

ABSTRACT

The motivation behind millennials' interest in second-hand clothing has been a growing phenomenon in recent years. This trend can be attributed to several factors, including environmental concerns, financial considerations, and a desire for unique fashion choices. Millennials are becoming increasingly aware of the negative impact of fast fashion on the environment, and as a result, many are turning to second-hand clothing as a sustainable alternative. Moreover, with the rising cost of living, second-hand clothing provides a more affordable option for millennials who are conscious of their spending. Additionally, many millennials are attracted to the idea of creating a unique style that reflects their individuality, and shopping for vintage or pre-loved items allows them to express their fashion sense in a more creative and personal way. These factors suggest that the trend of buying second-hand clothing among millennials is likely to continue. This paper will research what is the millennials motivations on fashion industries specifically thrift shop which currently increasing everywhere in the world, but this paper will focus Indonesia's millennials. The research is based on Theory of Planned Behavior with and added construct which is Sustainability, Affordability, Social Consciousness and Unique Finds. This study believes that with construct such as Sustainability, Affordability, Social Consciousness, and Unique Finds have a positive impacts on millennials intention of buying second hand clothing

Keywords : Sustainability, Affordability, Social Consciousness, Unique Finds Second-Hand Clothing, Millennials,