among the public, especially among the younger generation ([Masserini et al., 2024](#); [Soenaryo et al., 2024](#)). The phenomenon of thrifting, which is increasingly popular among the public, not only reflects the economic aspect but also becomes part of social identity and environmental awareness ([Sella & Banowo, 2023](#)). The fashion industry, known as one of the biggest contributors to textile waste and pollution, is motivating individuals to switch to more environmentally friendly options, such as buying second-hand clothes to reduce waste and reduce their carbon footprint. The thrifting trend is also related to the change in the young generation's view of fashion and consumption. They are increasingly inclined to judge style and uniqueness rather than simply following the mass fashion trends offered by big brands. Used clothes provide an opportunity to find vintage items or branded items at more affordable prices, giving a sense of exclusivity and personalization in dressing ([Nurhalizah, 2024](#); [Sayidina et al., 2024](#)).

In this context, frugality or frugality is becoming increasingly important, because consumers who have a tendency to be frugal tend to prefer products that offer more value at lower prices, such as used clothes ([Zahroh, 2023](#)). This thrifting phenomenon is not only related to economic reasons, but also reflects a greater awareness of environmental issues. As concerns about sustainability increase, many consumers are starting to consider the environmental impact of consuming new items and switch to second-hand clothes as a more environmentally friendly option. An increasingly prominent trend in this thrifting phenomenon is the involvement of the younger generation, especially Generation Z, who are increasingly interested in second-hand clothes as an alternative to fast fashion. This generation is not only attracted to second-hand clothes because they are more affordable, but also because of their deep concern for sustainability and social responsibility issues ([Koay et al., 2024](#); [Mazanec & Harantová, 2024](#)). In their view, buying used clothes is not only about getting quality goods at a low price, but also part of an effort to reduce the negative impact of fast fashion on the environment. Research shows that consumers who are concerned about the environment tend to have a higher purchase intent towards products that are considered environmentally friendly, including used clothes ([Vannia et al., 2022](#)).

In addition, social support also plays an important role in shaping purchase intentions. When individuals feel supported by their social environment, such as friends and family, they are more likely to engage in sustainable purchasing behaviors ([Persaud & Schillo, 2017](#)). On the other hand, highly price-sensitive consumers may be more affected by price factors than by the social or environmental value of the products they purchase.

Research shows that a positive price perception can increase purchase intent, especially in the context of products that are considered to have more value, such as thrifting clothing ([Arindaputri & Santoso, 2023](#)). Research on the effect of price sensitivity on the purchase intention of thrifting clothing is still limited. Although a number of studies show that price-sensitive consumers tend to be more interested in thrifting products ([Kawulur et al., 2022](#); [Sajjad et al., 2021](#)), there are not many studies that examine in depth how price sensitivity functions as a moderation factor in the relationship between frugality, environmental awareness, and social support. On the other hand, research shows that consumer attitudes towards eco-friendly products are very important in shaping purchase intentions. Mahrinasari and Pandjaitan ([2022](#)) found that when consumers have an attitude that favors eco-friendly brands, their intention to buy eco-friendly products increases. This is in line with the findings Bong Ko and Jin ([2017](#)) which states that increasing environmental knowledge has a positive impact on attitudes, thereby increasing the likelihood of buying eco-friendly clothing. However, the influence of subjective norms and perceived behavioral control can vary. For example, although some studies, such as those conducted by Diash and Sharifah ([2021](#)) Suggesting that environmental concern and knowledge have a positive impact on purchase intentions, the study also suggests that these factors may not always have a significant influence, particularly among young consumers. This suggests a different understanding of how subjective norms such as peer influence can affect environmental awareness and purchasing behavior, as highlighted in the findings Genoveva et al., ([2023](#)) which underscores the role of social values and peer pressure in shaping environmentally friendly purchasing intentions among millennials. This research is very relevant to understand the factors that influence the interests and decisions of consumers involved in sustainable shopping behavior. Therefore, it is important to understand how price sensitivity can moderate the influence of frugality, environment, and social support on thrifting clothing purchase intention given the inconsistencies of previous research results.

## **2. Literature Review**

### **Theory of Planned Behavior**

To better understand and predict customer intent in carrying out certain activities, many researchers adopt the theory of planned behavior ([Ajzen, 1991](#)). The Theory of Planned Behavior (TPB), developed by Icek Ajzen in 1985, offers a framework that can be used to understand the factors that influence a person's intentions and behavior in the context of buying used clothes. In this theory, a person's intention to perform a behavior is influenced by three main factors: attitudes toward behavior, subjective norms, and perceived behavioral control. Consumers' attitudes towards buying used clothes are greatly influenced by their views on the benefits and

impact of the decision. Consumers who have a positive attitude towards sustainability and are more concerned about environmental issues tend to see used clothes as a more environmentally friendly and more cost-effective option. Subjective norms refer to the social influence of individuals around consumers, such as friends, family, or influencers. If their social environment supports or even encourages buying second-hand clothes, for example through awareness of sustainability or because of fashion trends, then consumers are more likely to buy second-hand clothes. Perceived behavioral control relates to the extent to which consumers feel that they have control over the decision to buy used clothes. This includes factors such as the availability and accessibility of thrift clothing stores, knowledge of trusted places to buy, and convenience in making purchases. In addition, this control can also be affected by the level of sensitivity of consumer prices.

### **Frugality**

Frugality or frugality is becoming increasingly important, because consumers who have a tendency to save tend to prefer products that offer more value at lower prices, such as used clothes ([Zahroh, 2023](#)). Frugality in the context of second-hand clothing consumption has gained significant attention in recent years, especially as sustainability is a major concern in the fashion industry. Frugality, which is defined as careful management of resources to avoid waste, is in line with the principle of sustainable consumption, especially in the field of clothing. A study of Gen Z in the Slovak Republic highlights that second-hand shopping is often a necessity for those who cannot afford new clothes, reflecting a broader shift towards sustainable consumption practices ([Mazanec & Harantová, 2024](#)). The same is true for students who consider used clothes to be a viable option, driven by economic considerations and a desire to contribute positively to the environment ([Yan et al., 2015](#)). Economic motivation is rooted in a rejection of the payment of a "premium for novelty" and naturally encourages a more frugal approach as a rational option ([Guiot & Roux, 2010](#)). In addition, price sensitivity or price awareness has proven to be a factor that predicts shopping behavior towards used goods ([Guiot & Roux, 2010](#)).

H1: Frugality has a significant effect on purchase intention

H2: Price sensitivity moderates the influence of frugality on purchase intention

### **Environment**

Interest in buying second-hand clothes is often triggered by awareness of the environmental impact of the fashion industry, known as "fast fashion". This has led to an increase in consumer interest in opting for more environmentally friendly alternatives, such as used clothing, which can reduce textile waste and negative impacts on the environment ([Dharma, 2023](#); [Farrant et al., 2010](#)).

Consumers, especially among the younger generation, are increasingly aware of the importance of sustainability and the impact of their shopping behavior. Research shows that factors such as environmental awareness and social values play an important role in the decision to buy used clothes ([Dharma, 2023](#); [Flowers & Flowers, 2021](#); [Hoang et al., 2022](#)). This collective awareness around sustainability reinforces the decision to buy second-hand clothing, as consumers feel that they are part of a larger movement that values environmental responsibility ([Hidayah & Abdurrahman, 2024](#)). On the other hand, consumers who have high price awareness tend to prefer used clothes as a more affordable option ([Cham et al., 2018](#)). This suggests that price sensitivity can serve as a key driver in the decision to buy used clothing, especially among the younger generation who are more value- and sustainability-conscious.

H3: Environment has a significant effect on purchase intention

H4: Price sensitivity moderates the influence of the environment on purchase intention

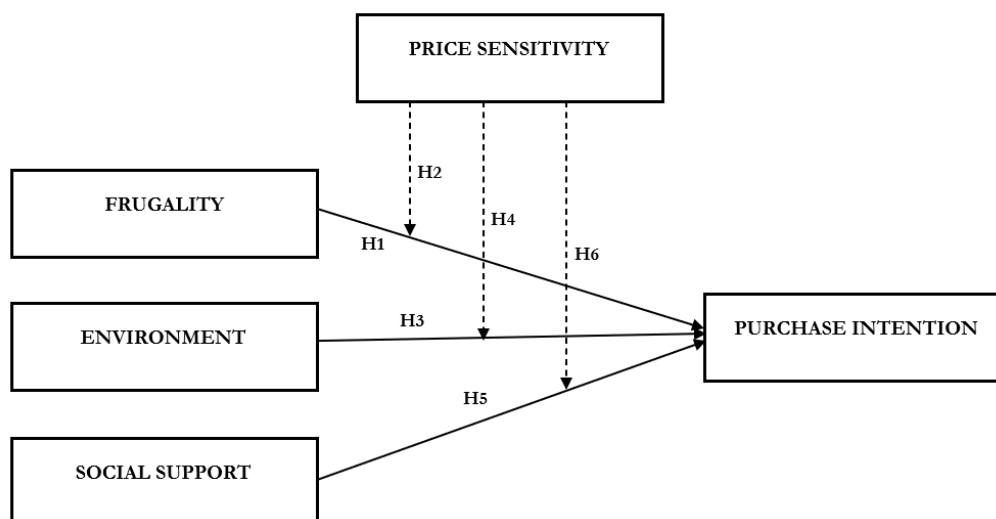
### **Social Support**

Social support plays an important role in influencing consumer behavior, especially in the context of buying used clothes which is commonly called thrift shopping. The phenomenon of thrift shopping has received great attention among the younger generation, especially students, who are often motivated by factors such as affordability, uniqueness, and environmental awareness. Research shows that social support, manifested through peer influence and community involvement, has a significant impact on consumer decision-making processes in this demographic ([Rahmadani, 2024](#)). Additionally, the role of social media has become important for promoting thrift shopping, as it allows users to share their findings and experiences, thus creating a culture of frugality that encourages others to participate ([Djami et al., 2022](#)). Interaction on the platform not only provides social validation but also improves the perception of the value of second-hand shopping, making it a trendy and socially acceptable option among young consumers ([Huda et al., 2023](#)). In addition, the environmental aspect of second-hand shopping is in line with the growing awareness of sustainable fashion practices. Many consumers are motivated by a desire to reduce waste and promote eco-friendly practices, which is often supported by their social networks.

H5: Social support has a significant effect on purchase intention

H6: Price sensitivity moderates the influence of social support on purchase intention

### Conceptual Framework



**Figure 1.**  
Research Model

### Data and Research Methods

This research is a quantitative research. Data collection was carried out using an online questionnaire in the form of a google form to 120 respondents who are generation Z in West Nusa Tenggara. Sampling uses the purposive sampling technique by identifying respondents according to the inclusion criteria. The results of the respondents' characteristics are seen in Table 1 below. The measurement of variable indicators was adopted from previous research, namely the frugality of Seo Dan Kim (2019) and Taufique et al., (2016); environment from Kristia (2021); Social Support from Hsu Dan Lin (2008) and Venkatesh and Davis (2000); price sensitivity from Lin et al., (2022); and purchase intention from Ajzen (2005). All items were evaluated using a five-point likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. The data was analyzed using SEM-PLS (Structural Equation Modeling-Partial Least Equation) which was operated through the SmartPLS4 application. The first stage in SEM-PLS testing is the evaluation of the *Outer Model*, which includes validity and reliability tests (Kock, 2021). Validity tests include convergent validity and discriminatory validity. The validity of discrimination is evaluated through the value of *Loading Factor* and Average Extracted Variance (AVE). Value *Loading Factor* must be greater than 0.7, while AVE must be at least 0.5. For the validity of discrimination, the square root value of the AVE must be greater than the correlation between constructs. In addition, reliability tests in PLS can be performed using *Cronbach's alpha*, which measures the reliability

value of a construct and ensures composite reliability. A variable is considered reliable if the value *Cronbach's alpha*  $\geq 0.7$  ([Hair et al., 2010](#)). The second stage of SEM-PLS testing is the analysis *inner model*, where a pathway coefficient test is used to decide whether or not the research hypothesis is accepted ([Kock, 2021](#)).

**Table 1.**  
Respondent Characteristics

Variable	Description	Sum	%
Gender	Male	73	60.83%
	Female	47	39.17%
Market	Online	37	30.83%
	Offline	83	69.17%
Last Education	High	20	16,67%
	School/Vocational	28	23,33%
	School	54	45%
	D1/D2/D3	18	15%
	D4/S1		
District	S2		
	Mataram	47	39,17%
	West Lombok	12	10%
	East Lombok	25	20,83%
	Central Lombok	10	8,33%
	West Sumbawa	9	7,5%
	Bima	8	6,67%
Anonymous	9	7,5%	

Source : Primary data analysis, 2024

### 3. Finding and Discussion

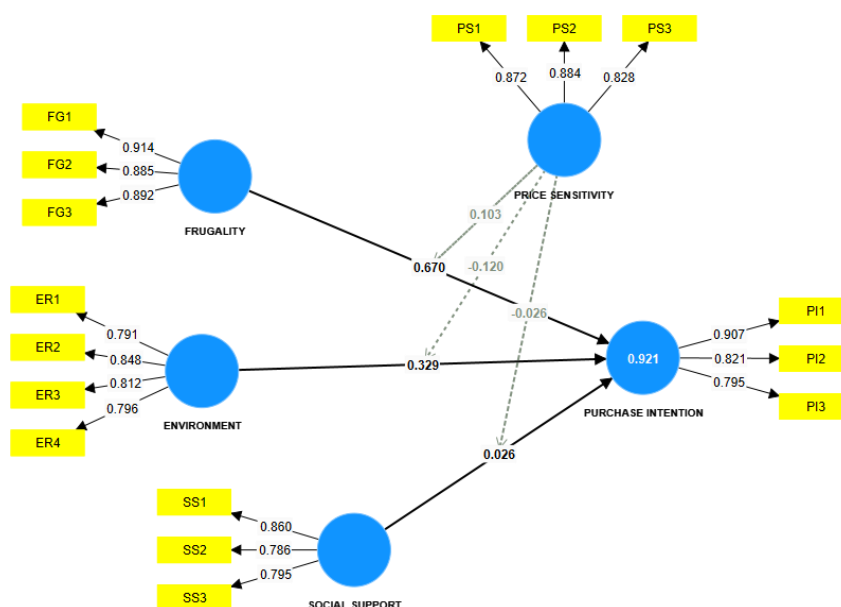
In this study, the validity test was carried out through testing *Convergent Validity*, assessed based on *Outer Loadings* or *Loading Factor* and *Average Variance Extracted (AVE)*. An indicator can be declared to meet *convergent validity* and has a high level of validity when the value of *outer loadings*  $> 0.7$  and AVE value  $> 0.5$  ([Hair et al., 2010](#)). Based on Table 2 below, it can be seen that the loading factor value for each statement  $> 0.7$  and the AVE value for each variable  $> 0.5$ . This confirms that all variables in this study meet the convergence validity test. Then Table 2 also shows that each variable has a value of *composite reliability* and value *Cronbach's Alpha*  $> 0.7$ . So it can be concluded that the variables in this study have good reliability.

**Table 2.**  
Validity and Reliability

Measurement Item	Loading	Cronbach's Alpha	Composite Reliability	AVE
<b>Frugality</b> ( <a href="#">Seo &amp; Kim, 2019</a> ; <a href="#">Taufique et al., 2016</a> )		0.879	0.884	0.805
I discipline myself to get the most out of my money	0.914			
I believe in the importance of being careful in spending my money	0.885			
I'm willing to postpone the purchase I want, so I can save money	0.892			
<b>Environment</b> ( <a href="#">Kristia, 2021</a> )		0.827	0.828	0.659
Buying used clothes is a form of sustainable consumption	0.791			
Buying second-hand clothes is part of my desire to protect natural resources	0.848			
I am aware of the importance of environmentally friendly consumption	0.812			
Buying used clothes is an environmentally friendly form of consumption	0.796			
<b>Social Support</b> ( <a href="#">Hsu &amp; Lin, 2008</a> ; <a href="#">Venkatesh &amp; Davis, 2000</a> )		0.745	0.752	0.663
The trend of buying second-hand clothes among the community around me is increasing	0.860			
My close friends and family members will appreciate it if I buy used clothes	0.786			
The people who are important to me think that I should use used clothes	0.795			

<b>Purchase Intention (Ajzen, 2005)</b>		0.793	0.800	0.709
I have the intention to increase the consumption of used clothes in the near future	0.907			
Used clothes will be my main consumption in the future	0.821			
I prefer to buy used clothes to reduce environmental damage	0.795			

Source : Primary data analysis, 2024



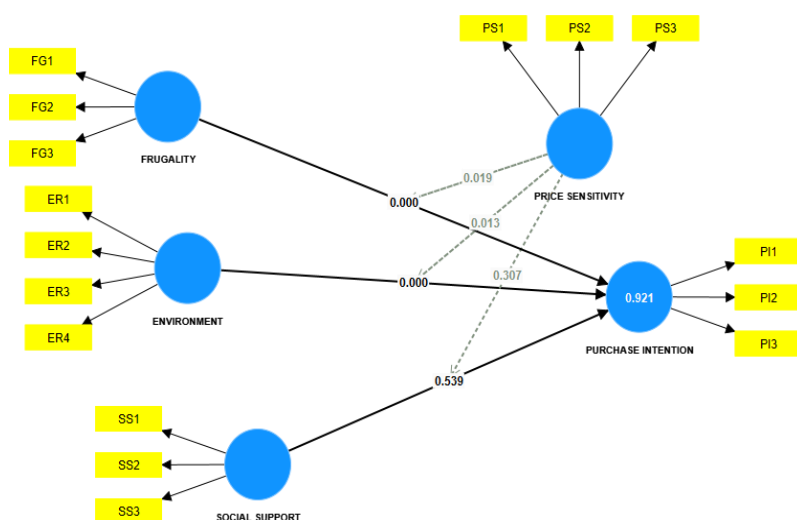
**Figure 2.**  
 Inner Structural Model

In Table 3, each variable in this study has met the criteria for the validity of discrimination, namely having a cross loading value of > 0.7. In addition, the overall correlation value of each indicator with its variables is higher when compared to the correlation value of each indicator with other variables.

**Table 3.**  
Cross Loading

	<i>Frugality</i>	<i>Environment</i>	<i>Social Support</i>	<i>Price Sensitivity</i>	<i>Purchase Intention</i>
FG1	0.914	0.571	0.338	0.146	0.798
FG2	0.885	0.765	0.388	0.297	0.786
FG3	0.892	0.611	0.256	0.212	0.807
ER1	0.585	0.791	0.245	0.237	0.710
ER2	0.608	0.848	0.379	0.212	0.674
ER3	0.574	0.812	0.367	0.321	0.654
ER4	0.572	0.796	0.359	0.291	0.639
SS1	0.260	0.397	0.860	0.538	0.358
SS2	0.258	0.251	0.786	0.551	0.304
SS3	0.368	0.351	0.795	0.417	0.322
PS1	0.243	0.226	0.539	0.872	0.228
PS2	0.240	0.291	0.503	0.884	0.273
PS3	0.145	0.318	0.551	0.828	0.255
PI1	0.892	0.611	0.256	0.212	0.907
PI2	0.799	0.688	0.332	0.217	0.821
PI3	0.641	0.806	0.448	0.323	0.795

Source : Primary data analysis, 2024



**Figure 3.**

Results of Bootstrapping Test

The Effect of Frugality, Environment, and Social Support on Purchase Intention of Thrifting Clothing Moderated by Price Sensitivity (Abdurrahman)

Table 4 below presents the coefficients of value, t-statistics, and p-value. Based on these results, it shows that the influence of *Frugality* on *Purchase Intention* has a positive and significant effect with a coefficient value of 0.670 and a p-value of 0.000. Furthermore, *Price Sensitivity* moderated *Frugality* towards *Purchase Intention* positively and significantly with a coefficient of 0.103 and a p-value of 0.019. *Environmental* on *Purchase Intention* had a positive and significant effect with a coefficient value of 0.329 and a p-value of 0.000. *Price Sensitivity* moderated *Environmental* on *Purchase Intention* negatively and significantly with a coefficient of -0.120 and a p-value of 0.013. *Social Support* for *Purchase Intention* had a positive but insignificant effect with a coefficient value of 0.026 and a p-value of 0.539. Furthermore, *Price Sensitivity* does not moderate *Social Support* for *Purchase Intention* with a coefficient value of -0.026 and a p-value of 0.307.

**Table 4.**  
Results of Hypothesis Testing

	Effect Between Variables	Coefficient	T Statistics	P values	Evidence
H1	Frugality → Purchase Intention	0.670	12.408	0.000	Significant
H2	Price Sensitivity*Frugality → Purchase Intention	0.103	2.337	0.019	Significant
H3	Environment → Purchase Intention	0.329	6.017	0.000	Significant
H4	Price Sensitivity*Environment → Purchase Intention	-0.120	2.477	0.013	Significant
H5	Social Support → Purchase Intention	0.026	0.614	0.539	Insignificant
H6	Price Sensitivity*Social Support → Purchase Intention	-0.026	1.022	0.307	Insignificant

Source : Primary data analysis, 2024

### The Effect of Frugality on Purchase Intention

The first hypothesis (H1) in this study states that "frugality has a significant effect on purchase intention". Through the hypothesis testing that has been carried out, the test results show a coefficient value of 0.670 with a p-value of 0.000 smaller than 0.05 so that it can be said that the influence of frugality on the purchase intention of thrifting clothing in generation Z in West Nusa Tenggara is in accordance with hypothesis 1 (therefore, hypothesis 1 is accepted). The results of this study also have similarities with previous research by Setiawan and Kusumawardani (2021)

The Effect of Frugality, Environment, and Social Support on Purchase Intention of Thrifting Clothing Moderated by Price Sensitivity (Abdurrahman)

which shows that frugality significantly affects purchase intention. One can think of frugality as a form of awareness in choosing goods with lower prices, which refers to frugality. Consumers who have savings in thrifting clothing tend to see thrifting as a more economical way to meet style and fashion needs while still saving costs. Frugality not only reflects cost savings but can also be attributed to more critical consumer behavior in choosing goods with higher use value at a reasonable price. Consumers who have frugality will be more likely to switch to more economical shopping options, such as thrifting clothes.

#### **Price Sensitivity Moderates the Effect of Frugality on Purchase Intention**

The second hypothesis (H2) in this study states that "price sensitivity moderates the influence of frugality on purchase intention". Through the hypothesis testing that has been carried out, the test results show a coefficient value of 0.103 with a p-value of 0.019 smaller than 0.05 so that it can be said that price sensitivity is able to positively moderate or strengthen the influence of frugality on the purchase intention of thrifting clothing in generation Z in West Nusa Tenggara in accordance with hypothesis 2 (therefore, hypothesis 2 is accepted). Frugality, defined as the tendency to conserve resources and seek value, plays a crucial role in shaping consumer purchasing decisions, especially in contexts where price sensitivity is particularly prominent. This relationship is especially seen in the context of second-hand shopping, where consumers often show a frugal attitude and high price sensitivity when they seek to maximize value while minimizing expenses ([Rodrigues et al., 2023](#)). This is in line with the findings Cervellon et al., ([2012](#)) which reveals that price sensitivity greatly affects the motive for second-hand shopping, where emotional impulse also plays a role, but frugality remains the main factor. Thus, the interaction between frugality and price sensitivity can be seen as a moderate factor that increases purchase intentions, particularly in contexts where consumers are motivated by economic and emotional factors.

#### **The Influence of Environment on Purchase Intention**

The third hypothesis (H3) in this study states that "the environment has a significant effect on purchase intention". Through the hypothesis testing that has been carried out, the test results show a coefficient value of 0.329 with a p-value of 0.000 smaller than 0.05 so that it can be said that the influence of the environment on the purchase intention of thrifting clothing in generation Z in West Nusa Tenggara is in accordance with hypothesis 3 (therefore, hypothesis 3 is accepted). Yan et al., ([2015](#)) It shows that one of the factors that affects consumer shopping behavior in thrifting clothing is environmentalism. Awareness and knowledge of environmental issues are factors that encourage consumers to choose products. Consumers who care deeply

about the environment tend to buy eco-friendly or sustainable products such as thrifting clothing. The young generation's concern for the environment greatly affects the purchase intention of thrifting clothes ([Kristia, 2021](#)). This shows how a growing understanding of the environment among young people can affect consumers' purchasing intentions.

#### **Price Sensitivity Moderates the Influence of Environment on Purchase Intention**

The fourth hypothesis (H4) in this study states that "price sensitivity moderates the influence of the environment on purchase intention". Through the hypothesis testing that has been carried out, the test results show a coefficient value of -0.120 with a p-value of 0.013 smaller than 0.05 so that it can be said that price sensitivity is able to negatively moderate or weaken the influence of the environment on the purchase intention of thrifting clothing in generation Z in West Nusa Tenggara in accordance with hypothesis 4 (therefore, hypothesis 4 is accepted). Negatively means that when price sensitivity is high (consumers pay close attention to prices), the influence of environmental factors on purchase intention becomes weaker. High price sensitivity means that consumers are more focused on price than on environmental considerations. For example, even if a product or service has sustainability or eco-friendly claims (for example, products that use natural or ethically produced raw materials), a highly price-sensitive consumer may not buy the product if the price is higher than a similar product that does not have those environmental attributes. Price-sensitive consumers are more likely to choose lower-priced products, even though they may have a worse impact on the environment. In other words, even though the natural environment affects their awareness, sensitivity to price will decrease the positive influence of environmental factors on purchase intentions.

#### **The Effect of Social Support on Purchase Intention**

The fifth hypothesis (H5) in this study states that "social support has a significant effect on purchase intention". Through the hypothesis testing that has been carried out, the test results show a coefficient value of 0.026 with a p-value of 0.539 greater than 0.05 so that it can be said that the influence of social support on the purchase intention of thrifting clothing in generation Z in West Nusa Tenggara is not in accordance with hypothesis 5 (therefore, hypothesis 5 is rejected). The results of this finding are in line with Istiqomawati et al., ([2022](#)) which shows an insignificant effect of social support on purchase intention. These findings suggest that although social support such as encouragement from close friends and family can influence consumption behavior, its impact on thrifting clothing purchase intentions is not substantial enough to result in significant behavioral changes. This suggests that while social support may provide additional

motivation, things more related to personal values or environmental issues may have a greater role.

#### **Price Sensitivity Moderates the Influence of Social Support on Purchase Intention**

The sixth hypothesis (H6) in this study states that "price sensitivity moderates the influence of social support on purchase intention". Through the hypothesis testing that has been carried out, the test results show a coefficient value of -0.026 with a p-value of 0.307 greater than 0.05 so that it can be said that price sensitivity is able to negatively moderate or weaken the influence of the environment on the purchase intention of thrifting clothing in generation Z in West Nusa Tenggara is not in accordance with hypothesis 6 (therefore, hypothesis 6 is rejected). Price sensitivity moderates the influence of social support negatively, which means that the higher the price sensitivity of consumers, the less the influence of social support on their purchase intentions. Consumers who are highly price-sensitive may focus more on the price factor when buying used clothes, so even if they receive positive social support (e.g., recommendations from friends or family), they will still prioritize affordable prices. If the price of the used clothes they see is still too high for them, they may ignore social support and choose not to buy, even if their friends or family suggest buying. Insignificant moderation suggests that although prices influence consumer decisions, the impact of such moderation is not strong enough to significantly alter the relationship between social support and purchase intention. This means that even though there is an influence of price sensitivity in purchasing decisions, social support still plays a role in influencing purchase intentions, but the impact of the influence of price sensitivity on moderation is not large enough to be considered significant.

#### **4. Sub-Chapter of Result and Discussion**

##### **Conclusion**

This study found that purchase intention in thrifting clothing can be significantly influenced by frugality and environmental factors. Meanwhile, social support has a non-significant effect on purchase intention. In addition, price sensitivity has also been proven to strengthen the influence of frugality on purchase intention, while price sensitivity can also weaken the influence of environment and social support on the purchase intention of thrifting clothing among generation Z in West Nusa Tenggara. These findings provide important insights for further research and can be a reference in policy-making related to environmentally friendly spending trends.

There are several limitations of this study, including the number of samples that are not too large to be able to generalize the results of the study. Furthermore, this research focuses on thrifting clothing products in general. Eco-friendly products include a wide range of items that have varying sustainability characteristics and challenges, ranging from everyday products to

other products. These limitations mean that the research findings may not fully reflect the specific dynamics associated with consumers' buying interest in eco-friendly products. Then the research subjects in this study only focus on generation Z.

### Suggestions

The study provides critical insights for the development of policies and strategies related to thrifting products, as well as providing a basis for more informed decisions in the context of an increasingly environmentally conscious market. In an effort to develop a more comprehensive research model, future studies should consider several strategic approaches to deepen the understanding of the factors that influence *purchase intention* in the context of thrifting clothing products. Further research can expand its focus by identifying and analyzing specific subcategories in other eco-friendly products. Then future research may include additional variables that may be able to moderate or strengthen *purchase intention* in thrifting clothing, and expand the reach of research on more diverse research subjects. Because in this study, the moderation effect of price sensitivity only strengthens the influence of frugality on purchase intention only.

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