



The Effects of Instagram-Based Information Dissemination and the Perceived Green Value on Z-Generation's Interest in Thrifting

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ABSTRACT: In recent years, sustainable development in various fields has grown significantly. The consumption on environmentally-friendly and ecologically-safe products becomes the major concern, one of which is through a thrifting activity among youth. In addition, a number of earlier researches focusing on the significant impact on a social media platform, particularly Instagram, that promotes the green consumption practices have been conducted. The aim of this study is to investigate how information related to the support of green awareness on social media such as Instagram encourages the thrifting purchase among Z Generation to occur. The dual mediating function of perceived green values and subjective norms is investigated in this study. A questionnaire using a Google Form filled up by 165 respondents from Z Generation in Indonesia was distributed. The results were as follows: (1) Sharing green-value related information on Instagram has a positive effect on thrifting purchase intentions; (2) The perceived green values and The subjective norms are detected as a mediating role in the thrifting behaviors. The findings from the study not only enrich empirical research on Z Generation's thrifting activity, but also assist experts to develop methodologies to drive the intentions and to set up the behavior of the Z Generation on the thrifting practice itself. Furthermore, the results may trigger small-scale businesses to strategize their products sales so as to boost thrifting among Generation Z consumers.

Keywords: Thrifting, Instagram Information, Perceived Green Value, Z Generation.



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INTRODUCTION

For the past few years, the concern among people in our society toward the significantly deteriorated climate change has increased considerably. The climate change as a result of carbon gas emissions affecting the degradation of environmental quality is indeed worrying. Hence, a sustainable green-lifestyle has begun to be practiced on. The community who show concerns to the earth problems are not only millennial, but also the Z generation. The Z Generation, known

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as the i-generation, is a generation of people born between 1996 and 2013 ([Dolot, 2018](#)). Based on a survey conducted by First Insight and The Baker Retailing Center, the Z generation was the most caring and the forerunner in a sustainable green consumption practice. This is evidenced by the results of surveys indicating that the Z generation would rather buy a sustainable product to branded labels. Nevertheless, a research conducted by the D'Arpizio et.,al (2020) indicates that the growth of luxury markets still continues with an annual 5% of 2019's sales revenue in total, that is around €1.3 trillion refers to 55% millennial and generation z consumers. This is contrary to the fact that generation Z prefers green products than labeled-items ([D'Arpizio & Levato, 2020](#)). Hence, the viewpoint of this typical generation must have affected other groups in product purchases ([Gazzola et al., 2020](#)).

On the other side, one of the massive sustainable green lifestyles discovered lately is the buying behavior of second-hand clothing articles known as thrifting. Thrifting started to emerge due to a number of reasons. The Z generation sets their preference on this practice not only because it bears economic value -the price is reasonable-, but also because it is a worthy purchase since the items offered are, quite frequently, stylish and of good quality. This practice can, therefore, prevent the fast fashion from being overly practiced, affecting the adversely increasing production of fashion waste ([Oscario, 2023](#)).

In recent years, social media have shown major concerns through the spreading of information promoting green living practices, one of which is through thrifting activity. Social media as one of the electronic information media are significantly popular. This method is popularly termed as electronic word of mouth (e-WOM) ([Tabassum et al., 2020](#)). According to Kim et al. (2023), Sokolova & Kefi (2020), Liao et al. (2022), the availability of social media, particularly Instagram, has an impact on people's lives, particularly in the purchasing preferences for a product. People can share their experiences by posting and recommending what products are worth purchasing to their friends, relatives or followers so that these segments can be influenced and later might also start practicing similar lifestyle([Tafesse & Wood, 2021](#)). Furthermore, the practice has a direct impact to the entrepreneurial sector, as the trend of e-shopping has now proliferated in society. Thus the study is conducted as an analysis on the impact of a social information on Instagram and its relevance to Z-generation thrifting activity . The background being to determine and explain the relationship among the sharing of social media information, the perceived green values, the subjective norms, and the buying intentions on pre-loved items.

Z Generation

Z Generation or commonly called the i-generation is a group of people born between 1996-2013 ([Dolot, 2018](#)). There are four categories of Z-Generation, one of which is termed as "the communaholic", a group of young people interested in various community activities by utilizing the technology as a way to broaden their relationship ([Haq et al., 2022; Sakitri, 2021](#)). Information technology is something Z generation is familiar with because they were born when access to digital information is open, particularly the internet entanglement, a global culture that changed their behaviors and habits ([Blocksidge & Primeau, 2023; Dimock, 2019](#)). Generation Z spends approximately 11 hours sharing information using their devices ([Djafarova & Bowes, 2021](#)).

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Generation Z is highly adept with technology, using smart devices for varied activities such as hotel and flight reservations, online shopping engagement, and social media platforms utilization from which they can share either opinions or emotions ([Guo & Luo, 2023](#)).

Thrifting

The fashion industry notably contributes to environmental damage throughout its production and consumption processes. The extensive utilization of natural resources during manufacturing, resulting in the significant pollution and waste generation during the consumption phase, poses environmental harm ([Diddi et al., 2019](#)). Thrifting terminologically refers to purchasing pre-loved or second-hand items with lower price. However, as technology develops, thrifting is now more than purchasing second-hand products that are of economic value ([Payson et al., 2022](#)). The thrifting trend has considerably attracted the fashion enthusiasts to acquire high-quality products at an affordable price. The community, especially the Z generation, is a group of young people contributing the most to this trend since thrifting is in line with their values: how to create awareness to the importance of sustainability, particularly the one related to the alarming danger in the fashion industry. ([Adialita et al., 2022](#)).

The Distribution of Information on Instagram and the Growing Interest in Purchasing the thrifted products

Instagram is a social media platform commonly used for the dissemination of information on lifestyle and even daily activities by the community, especially the Z Generation. As an online media, Instagram is a medium that provides features to enable its users to participate, share and create feeds. Interaction among users and followers is through mass information dissemination activities be it images, videos, or other visualizations. Instagram offers various advertising formats that enable businesses to advertise their products and captivate users' attention through visually appealing designed-contents. Within Instagram Stories, users can engage in multiple interactive functions, including taking quizzes and participating in polls that display real-time results through quiz and poll stickers. These interactive features enhance the engagement of social media advertisements and have played a significant role in the growing popularity of Stories among generation Z ([Kim et al., 2023](#)). Instagram users utilize hashtags associated with various posts, allowing them to access relevant information with a single click. With its extensive users of young and dynamic professionals, Instagram holds immense effects in reaching the desired and prospective target audience. Marketers acknowledge that Instagram surpasses Facebook in terms of marketing opportunities due to its substantial power ([Shrivastava et al., 2021](#)).

One of the impacts of Instagram is the vast spreading of information concerning the support to green living. The emergence of accounts showing a great care to save the earth and the multiplying numbers of entrepreneurs promoting thrifting businesses can be clearly detected. The studies have found that there is a propensity for influence and impact of Instagram the concerned celebrities have shown for their followers ([Pittman & Reich, 2016](#)). Environment Influencer is a highly credible source of information for Instagram followers. The arising trend as a result of the needs not only for proper quality but also green lifestyle, thrifting supports the the community,

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especially the Z generation to look stylish, yet to maintain the support for sustainability campaigns. The existence of Instagram is one of the drives for spreading information related to this trend by creating contents which influence users to follow and take action, then grow interest in thrifting or purchasing pre-loved products ([Lee & Weder, 2021](#); [Shrivastava et al., 2021b](#)). Thus, based on the formerly discussed issue, the researcher proposes the following hypothesis:

Hypothesis 1. The dissemination of information on Instagram has an effect on Z Generation's interest in the thrifting practice.

The Effects of the Perceived Green Values on Instagram-based Information Dissemination and the Interest in Thrifting

A perceived value is defined as a customer's judgment of a product purchase based on its advantages and value ([Rohim et al., 2017](#)). The growing recognition among consumers regarding the environmental consequences of the fashion industry, along with their willingness to invest more in sustainable clothing, has compelled numerous companies to prioritize sustainable objectives that encompass the entire life cycle of apparel products ([Nayak et al., 2019](#)). In this case, if it is related to the trend of thrifting, the existence of perceived value refers to the results of people's satisfaction with the value of wearing the clothes they buy based on the economic value, uniqueness, and environmental impact provided ([Laura S. & Fadella, 2022](#); [Park & Lin, 2020](#)). The underlying reasons for the economy, uniqueness, and environmental impact, encourages people to shop for used clothing because it is considered an effort to reduce conventional consumption and increase consumers' environmental awareness ([Machado et al., 2019](#)). According to a research conducted by Prayoga et al. (2023), environmental awareness is an important orientation for purchasing used-clothing. He explained that the awareness about the environment is a critical motivation that drives people to appreciate a fashion product more by carrying out thrifting activities ([Park & Lin, 2020](#); [Rausch & Kopplin, 2021](#)). Hence, the researcher proposes the next hypothesis:

Hypothesis 2. The Dissemination of information on Instagram has a positive effect on the perceived green value.

Hypothesis 3. The perceived green value affects the interest in thrifting among Z Generation

The Influence of Subjective Norms on the Dissemination of Instagram Information and on the Interest in Thrifting activity

Azjen (1988) stated that a Subjective Norm is a person's perception of a social pressure *to do or not to do* behavior ([Maskur et al., 2015](#)). The existence of behavior is not only driven by personal needs, but also by social factors such as the desire to build and create social relations through the creation of social status ([Sun & Xing, 2022](#)). The existence of this subjective norm is also related to the distribution of information on Instagram in terms of spreading interest in the thrifting activity. Thrifting practice with its increasing trend can be easily duplicated through the interactive postings that influence people to feel socially under pressure, to finally follow the trends. In this

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process, mass communication forms subjective norms that influence the intention to purchase the pre-loved items. Therefore, social demonstrations and interactive posts can be a tool to regulate people's behavior in purchasing thrifted products. As a result of the foregoing findings, the authors offer a hypothesis as follows:

Hypothesis 4. The Dissemination of Instagram Information has a Positive Effect on Subjective Norms.

Hypothesis 5. The Perceived green value mediates between the information dissemination on Instagram and the interest in buying the thrifted products.

Hypothesis 6. The subjective norms mediates between the information dissemination on instagram and the interest in buying the thrifted products.

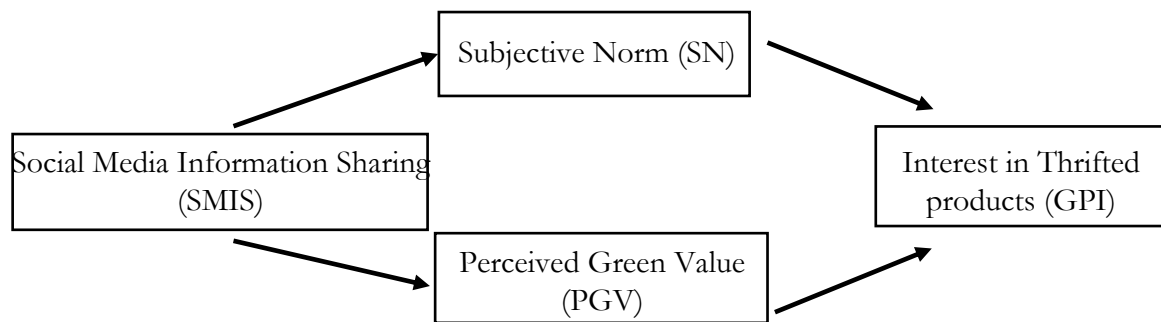


Figure 1. The Theoretical framework for the impact of a smattering of information on purchasing interests in thrifting products (Sun & Xing, 2022).

METHOD

A questionnaire was used to collect the data in the study. The research is replicative with the stable scale used and has been widely conducted in previous studies. The questionnaire was taken through research by Sun & Xing (2022).

Questionnaire was carried out using the Google form. Formal surveys were distributed utilizing virtual snowball sampling techniques on social networking sites, such as discussion groups on WhatsApp, Facebook, and Telegram subjects. This research targets Z Generation users who participate in sharing information on Instagram. Questionnaires were distributed for 30 days with a total of 105 questionnaires met the requirements and were considered valid as research data. This study also included three demographic factors typically utilized in consumer behavior research: occupation, gender, and monthly income. SmartPLS software was used to evaluate the sample data.

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The dummy variables involved were defined as follows: gender = 0 (female), gender = 1 (male); inc = 0 (no income yet), inc = 1 (500,000-1,000,000), inc = 2 (1,100,000–5,000,000), inc = 3 (5,100,000-10,000,000), inc = 4 (>10,000,000).

Analysis.

SmartPLS software is used in this study for descriptive statistical analysis of variables. Sun & Xing (2022) research provides the basis for the research concept on the effect of social information dissemination on Instagram and perceived green value. In the questionnaire designed (Table 1), four variables of social media information sharing (SMIS), green purchase intention in this case thrifting (GPI), perceived green value (PGV), and subjective norm (SN) were assessed using a 5-point Likert scale. This typical scale ranges from 1 (strongly disagree) to 5 (strongly agree).

Table 1. Measurement scale and construction details.

Details
Instagram social media information distribution (SMIS)
1. I usually use Instagram to interact and share information about thrifted products with other people
2. My involvement in environmental topics on Instagram has influenced my purchase of thrifted products
3. Eco-related information shared in social media messages gives me easier access to information or feedback about thrifted products.
4. On Instagram, I think sharing information about thrifted products is useful and reliable.
Interest in Buying Thrifted Products (GPI)
1. I will gather information and learn more about thrifted products
2. I would recommend this thrifted product to others
3. If necessary, I make some consideration when buying thrifted products.
4. The amount of information shared on Instagram regarding the thrifting practice encourages me to buy this product
Perceived Green Value (PGV)
1. I buy thrifted products because I feel they will be good for the environment
2. I buy thrifted products because they are affordable and environmentally friendly
3. Thrifted products meet my expectations especially in terms of environmental sustainability
Subjective Norm (SN)
1. In my opinion thrifted products are more in line with social development and support sustainable development (SDGs) in Indonesia
2. I think thrifted products are more in line with my family's wishes.
3. In my opinion thrifted products are more in line with national policies

RESULTS AND DISCUSSION

Respondent Profile

Table 2 shows the demography of the respondents. The participants are both male and female Z-Generation with the ages range from 12 to 26 and active users of instagram. The data indicates that 73.4% of total respondents are women and the rest, 26.7% are men. As can be seen from table 1, the respondents are dominated by university students with a total percentage of 65.7%. The majority, 69.5% of the total respondents are unemployed. Instagram access time also has an effect toward the decision to buy a thrifted product. From the total of 150 respondents, 37 people spend 1 to 2 hours a day on Instagram while 12 people or only 11.4%. spend more than 4 hours.

Table 2. Respondent Profile

	Demography	Frequency	Percentage
Gender	Female	77	73,4%
	Male	28	26,7%
Job	University Students	69	65,7%
	High School Students	22	20,9%
	Entrepreneurs	1	0,95%
	Civil Servants	2	1,9%
	Others	11	10,5%
Income	Unemployed	73	69,5%
	Rp. 500.000 – Rp. 1.000.000	10	9,5%
	Rp. 1.100.000 – Rp. 5.000.000	18	17,1%
	Rp. 5.100.000 – Rp. 10.000.000	2	1,9%
	>Rp. 10.000.000	2	1,9%
The time spent on Instagram	< 1 hour per day	30	28,5%
	1 – 2 hours per day	37	35,2%
	3 – 4 hours per day	27	25,7%
	>4 hours per day	12	11,4%

Cronbach's Alpha Reliability Coefficient

The reliability of component scales in the proposed theoretical model is determined by Cronbach's alpha analysis, which was applied in this work. Furthermore, this analytical approach was employed to investigate the relationship between the observed variables and the total variables. Table 3 shows the models of the three total variables: Instagram information distribution (SMIS), Perceived Green Value (PGV), and Subjective Norm (SN).

Table 3. Cronbach's Alpha Test Results

Construction	Code	Details	<i>Alpha Cronbach</i>
Instagram social media information distribution	SMIS	4	0,881

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Perceived Green Value	PGV	3	0,846
Subjective Norm	SN	3	0,814
Interest in buying thrifted products	GPI	4	0,846

The findings indicate that the Cronbach's Alpha coefficient for all constructs after observation ranges from 0.814 to 0.881, which passes the test requirements (Cronbach's Alpha coefficient more than or equal to 0.60; the adjusted Total Correlation value is larger than or equal to 0.3). The test results revealed a statistically significant link between the observed variables and the total model variables.

Hypothesis Testing and Analysis Model

The mediation effect test is based on Baron (1986). The findings of hypothesis testing are shown in tables 4 and 5. The initial stage was to examine the direct influence of three factors (SMIS, PGV, and SN) on GPI. Based on table 4 it can be seen that PGV has a significant effect on GPI ($\beta = 5.3, \rho < 0.0001$) indicating that H1 is accepted. SN has a significant effect on GPI ($\beta = 3.771, \rho < 0.0001$) this means that H2 is accepted. SMIS has a significant effect on PGV ($\beta = 7.660, \rho < 0.0001$). SMIS also showed a significant effect on SN ($\beta = 14.543, \rho < 0.0001$). This means that H3 is accepted.

Specific analysis of mediation effects can be seen in table 5. The SMIS-PGV-GPI pathway had a significant effect ($\beta = 3.931, \rho < 0.0001$). The SMIS-SN-GPI pathway had a significant effect ($\beta = 3.425, \rho < 0.0001$). This shows that the mediating effect of PGV and SN has an important role on GPI. The overall mediating effect can be seen in Illustration 1.

Table 4. Hypothesis Test Results

Connection	Original sample	T Value	P	Hypothesis Test Results
PGV → GPI	0,506	5,300	***	Accepted
SMIS → PGV	0,602	7,660	***	Accepted
SMIS → SN	0,762	14,543	***	Accepted
SN → GPI	0,360	3,771	***	Accepted

Description: ***P < 0.01; **P < 0.05; *P < 0.1

Table 5. Specific analysis of the mediation effect

SIE	Original sample	T Value	P	Hypothesis Test Results
SMIS-PGV-GPI	0,304	3,931	***	Accepted
SMIS-SN-GPI	0,274	3,425	***	Accepted

Description: ***P < 0.01; **P < 0.05; *P < 0.1

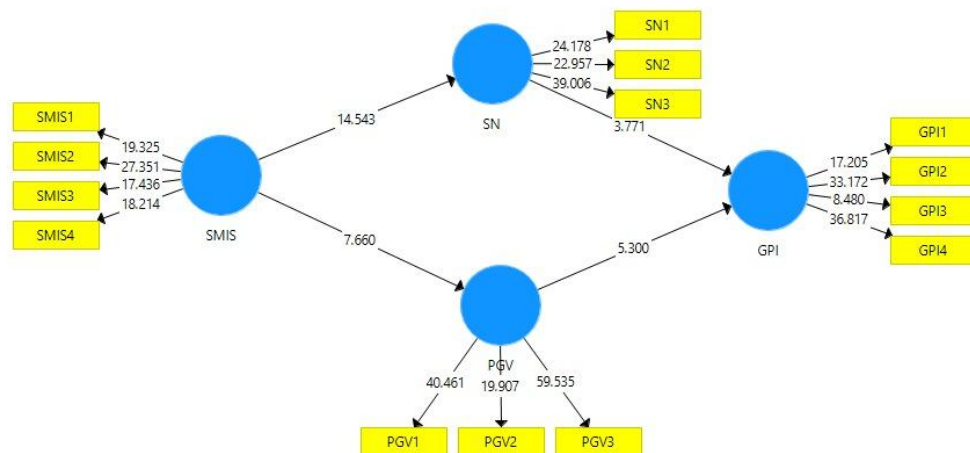


Figure 2. Results from the Full Model

This research empirically examines the effects of information dissemination in social media, particularly on Instagram concerning consumers' intention to purchase the thrifted products. The study was carried out using a combination of SOR and the spreading of information on the social media platform like Instagram, as well as the development of a dual mediation theory model using perceived green values and subjective norms as two mediating factors for indicating interest in purchasing the thrifted items. The research was directed to Z Generation. From the research conducted, it was found that all hypotheses were accepted, so the following conclusions could be drawn:

1. There is a significant positive effect of Social Media Information Dissemination, particularly on Instagram, towards the interest in buying the thrifted products. The results of this study are in line with Sun & Xing (2022) who stated that "the distribution of social media information as an external stimulus based on SOR confirms that the distribution of social media information has a positive influence on the purchase intention of Z Generation". One of the foundations of these results may be influenced by the level of awareness of Gen Z regarding the environmental protection and the increasing consumption of sustainable products. Instagram as one of the social media platforms is an information-sharing account where users can interact and share information. Simultaneously, businesses utilize social media as a sales platform to promote green ideas and environmentally friendly products. The majority of studies on green consumption concentrate on consumer motivations, investigating the impact of consumer attitudes and environmental responsibility on green purchasing behavior. This is what possibly impacts Z-Generation's interest in purchasing the thrifted products.

2. The information Dissemination in Instagram based-social media has a significant effect on the users. Based on the research concerning the Instagram access time, a number of Z Generation spend 1-2 hours a day, or within the percentage of 35.2%. This could explain why information related to green awareness and environmentally-friendly products purchase reached Z Generation. The information obtained will then affect users in buying the thrifted products.

Ngo et al., (2022) stated that one of the most significant factors influencing purchase intention in Z Generation consumers was information received through social media.

3. This study finds that the information distribution on social media like Instagram affect SMIS and green purchasing intention (GPI) through two mediating variables: the perceived green value (PGV) and the subjective norm (SN) based on the mediation effect results. PGV and SN have a significant influence as a mediating variable between SMIS and GPI. As a result, having strong subjective standards and perceived green value for sharing environmental information on social media might improve customers' willingness to buy thrifted items. On the one hand, perceived green value modulates the association between thrifting purchase intention and social media information sharing on Instagram. Additionally, a research by Sun & Xing (2022) showed that the green value perceived by consumers has a positive effect on the intention to buy green products, one of which is thrifting. This study links the sharing and distribution of environmental protection information on social media to subjective norms and green product purchase intentions, proving that subjective norms have some mediating effects. The positive perception of the green value is what drives Z Generation to buy thrifted products. Moreover, the eco-friendly value in thrifting products becomes a strong reason for the purchase intention of Z Generation. Chaturvedi et al. (2020) stated that a positive relationship between subjective norms and purchase intention of thrifted products indicates that Z Generation has stronger ethics and moral values towards the environment sustainability. This is what influences the purchase desire of Z Generation.

CONCLUSION

To summarize, the author came to a conclusion that the dissemination of information through Instagram and the perceptions of green values have a significant influence on the interest in thrifting activity among Z-Generation. Z-Generation, individuals born between 1996 and 2013, demonstrates a tendency to adopt sustainable shopping practices and to focus on the environment safety. They utilize social media, particularly Instagram, as the primary platform to obtain information and to get inspiration for purchasing second-hand items.

The dissemination of information through Instagram has facilitated easier access for Z-Generation to discover thrifted products as well as online stores that offer the products. With various features like hashtags (#) and tagged geographical locations, Instagram users can easily find relevant thrifting-related content aligned with their interests. Additionally, Z-Generation frequently interacts with influencers or others with popular accounts who promote sustainable lifestyles, including thrifting. This creates a supportive social environment that strengthens their purchasing interest in thrifting.

In addition to the dissemination of thrifting interest, the perceptions of green values also play a crucial role, whether or not Z-Generation can switch their purchasing mode. This generation has a high awareness of the negative impacts of conventional fashion industry on the environment and society. They perceive thrifting as a solution to reduce these negative impacts. By choosing to

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purchase only second-hand items, they contribute to the reduction of the textile waste, minimize the use of natural resources, and support the concept of a sustainable economy.

Several recommendations can be provided to boost the interest in thrifting practice among Z-Generation. Companies and thrift stores should optimize their presence on Instagram and other social media platforms. They can leverage features such as paid advertisements, collaborations with influencers, and engagement in creating content to reach a broader scope of Instagram users. In marketing campaigns, focusing on messages related to sustainability, environmental benefits, and social values associated with thrifting is recommended. Furthermore, actions such as increasing the availability and the accessibility of thrifted products, expanding the scope of thrift stores by establishing online stores or collaborating with existing e-commerce platforms, as well as ensuring the availability of the diverse good quality products to meet the needs of Generation Z who like the unique and sustainable fashion choices need further consideration.

This study followed the logic of scientific research, nevertheless, the following research deficiencies and limitations require further investigations:

1. The research focuses on the Z generation and utilizes questionnaires as the research method. However, considering the nationwide scope, there is a possibility of certain deviations in the data regarding sustainability. To address this, the future research could be conducted by considering the consumer's geographical location or the specific industry they are associated with as factors that influence their intention in purchasing the thrifted products.
2. The dependent variable in this study is on the intention to purchase thrifted products. However, it is challenging to entirely eliminate the negative impact of social approval bias on the analysis of the data. Future controlled research can be considered to analyze intention in thrifting activity.
3. The consumer behaviors have not been thoroughly examined in this paper, thus, the obstacles and challenges faced by consumers when considering thrifting option, such as the cleanliness, the comfort, and the perceptions of second-hand items can be investigated further.

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