

The influence of green marketing and environmental concerns on purchase intention in thrift shops

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *green marketing* dan *environmental concern* terhadap *purchase intention* produk *thrift* pada Generasi Z di Kota Medan. Penelitian ini dilatarbelakangi oleh tingginya minat *thrifting* di tengah polemik regulasi larangan impor pakaian bekas. Metode penelitian yang digunakan adalah kuantitatif asosiatif. Sampel berjumlah 99 responden Generasi Z di Kota Medan yang dipilih menggunakan teknik *accidental sampling*. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa secara parsial, *green marketing* tidak berpengaruh signifikan terhadap minat beli, yang mengindikasikan ketidakefektifan promosi hijau akibat isu legalitas produk. Sebaliknya, *environmental concern* berpengaruh positif dan signifikan, membuktikan bahwa keputusan pembelian lebih didorong oleh kesadaran lingkungan dari dalam diri konsumen. Secara simultan, kedua variabel berpengaruh signifikan terhadap minat beli dengan kontribusi sebesar 28,9%. Penelitian menyimpulkan bahwa motif moral personal lebih dominan dibandingkan strategi pemasaran dalam mendorong perilaku pembelian *thrift*.

Kata Kunci: pemasaran hijau; kepedulian lingkungan; niat beli; toko barang bekas; generasi z

ABSTRACT

This study aims to analyze the influence of green marketing and environmental concerns on the purchase intention of thrift products among Generation Z in Medan City. This research is motivated by the high interest in thrifting amidst the controversy surrounding the regulation banning the import of used clothing. The research method used is quantitative associative. The sample consisted of 99 Generation Z respondents in Medan City selected using accidental sampling technique. Data analysis used multiple linear regression with the help of SPSS. The results showed that partially, green marketing did not have a significant effect on purchase intention, indicating the ineffectiveness of green promotion due to product legality issues. Conversely, environmental concerns had a positive and significant effect, proving that purchasing decisions were driven more by consumers' internal environmental awareness. Simultaneously, both variables had a significant effect on purchase intention with a contribution of 28.9%. The study concluded that personal moral motives were more dominant than marketing strategies in encouraging thrift purchasing behavior.

Keyword: green marketing; environmental awareness; purchase intention; thrift stores; generation z

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1. INTRODUCTION

In a climate of globalization characterized by rapid technological advancements, the ability to innovate has become a determining factor for a company's survival in the global market. The competitive landscape has shifted significantly; businesses are no longer competing solely with local players but are also

required to withstand competition from global companies that rely on advanced marketing strategies (Ashhab & Wahib, 2024).

The American Marketing Association, as cited in Tridyanti et al. (2023), defines marketing as a global business activity that directs the flow of goods and services from producers to consumers or end users. One of the key success factors in international marketing is a deep understanding of cultural diversity, consumer behavior, and market trends (Wardhana, 2024).

Discussions on the business landscape cannot be separated from the existence of various industries, including the fashion industry. In this regard, Collins defines the fashion industry as a business sector that interacts directly with the dynamics of the fashion world. This sector encompasses the entire clothing production chain, from the design stage, mass production, and distribution, to the final sale to consumers (Kornelis, 2022).

Environmental issues have increasingly become a major concern in society. This awareness arises not only from consumers but also from producers, who are beginning to realize that their production activities have direct implications for environmental sustainability. Key issues frequently highlighted include global warming, pollution, and the accumulation of plastic waste.

Growing global awareness of the environmental impact of the fashion industry has led to the emergence of the *slow fashion* trend, which emphasizes ethical and environmentally friendly production systems (Suanto & Sutanto, 2022). *Slow fashion* promotes consumption patterns that prioritize quality over quantity by encouraging the use of durable and responsibly produced clothing. This approach emphasizes waste reduction, the use of eco-friendly materials, and the creation of long-lasting products (Yusuff, 2024). With the appropriate strategy, local brands can strengthen their position in the international market while maintaining their local identity and values (Asti & Ayuningtyas, 2020).

Currently, public interest in secondhand clothing continues to increase. This trend is driven by consumers' desire to maintain a fashionable appearance at a lower cost, while also gaining access to branded products at more affordable prices. However, factors such as cleanliness, product feasibility, and price remain important considerations in purchasing decisions.

In Medan, this phenomenon is particularly evident among students seeking unique and affordable branded clothing to support their lifestyle. Beyond economic considerations, this behavior is also influenced by awareness of reusing wearable items as part of sustainable fashion practices (Gunawan et al., 2024). Although *thrifting* is often perceived as an eco-friendly solution, the industry faces dual challenges. First, there is a stigma related to product cleanliness and quality, as some consumers perceive secondhand clothing as unhygienic and potentially harmful to health (Anggraini et al., 2025). Second, and more critically, there are issues related to legality and the sustainability of the domestic textile industry.

The Indonesian Minister of Finance, Purbaya Yudhi Sadewa, has firmly opposed illegal imports of secondhand clothing, stating that such practices cannot be justified even through taxation mechanisms. He emphasized that taxation cannot legitimize goods with illegal origins and rejected calls for compromise with imported thrift businesses, arguing that such activities harm the domestic textile industry.

This situation creates a paradox in consumer behavior: on one hand, *green marketing* promotes *thrifting* as an environmentally friendly lifestyle; on the other hand, the government considers it illegal and detrimental to the national economy. This contradiction highlights a research gap in understanding whether *environmental concern* is strong enough to influence *purchase intention* despite negative stigma and regulatory pressure.

The concept of *green marketing* gained prominence in the late 1980s through ecological marketing discussions, although it was previously known as ecological or sustainable marketing. Pride and Ferrell (1993) define it as a comprehensive marketing process, from raw material selection to product distribution, designed to minimize environmental harm. This approach contributes to environmental preservation by ensuring that business activities are conducted with ecological awareness (Vania et al., 2022).

Environmental concern refers to awareness and responsibility toward environmental conditions. According to Puspaningrum et al. (2023), when ecological awareness is well developed, it can transform an individual's perspective and foster a more sustainable behavioral paradigm.

In this study, *purchase intention* toward green products is formed when consumers perceive that *green marketing* strategies—such as providing information about eco-friendly products, using sustainable materials, and communicating environmental benefits—positively contribute to sustainability. At the same time, an individual's level of *environmental concern* strengthens their preference for environmentally responsible products. Given findings that ethical orientation in North Sumatra is influenced by personal moral values (Nasution et al., 2025), it is important to examine whether *environmental concern* can significantly influence *purchase intention* in the presence of stigma and regulatory constraints.

Previous studies on eco-friendly product consumption and secondhand clothing have been widely conducted. Rodrigues et al. (2023) found that price, environmental concern, and savings motives significantly influence secondhand purchasing decisions. However, their study did not specifically address thrift shops, which have unique characteristics such as product curation, hygiene, and sustainability communication. Putra and Dhewi (2024) examined the influence of *green marketing* and environmental knowledge among Instagram followers of thrift shops, but their study did not involve actual consumers, limiting its ability to reflect real purchasing behavior.

Ariyani (2024) analyzed factors such as product quality, lifestyle, and price in thrift purchasing decisions but did not include *green marketing* and *environmental concern* variables. Meanwhile, Novitasari (2024) focused on brand image as a mediator of *green marketing* effects on purchasing behavior but did not consider the thrift context, which involves different perceptions of quality and cleanliness.

Recent studies by Gusfi et al. (2025) indicate that high *environmental concern* among Gen Z consumers can significantly increase *purchase intention* for sustainable fashion products. Consumers are increasingly considering ecological impacts in their purchasing decisions. Similarly, Hasanah and Rahayu (2025) found that the *green marketing mix* influences purchase intention; however, their indicators remain general and are not specifically adapted to thrift products, which require additional considerations such as sterilization processes, transparency of product conditions, and sustainability in reuse cycles.

Based on these studies, the novelty of this research lies in examining the influence of *green marketing* and *environmental concern* within the specific context of thrift shops. This sector has unique characteristics related to perceptions of cleanliness, sustainability, and marketing strategies for secondhand products. This study also contributes by using more context-relevant *green marketing* indicators and involving actual consumers, thereby providing a more accurate representation of *purchase intention*. Therefore, this research is expected to enrich the literature on environmentally friendly consumption, particularly within the rapidly growing secondhand clothing industry.

2. LITERATURE REVIEW

A. Green Marketing

Green marketing is a marketing activity that encompasses raw material utilization, production, distribution, and promotion, with a focus on minimizing environmental impact and degradation (Savitri & Marlana, 2023). This concept also involves environmentally friendly innovations in products, processes, packaging, and promotional strategies in response to increasing consumer demand for eco-friendly products (Upe & Usman, 2022).

According to Pertiwi and Sulistyowati (2021), the indicators of *green marketing* include:

1. *Green product*
2. *Green price*
3. *Green place*
4. *Green promotion*

Despite its positive intentions, *green marketing* is not always well received by consumers due to skepticism. *Consumer Skepticism Theory* explains that consumers tend to doubt promotional claims that are not aligned with reality. In the context of imported secondhand clothing stores, eco-friendly claims may be weakened by issues such as product legality, which can lead to perceptions of *greenwashing* and reduce the credibility of *green marketing* strategies.

B. Environmental Concern

Kaiser (2017) states that *environmental concern* broadens an individual's perspective on environmental damage, not only in terms of personal impact but also in relation to current and future human well-being, including global issues that require collective action (Siringoringo & Harsoyo, 2025).

Within Theory of Planned Behavior (TPB) proposed by Icek Ajzen, behavioral intention is influenced by individual attitudes. Individuals with high *environmental concern* tend to perceive the purchase of sustainable products, such as secondhand clothing, as a positive action. This attitude subsequently encourages *purchase intention* due to intrinsic motivation to contribute to environmental preservation.

Marcelino and Widodo (2020) propose several indicators to measure *environmental concern*, including:

1. Knowledge of environmental quality
2. Prioritization of environmental quality
3. Emotional involvement in environmental protection
4. Contribution to environmental sustainability

C. Purchase Intention

According to Schiffman and Kanuk (2015), *purchase intention* refers to a consumer's likelihood of purchasing a product based on the evaluation process, particularly during the alternative evaluation stage of

decision-making (Kotler & Keller in Marlianah & Saputra, 2025). *Purchase intention* also serves as an early indicator for predicting future purchasing decisions (Gori & Muhmin, 2025).

Purchase decisions are influenced by various external factors such as location, price, and promotion, especially in the retail sector, where consumer traffic and accessibility play important roles (Banurea & Aisyah, 2022).

In this context, *green marketing* can enhance consumers’ positive perceptions of thrift products, thereby increasing *purchase intention*. Additionally, *environmental concern* plays a crucial role, as consumers with higher environmental awareness tend to prefer sustainable products such as secondhand clothing. Therefore, both *green marketing* and *environmental concern* significantly contribute to shaping consumers’ *purchase intention* in thrift shops.

According to Ardiyanti and Ahmadi (2025), *purchase intention* can be measured using the following indicators:

1. Transaction interest
2. Referential interest
3. Preferential (choice) interest
4. Exploratory interest

D. Framework of Thinking

The conceptual framework of this study describes the relationship between independent variables, namely *green marketing* (X1) and *environmental concern* (X2), on the dependent variable, *purchase intention* (Y).

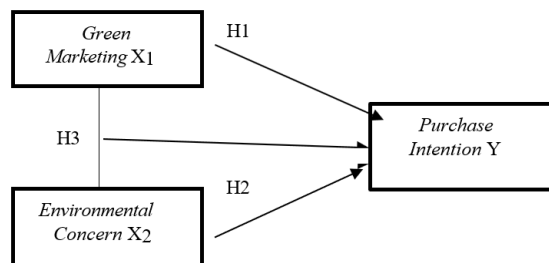


Figure 1. Research Model

E. Research Hypotheses

H1: *Green marketing* has a positive effect on consumers’ *purchase intention* in thrift shops.

H2: *Environmental concern* has a positive effect on consumers’ *purchase intention* in thrift shops.

H3: *Green marketing* and *environmental concern* simultaneously have a positive effect on consumers’ *purchase intention* in thrift shops.

3. RESEARCH METHOD

This study employed a quantitative method using an associative approach, which aims to examine relationships among variables and identify potential causal effects. Unlike correlational research that only observes statistical associations, associative research seeks to determine whether one variable can directly influence another.

The population of this study consisted of all residents of Medan City. Based on projected data from the official website of Badan Pusat Statistik (BPS) Medan City, the total population in mid-2025 was 2,498,293 people.

The sampling technique used was non-probability sampling, specifically *accidental sampling*, where respondents were selected based on availability and suitability with the research criteria. The sample size was determined using the Slovin formula with a margin of error of 10%.

The inclusion criteria for respondents are as follows:

1. Male or female aged 14–25 years
2. Residing in Medan City and surrounding areas
3. Having purchased products from a thrift shop (offline or online) at least once within the last six months

Sampling was terminated once the number of respondents who met the criteria reached the minimum required sample size.

Table 1. Inclusion Criteria and Research Population Estimation

Selection (Filter)	Stages	Inclusion Criteria	Estimated Population	Data Source
General Population		All residents of Medan City	2,498,293 people	BPS Medan City (2025)

Selection (Filter)	Stages	Inclusion Criteria	Estimated Population	Data Source
Target Population		Gen Z (aged 15–24 years)	± 472,590 people	BPS Medan City (Age Group Data)
Reachable Population		Consumers who have purchased thrift products and reside in Medan	-	-
Sampling Determination		Calculated using Slovin formula (10% margin of error)	99 respondents	Researcher calculation

A. Sample Size Calculation

The Slovin formula is used to determine the sample size:

$$n = \frac{N}{1+N(e)^2} \quad (1)$$

Where:

- n = number of samples
- N = population
- e = margin of error (10%)

Based on this calculation, the required sample size is 99 respondents.

B. Data Analysis Technique

This study utilized multiple linear regression analysis to examine the influence of independent variables on the dependent variable. This method allows the researcher to determine both the direction and magnitude of the influence of each independent variable simultaneously.

Data processing was conducted using SPSS version 25.

The general form of the multiple linear regression equation used in this study is as follows:

$$PI = a + b_1GM + b_2EC + e \quad (2)$$

Description:

- PI = Purchase Intention
- a = constant
- b_1, b_2 = regression coefficients
- GM = Green Marketing
- EC = Environmental Concern
- e = error term

4. RESULTS AND DISCUSSION

A. Data Description

This study was conducted by distributing questionnaires to 99 Generation Z respondents in Medan who had previously purchased secondhand clothing (*thrift* products). Based on the collected and processed data, the following describes the characteristics of the respondents.

Based on gender, the majority of respondents were male (64 respondents), while female respondents accounted for 35 respondents (35.4%). This indicates that the current *thrifting* trend in Medan is predominantly driven by male consumers seeking affordable fashion alternatives.

In terms of age, most respondents were in the 20–23 age group, which represents a productive age segment consisting of university students and recent graduates.

B. Validity Test

The validity test aims to ensure that each statement item accurately measures the intended research variables. This test involved 99 respondents evaluating 15 statement items. The results of the validity test are presented in Table 2 below:

Table 2. Validity Test

Question	r count	r table	Description
GM1	0.782	0.196	Valid
GM2	0.650	0.196	Valid
GM3	0.723	0.196	Valid
GM4	0.561	0.196	Valid
GM5	0.814	0.196	Valid
EC1	0.693	0.196	Valid
EC2	0.707	0.196	Valid
EC3	0.698	0.196	Valid
EC4	0.695	0.196	Valid
EC5	0.557	0.196	Valid
PI1	0.638	0.196	Valid
PI2	0.577	0.196	Valid

Question	r count	r table	Description
PI3	0.649	0.196	Valid
PI4	0.638	0.196	Valid
PI5	0.708	0.196	Valid

The validity test was conducted by comparing the calculated r-value (*Corrected Item-Total Correlation*) with the r-table value. With N = 99 and a significance level of 5%, the r-table value is 0.196. The results show that all items for *Green Marketing* (X1), *Environmental Concern* (X2), and *Purchase Intention* (Y) have r-count values greater than 0.196. Therefore, all items are declared **valid** and suitable for further analysis.

C. Reliability Test

After confirming validity, a reliability test was conducted to assess the consistency of the measurement instrument. Reliability was measured using *Cronbach's Alpha* (α). A variable is considered reliable if the alpha value exceeds 0.60.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Threshold	Description
<i>Green Marketing</i> (X1)	0.699	0.60	Reliable
<i>Environmental Concern</i> (X2)	0.690	0.60	Reliable
<i>Purchase Intention</i> (Y)	0.617	0.60	Reliable

The results indicate that all variables have Cronbach's Alpha values greater than 0.60. Therefore, the questionnaire instrument is considered **reliable**, meaning it has good consistency and stability for further analysis.

D. Classical Assumption Testing

Classical assumption testing is a prerequisite before conducting multiple linear regression analysis. According to Imam Ghozali (2018), this test ensures that the regression model is free from violations such as non-normality, multicollinearity, and heteroscedasticity.

1) Normality Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test to avoid subjective interpretation. The decision rule is based on the significance value (*Sig.*): if $Sig. > 0.05$, the data are normally distributed.

Table 4. One-Sample Kolmogorov-Smirnov Test

Description	Value
N	99
Mean	0
Std. Deviation	1.60994
Test Statistic	0.133
Asymp. Sig. (2-tailed)	0.056

Since the significance value is 0.056 (> 0.05), it can be concluded that the residual data are **normally distributed**.

2) Multicollinearity Test

The multicollinearity test aims to detect correlations among independent variables. A good model should have no multicollinearity, indicated by Tolerance > 0.10 and VIF < 10 .

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
<i>Green Marketing</i>	0.918	1.089	No Multicollinearity
<i>Environmental Concern</i>	0.918	1.089	No Multicollinearity

The results indicate that there is **no multicollinearity** among the independent variables.

3) Heteroscedasticity Test

The heteroscedasticity test was conducted using a scatterplot graph. A regression model is considered free from heteroscedasticity if the data points are randomly distributed without forming a specific pattern.

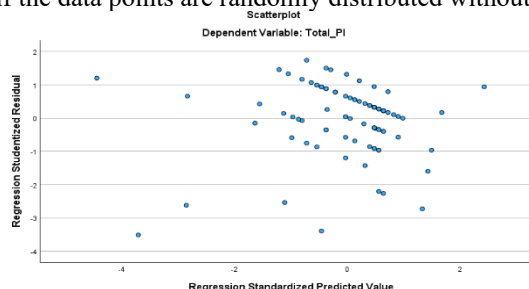


Figure 2. Heteroscedasticity Test

The scatterplot results show that the residuals are randomly distributed above and below zero on the Y-axis, indicating that the model is **free from heteroscedasticity**.

E. Multiple Linear Regression Analysis

Since all classical assumptions have been met, the analysis proceeds to multiple linear regression to test the influence of independent variables on the dependent variable.

Table 6. Multiple Linear Regression Results

Variable	B	Std. Error	Beta
Constant	8.993	1.675	-
Green Marketing	0.086	0.072	0.106
Environmental Concern	0.450	0.070	0.508

The regression equation is:

$$PI = 8.993 + 0.086 GM + 0.450 EC$$

Interpretation:

- The constant value (8.993) indicates that when *Green Marketing* and *Environmental Concern* are assumed to be zero, *Purchase Intention* remains at 8.993 units.
- The coefficient of *Green Marketing* (0.086) is positive, indicating that an increase of 1 unit in *Green Marketing* will increase *Purchase Intention* by 0.086 units, assuming other variables remain constant.
- The coefficient of *Environmental Concern* (0.450) is also positive and larger, indicating that an increase of 1 unit in *Environmental Concern* will increase *Purchase Intention* by 0.450 units.

F. t-Test (Partial Test)

The *t*-test (partial test) aims to determine the extent to which each independent variable individually influences the dependent variable. This test is conducted by comparing the significance value (*Sig.*) at $\alpha = 0.05$ or by comparing the calculated *t* value with the *t*-table value.

The decision-making criteria are as follows:

- If the *Sig.* value < 0.05 or $t_{count} > t_{table}$, then the independent variable has a significant effect on the dependent variable (H_0 is rejected).
- If the *Sig.* value > 0.05 or $t_{count} < t_{table}$, then the independent variable does not have a significant effect on the dependent variable (H_0 is accepted).

Based on the statistical table, the *t*-table value used in this study is **1.984**, obtained from $df = n - k = 99 - 3 = 96$.

Table 7. t-Test Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	8.993	1.675	-	5.333	0.000
Green Marketing	0.086	0.072	0.106	1.188	0.238
Environmental Concern	0.450	0.070	0.508	5.702	0.000

Interpretation:

- Effect of *Green Marketing* (X_1) on *Purchase Intention* (Y)

The results show that $t_{count} = 1.188 < t_{table} = 1.984$ and $Sig. = 0.238 > 0.05$. Therefore, H_1 is **rejected**. This indicates that *Green Marketing* does not have a significant partial effect on *Purchase Intention*. This finding suggests that green promotional strategies (e.g., eco-labels, environmentally friendly campaigns) are not strong enough to directly influence consumers' intention to purchase thrift products.

- Effect of *Environmental Concern* (X_2) on *Purchase Intention* (Y)

The results show that $t_{count} = 5.702 > t_{table} = 1.984$ and $Sig. = 0.000 < 0.05$. Therefore, H_2 is **accepted**. This indicates that *Environmental Concern* has a positive and significant effect on *Purchase Intention*. This means that consumers' internal awareness and concern for environmental sustainability play a stronger role in influencing their purchasing decisions compared to external promotional efforts.

G. F-Test (Simultaneous Test)

The *F*-test aims to determine whether all independent variables simultaneously influence the dependent variable. This test is used to evaluate the third hypothesis (H_3).

The degrees of freedom are calculated as follows:

- $df_1 = k - 1 = 3 - 1 = 2$
- $df_2 = n - k = 99 - 3 = 96$

Based on the *F*-table at $\alpha = 0.05$, the critical value is **3.09**.

Table 8. F-Test Results (ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	108.903	2	54.451	20.580	0.000
Residual	254.006	96	2.646	-	-
Total	362.909	98	-	-	-

The results show that $F_{count} = 20.580 > F_{table} = 3.09$ and $Sig. = 0.000 < 0.05$. Therefore, H_3 is **accepted**, indicating that *Green Marketing* and *Environmental Concern* simultaneously have a positive and

significant effect on *Purchase Intention*. This also confirms that the regression model is appropriate (*fit*) for explaining the dependent variable.

H. Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the extent to which independent variables explain variations in the dependent variable. The value ranges from 0 to 1, where values closer to 1 indicate stronger explanatory power.

Table 9. Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	0.548	0.300	0.286

The Adjusted R Square value of **0.286** indicates that *Green Marketing* and *Environmental Concern* explain **28.6%** of the variation in *Purchase Intention*. The remaining **71.4%** is influenced by other variables not included in this study, such as price, product quality, brand image, and fashion trends.

I. Discussion

1) The Influence of Green Marketing on Purchase Intention

Based on the results of the *t*-test, *Green Marketing* (X_1) was found to have no significant effect on *Purchase Intention* of thrift products among Generation Z in Medan City. This finding indicates that regardless of how intensively sellers promote “eco-friendly” labels, such efforts do not necessarily increase consumers’ intention to purchase.

This result is inconsistent with the marketing concept proposed by Philip Kotler, which suggests that elements of the marketing mix should influence consumer purchasing decisions. However, this finding supports *Consumer Skepticism Theory*, which explains that consumers tend to doubt marketing claims when they are perceived to contradict reality. In this case, *green marketing* claims are weakened by issues related to the legality of imported secondhand products, leading to perceptions of *greenwashing* and reducing consumer trust.

The results of this study differ from those of Zulmar and Sari (2025), who found that *green marketing* had a positive effect on purchasing behavior for The Body Shop products. This discrepancy can be explained by differences in research context. Products from *The Body Shop* have clear legal status and recognized environmental certifications, whereas imported thrift products in Medan are often associated with regulatory issues. As a result, consumers perceive *green marketing* claims in the thrift sector as less credible.

This phenomenon indicates that Generation Z consumers in Medan tend to be critical and selective. They recognize the inconsistency between the narrative of “environmental sustainability” and the reality of regulatory violations. Consequently, *Green Marketing* becomes a weak and insignificant predictor of *Purchase Intention*.

2) The Influence of Environmental Concern on Purchase Intention

The results show that *Environmental Concern* (X_2) has a positive and significant effect on *Purchase Intention*. This indicates that the higher an individual’s concern for environmental issues, the stronger their intention to purchase thrift products.

This finding is consistent with Theory of Planned Behavior (TPB), proposed by Icek Ajzen, which states that *attitude toward behavior* is a key determinant of behavioral intention. In this study, *environmental concern* shapes a positive perception that purchasing thrift products is an environmentally responsible action, thereby encouraging purchase intention.

These results also support previous research by Syahputri and Marliyah (2023), which found that environmental awareness significantly influences students’ interest in thrift shopping. Generation Z consumers tend to perceive thrift consumption as a practical solution to reduce textile waste and extend the lifecycle of clothing products.

This suggests that purchasing decisions are driven more by intrinsic motivation—such as environmental awareness and personal values—rather than extrinsic factors like promotional strategies. Consumers engage in thrift purchasing not because they are persuaded by marketing messages, but because they feel a personal responsibility toward environmental sustainability.

3) Simultaneous Influence and Implications of the Phenomenon

The results of the simultaneous (F) test indicate that *Green Marketing* and *Environmental Concern* collectively explain 28.6% of the variance in *Purchase Intention*. The remaining 71.4% is influenced by other factors not included in this research model.

This finding suggests that, in addition to environmental considerations, Generation Z consumers in Medan also exhibit rational and utilitarian behavior. Factors such as price, product uniqueness, brand appeal, and fashion trends likely play a more dominant role in influencing purchasing decisions.

In the context of thrift shopping, consumers experience dual benefits: acquiring branded products at lower prices and obtaining unique fashion items that are not commonly available in mainstream retail markets.

This reinforces the idea that thrift consumption satisfies both functional (economic value) and emotional (self-expression) needs.

Furthermore, this phenomenon highlights the unique characteristics of Generation Z as “pragmatic environmentalists.” While they demonstrate concern for environmental issues, they do not automatically trust *green marketing* claims—especially when such claims are overshadowed by legal or ethical ambiguities. Instead, they rely more on their own judgment and concrete actions rather than promotional narratives.

This study also provides empirical evidence of market resistance to regulatory pressure. Despite strong government efforts—such as those emphasized by Purbaya Yudhi Sadewa—to restrict imported secondhand clothing in order to protect domestic industries, the thrift market in Medan continues to grow.

This indicates that top-down regulations may not effectively suppress a market when strong bottom-up demand persists. Such demand is driven by economic factors, including limited purchasing power in the post-pandemic period, as well as lifestyle motivations related to identity and self-expression. Consequently, negative perceptions such as “illegal” and “unhygienic” are outweighed by the tangible benefits experienced directly by consumers.

5. CONCLUSION

Based on the results of the analysis and discussion, this study concludes that *Green Marketing* does not have a significant effect on *Purchase Intention* for thrift products among Generation Z in Medan. This finding indicates that environmentally themed promotional strategies are not sufficient to directly influence consumer purchasing intentions. The sustainability attributes communicated by sellers are not yet considered a primary factor in decision-making, particularly when such claims are perceived as inconsistent with broader issues such as product legality.

In contrast, *Environmental Concern* demonstrates a positive and significant effect on *Purchase Intention*. This result confirms that thrift consumption behavior among Generation Z is predominantly driven by internal motivations, particularly awareness and concern for environmental sustainability. Consumers tend to view the purchase of secondhand clothing as a meaningful contribution to reducing waste and supporting sustainable consumption practices. This suggests that intrinsic values play a more dominant role than external marketing efforts in shaping purchasing behavior.

Furthermore, the simultaneous analysis shows that *Green Marketing* and *Environmental Concern* collectively have a significant influence on *Purchase Intention*, with an explanatory power of 28.6%. However, a larger proportion of variance, amounting to 71.4%, is influenced by other variables outside the scope of this study. This indicates that consumer decisions in the thrift market are also shaped by additional factors such as price, product quality, lifestyle, and fashion trends, which may play a more dominant role in practical purchasing considerations.

Based on these findings, several recommendations can be proposed. Thrift shop businesses are encouraged to shift their communication strategies by not relying solely on environmental claims that may be perceived as superficial or contradictory. Instead, they should focus on educating consumers about the real impact of textile waste, while consistently maintaining product quality and competitive pricing, as Generation Z consumers tend to be rational and value-oriented. For future research, it is recommended to incorporate additional variables such as price, lifestyle, brand image, and perceived risk in order to obtain a more comprehensive understanding of purchase intention behavior. Expanding the research scope beyond Medan City or conducting comparative studies between imported thrift products and locally produced recycled or *upcycled* fashion may also provide valuable insights.

From a policy perspective, the findings indicate that public demand for thrift products remains high despite regulatory restrictions. This suggests that government interventions should not rely solely on prohibitive measures but also consider providing alternative solutions. Supporting the development of affordable and high-quality local fashion products, as well as encouraging the growth of the domestic textile recycling industry, can help balance economic, environmental, and regulatory objectives while accommodating consumer demand in a sustainable manner.

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