

An Exploration of Indonesian Gen Z Attitude Toward Sharing Economy Business Model in Fashion Industry

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Abstract – The Awareness of environmental damage has made many new fashion brands appear with the value of sustainability. However, it turns out that many brands only use sustainability value as a marketing action or commonly called greenwashing. Instead of focusing on the sustainable fashion brand, the most sustainable action is to reduce fashion consumption. The sharing economy is one of the answers to reduce consumption, and the fashion industry is no exception. Through the ABC theory of attitude, this research aims to find out the attitude towards the sharing economy of the fashion industry; second-hand fashion, fashion renting, fashion leasing, and fashion swapping. By conducting in-depth interviews, it turns out that second-hand fashion and fashion leasing have positive attitude while fashion renting and fashion swapping have negative attitude. This research also explored rather than sustainability values, trend factors can motivate Gen Z to try sharing economy business models in the fashion industry. This research contributes to a deeper understanding of the improvements of fashion sustainability by providing alternatives through sharing economy business models.

Keywords – Attitude, Sharing Economy, Fashion Industry, Sustainable Fashion

I. INTRODUCTION

Awareness of the dangers posed by the fashion industry, especially fast fashion, raises new business ideas to overcome these impacts by promoting sustainable business with a variety of different focuses [1]. For example, there is a brand with a social focus by empowering local tailors or craftsmen. In environmental focus, there are sustainable brand which using organic material, such as lyocell, cotton, and vegan leather, and brands that use environmentally friendly materials to reduce pollution caused by synthetic materials. However, many new brands come up with “greenish” campaign only for increase their sales, which means their campaign contain the greenwashing. Greenwashing is the practice of exaggerating an organization's environmental activities or investing more money in marketing the organization as green than in really engaging in environmentally sound practices [2]. It is hard to find out the real sustainable business fashion brand since the brand itself cannot be 100% sustainable, there will always be trade off [3]. Moreover, by creating a new brand –even a sustainable brand- the brand will increase the number of clothes in the world which will end up as waste. Therefore, this research focus on how society can reduce fashion consumption as a sustainable way.

In fashion industry, there are some business model which implement the sharing economy business model [4]. For example, thrift shop that sells second-hand clothes to extend the shelf life of clothes, and fashion-renting to avoid excessive consumerism with the concept of sharing ownership. Sharing ownership is not only about renting clothes. But it can also be about collaborative business with local tailors or material owners. This sharing of ownership is also known as the sharing economy system.

The sharing platforms environmental promise ensures that customers become much less dependent and dependent on individual, private ownership [5]. Instead they can have inexpensive and easy access to products owned by other customers that would otherwise remain idle. In doing so, consumers not only save money, but also contribute to a lower demand for materials and the use of energy. As such, the shared economy can be regarded as contributing, at least potentially, to a transition towards sustainability [5]. To develop this business model, it is important to know from the consumer perspective. Therefore, this research aims to gaining deep understanding from consumer by figure out the attitude and behavioral control towards sharing economy business model in Indonesia's Fashion Industry.

II. METHODOLOGY

This research discusses four types of sharing economy business model in Indonesia. There are second-hand fashion, fashion renting, fashion leasing, and fashion swapping.

A. Second-hand fashion

Second-hand fashion or Second-hand fashion retailing includes an increasing number of shops, boutiques and concessions that resell garments that have already been worn [6]. Typically, the second-hand fashion business encapsulates a broad range of distributors, such as consignment stores, thrift stores, and re-sale stores. Second-hand fashion allows two or more persons (re) to use the same product in a different period of time.

B. Fashion Renting

The concept of fashion renting allows consumers to access fashion products in a more affordable and workable manner [7]. Renting needs less commitment, and they prefer to move out of their comfort zone as

customer rent continues to go for a more directional style. In this business model, the revenue stream is usually obtained from the monthly subscription system.

C. Fashion Leasing

The concept of leasing is almost the same as the concept of fashion renting, it only differs in payment. Leasing is another sub-type. It differs from renting, as in the case of leasing a fixed contract for some months is required and consumers are obliged to pay at least for the contract period before they send the fashion products back [8].

D. Fashion Swapping

Fashion swapping is conducted with an exchange of one piece of clothing for another [9]. Fashion swapping is usually held in a large event where consumers do usually not pay for participation, there would be a non-monetary compensation for swapping, as consumers would receive other fashion products in exchange

This research uses The ABC Model of attitude as a framework to figure out the attitude towards each business model. An attitude is a broad and long-term assessment (e.g., positive or poor) of a person, item, or issue [10]. Attitude is a psychological propensity in the form of a favourable or unfavourable assessment of a specific entity. Attitudes are essential because they contribute to the understanding of why consumers create preferences. Fashion industry is no exception, incorporating sustainability into the fashion design process faces both internal and external constraints [11]. The ABC model or commonly called the Tripartite Model, is formed with three components, there are affective, behavioral, and cognitive.

- 1) *Affective*: The affective of an attitude is made up of feelings, moods, and emotions that associated with the attitude object through past or current experiences [10].
- 2) *Behavioral*: The behavioral basis is made of two kinds of information, past behaviors and intention to commit future behaviors [10].
- 3) *Cognitive*: Cognitive attribute is any characteristic, quality, trait, concept, value, or goal associated with the object.

The conceptual framework of this study is shown in the figure below.

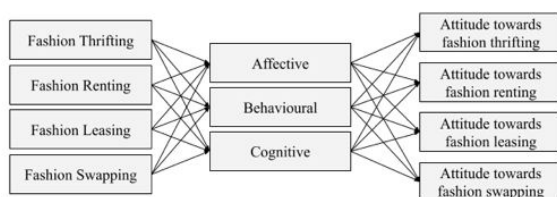


Fig. 1. Research Framework

This research used qualitative method by explanatory approach with conducting semi-structured interview. there

are ten interviewees with a profile of Gen Z which according to the previous research, Gen Z shoppers tend to buy sustainable brand and pay 10% extra on them [12]. Thus, the informant profile are people who born between 1995-2011. Before the interview, the interviewees were given an explanation about each business model. then followed by an interview about the perception of each

TABLE I
Content Analysis
CODING ANALYSIS

Codes	Definitions
Affective States	Respondents' feeling and emotions about the business model
Behavioral States	Respondents' practices or decisions about the business model
Cognitive States	Respondents' thoughts and belief about the business model

business model.

The data collected analyzed by content analysis. Content analysis is the process of classifying text into groups of related categories to detect similarities and differences, trends, and correlations, both on the surface and implied inside, while taking into account both the participant and the context [13]. The code for content analysis is based on the ABC theory model which consist of affective, behavior, and cognitive.

III. RESULTS

A. Attitude Towards Second-hand fashion

Respondents' affective state towards second-hand fashion categorized into two types; positive affect and negative affect. Respondents describe positive affect because of two factors. First are second-hand fashion offering clothes with good quality with a lower price

"Praise to God, I've had it before, so of course I'll try again in the future because it's definitely cheaper, especially if it's a branded fashion item with a cheaper price but only used around 1-2 times, it's a good thing"

"So far there is none (bad experience). Always as expected (the clothes), so I want to try again."

As it stated above, the second factor that create positive affect on respondents is previous experience in second-hand fashion where they get clothes that match their expectations when they buy the clothes. Some respondents also have a positive affect regarding the variety of the clothes which is unique and good in style. Like the following statement.

"It's (second-hand fashion) in trending, and coincidentally, my friend also wants to look for a thrift so I join him, plus I saw on YouTube, the cloth looks good, so I try it."

The style in thrifting fashion is usually unique-vintage items, so some respondents use thrifting fashion to find clothes with specific styles. Respondent also state the negative affect. Factors that influence negative affect on second-hand fashion are hygiene factors. As in the statement below:

"Then it seems that during this COVID I'm actually scared because of how about the hygiene is"

As it is known that second-hand fashion offers second-hand clothes. Based on this statement, it can be concluded that respondents also have doubts about second-hand fashion, especially during a pandemic.

In the context of behavior, the researcher divides into two parts, some respondents tend to try second-hand fashion (Active), and those who tend not to try second-hand fashion (Passive). As many as 8 out of 10 respondents had done second-hand fashion. 7 of the 8 peoples stated that they would do thrifting again. The main factor that influenced the active behavior towards second-hand fashion is the price. As stated in the following statement:

"When I have no money (the right time to do second-hand fashion), and I want to try a new style but I don't have much budget"

In addition to the price factor, there was a respondent who said that the reason he did thrift was because of the trend of thrift.

"As long as the trend is still hype, it seems like people still want to thrift"

As many as 2 out of 10 respondents have never try thrift and have no plans to do thrift in the future. The reason why the respondents are not interested in doing second-hand fashion is that there is a subjective norm regarding the price of clothes they usually buy.

"I rarely buy new clothes, and they're not expensive either, so there's no need to thrift, it's already cheap."

From the statement above, it can also be seen that behavior towards fashion renting has a strong relationship with the price factor.

Cognitive is defined as the perception or belief of the respondent towards second-hand fashion. The researcher found several statements regarding how respondents perceive second-hand fashion. "Untidy Outlet or Store Display" and "Dirty" always associated with second-hand fashion.

"The outlet is neat. it is really messy. Most of them are based on their placement. So even if you want to sell expensive, people are a bit lazy because the store is ugly."

Some thrift shop sellers, especially offline thrift shops, usually don't care about the beauty of their store and tend to arrange the display at random. This creates a perception

among respondents that the clothes offered by thrifting fashion tend to be shabby or dirty.

B. Attitude Towards Fashion Renting

For most respondents, the factor that causes a positive affect on second-hand fashion is the variety of clothes offered.

"Actually, I think the clothes are pretty good and the more I come here I feel like I'm the person who wear the same clothes for long time or buy one clothes only for single use."

Based on the statement above, fashion renting can provide an alternative for people who tend to get bored easily with one outfit and buy clothes for one-time use. The factor that is most often mentioned and produces negative affect is that respondents feel they do not have too many events that require adequate clothing. As stated in the statement below:

"I don't think I'm interested because I think that if I rent clothes, I'm more inclined to have certain occasions that really need special clothes such as costumes or traditional clothes, or the clothes that wear for single use, while this (fashion renting) use a subscription system, right? So, I'm afraid not necessarily used the service for 5 times) a month like that."

Based on the statement above, negative affect arises because respondents feel they do not really need proper clothes every day. In addition, the factor of the number of events is also accompanied by the price factor which is also a factor that produces a negative effect on fashion renting.

"I'm a typical person who wears clothes. For me, wearing the same clothes is okay. It's not worth it"

According to the statement above, it can be concluded that the factor of not having many events also affects affective fashion renting in terms of the price which is considered quite expensive because respondents feel they do not need these services. Besides, there is also respondent who confused with fashion renting system. The researcher classified this statement as neither positive nor negative affect

"I really want to (try fashion renting), I'm just confused, the collection of clothes I see on rent tends to be clothes that are for parties, and I rarely go to parties,"

"Interesting (fashion renting), but is the price we pay worth the clothes we get?"

It can be seen that from the statement above, respondents are interested in using fashion renting but consider enough about the price and the variety that tends to be extraordinary clothes.

In the context of behavior, the researcher divides into two parts, namely respondents who tend to try fashion

renting (Active) and those who do not want to try fashion renting (Passive). The researcher figures out the active behavior statement by asking the respondent regarding their interest to try fashion renting. One factor that is often mentioned and increases the desire to try fashion renting is variety.

"Yes, interesting, something new. If the clothes are cool and trendy, I'm really interested."

Some respondents also said that the number of events or special occasions increased their interest in using fashion renting. Related to the previous factor, namely variety, the variety of clothes offered by fashion renting is considered suitable for special occasions, as in the statement below:

"Maybe if there is a semi-important event."

Based on the statement above, in addition to events or special occasions, subjective norms regarding appearance also affect the behavior of respondents. 6 out of 10 respondents stated that they are not interested in using fashion renting. Here are some of the respondents' statements:

"I don't think so, (try fashion renting) If I have to pay every month, I don't think I will use it for every month, so it's not really necessary"

According to statements above, the reason why the respondents don't want to try or interest to try fashion renting is because the price that they have to pay each month, and they don't think they need this system.

To find the cognitive aspect of fashion renting, the researcher highlights several statements or factors that are often associated with fashion renting. The perception that is most attached to fashion renting is about the clothes on offer. The clothes offered by the owner of the fashion renting is frequently perceived as luxury fashion. This is because the service offers the clothing from semi-formal events to special events such as weddings and cultural events. This was also mentioned by several respondents.

"The thing is, if I look at the business model, the clothes tend to be luxurious,"

Due to the variety of clothes that tend to be luxurious, fashion renting is also often perceived as suitable for influencers and socialites. As in the following statement:

"Maybe for those who are socialites and need clothes for a social gathering, they might need it. And people who need appreciation in their appearance. For ordinary people, it doesn't seem worth it."

According to the statement above, socialites are associated with fashion renting because the clothing variants offered by fashion renting tend to be luxurious and suitable for social gatherings for socialites.

C. Attitude Towards Fashion Leasing

9 out of 10 respondents have tried fashion leasing. Based on their experience, 6 respondents admitted that they had never had a bad experience related to fashion leasing.

"So far it is safe (to do fashion leasing) because usually when leasing, you can come to the boutique for direct fitting,"

Through the statement above, respondents like the concept of fashion leasing because fashion leasing allows consumers to try on clothes first before borrowing. Another statement regarding positive affect towards fashion leasing:

"Because I usually don't really want to buy clothes, I prefer to rent it. So, it's not too expensive for single use,"

Based on that statement, it appears that the use of single-use clothing makes respondents tend to choose to do fashion leasing rather than buying new clothes. The researcher also figures out the negative affect based on the respondents' bad experience towards fashion leasing. Here are some of the respondents' statements

"Sometimes the design is not what we want"

Based on the statement above, the negative affect arises due to the design factor of the clothes offered. This is also stated in the following statement:

"Not as expected. There is no size that really fits, because the variants are limited."

"It's too big (the size), the laundry is not clean, itchy, the quality is not good."

According to the statements above, negative affect also comes within the variant of the design including the size. Besides, it turns out that hygiene is also a respondent's consideration in fashion leasing.

In terms of behavioral aspect, based on the results of the interview, several factors can generate active behavior or the desire to try fashion leasing.

"For me personally, because when I rent it (the clothes) there are events that really require wearing traditional clothes, at that time Kartini Day (cultural events) and I didn't have the traditional clothes, so I chose to rent it rather than buy it and only wore it once."

From the statement above, it can be seen that the factor that can result in active behavior towards fashion leasing is the need to wear disposable clothing where respondents tend to do fashion leasing rather than buy. For Passive behavior, means the respondent's statement stating his unwillingness to try fashion leasing. 1 out of 10 respondents has never tried fashion leasing. Here's the reason:

"The design is not good and not many. Usually, the design tends to be old fashion, I prefer to custom made, because this is for special events"

Similar to the previous discussion on negative affect, respondents were not interested in using fashion leasing because the designs were limited and not updated.

The cognitive aspect is searched by looking at the respondent's statement and finding words, phrases, or sentences that are often stated. Fashion Leasing is closely related to single-use fashion items. Single-use fashion items can be interpreted as special clothes or special clothes that are used for special occasions. For instance, traditional clothes, or ceremony clothes. This is illustrated in the following statement:

"When there is an important event that only requires clothing or costumes once, and if it is rarely or will not be used again. Such as people who hold parties, traditional events, drama performances, etc."

Based on the respondent's statement, respondents use fashion leasing for special event needs, and not daily clothes.

D. Attitude Towards Fashion Swapping

All 10 respondents admitted that they had never used fashion swapping. 6 out of 10 are also not familiar and have not heard of the concept of fashion swapping. Therefore, the affective felt by respondents is only based on observations of fashion swapping events that have been held before. 4 out of 10 respondents gave positive affect to fashion swapping. The following four respondents felt that fashion swapping would be an exciting event. As in the following statement:

"It's fun to be able to exchange clothes, so the outfits are varied."

"Maybe I'll try because I think it's fun."

It can be seen from the statement above, respondents feel that fashion swapping has an exciting concept. In addition, according to respondents, the concept of fashion swapping can provide variety to their outfits. On the other hand, 6 out of 10 respondents gave negative affect in the form of fear of doing fashion swapping. The following is the respondent's statement:

"And I'm afraid the clothes are too diverse. It's impossible to exchange the expensive one for the cheap."

According to the statement, respondents feel afraid due to the type of clothes that will be on the swapping system would be very diverse in terms of price, brand, and design. Another statement regarding the fear of fashion swapping:

"After COVID happens, I'm considering hygiene issues, is the hygiene guaranteed?"

Through the statement above, fear also occurs with the consideration of cleanliness issues. Moreover, during the Pandemic, cleanliness is a major issue for some people.

Several factors can generate active behavior or the desire to try fashion leasing. Active behavior is identified if there is a statement that the respondent is interested in trying Fashion Swapping. The following is the respondent's statement:

"Actually, I really want to try it because I tend to get bored with my current clothes, and so I don't look like I'm wearing the same clothes, so I'm really excited to try it."

3 Out of 10 respondents said they are interested and will try fashion swapping in the future. The reason they are interested in trying is that according to them, through the concept of fashion swapping, they can add variety to clothes without having to spend money. There is also some respondent who gave passive behavior statement. Passive behavior is identified if there is a statement that the respondent is not interested in trying Fashion Swapping. The following is the respondent's statement:

"Probably not (try fashion swapping), too random. How other people take it, the uncertainty is too high."

Regarding the negative affect previously discussed, respondents gave passive behavior statements with the reason of being afraid because of the uncertainty of clothes in the fashion swapping system. There are 5 out of 10 respondents who stated that they were not interested in trying fashion swapping. Not all respondents have confirmed their choice to try fashion swapping. 2 out of 10 respondents gave statements that implicitly indicated doubts about the use of fashion swapping. Here are the respondents' statements:

"At first, I thought it was fun, I wanted to join, but after COVID, considering hygiene issues, is the hygiene guaranteed, I'm a little confused anyway"

"Interesting, since it used the barter system. But is the item that we get is worth the item that is exchanged?"

Indifferent statement on the respondents came in terms of hygiene and clothes to be exchanged. This is also in accordance with the negative affect in the previous discussion. Positive affect regarding the excitement of fashion swapping also appeared in the respondents' statements.

The cognitive aspect in fashion swapping is searched by looking at the respondent's statements and finding words, phrases, or sentences that are frequently stated. Fashion swapping is closely related to fashion events. Respondents saw fashion swapping not only as an independent business model but also as an event that can be held on a seasonal basis.

"During fashion exhibitions (the right time to held fashion swapping), because this event (fashion

swapping) is actually fun and interactive, unique, but very segmented, only for those who are very enthusiastic about fashion."

Respondents considered that fashion swapping could be held in conjunction with other fashion events at certain times.

E. Behavioral Control of Second-hand fashion

The majority factor that is influenced by the attitude of thrifting are price, hygiene, and transparency. As many as 9 respondents mentioned price as their consideration in doing second-hand fashion. Respondents mentioned that thrifting was suitable for finding clothes that were still of high quality at lower prices.

The second factor that influence the attitude of thrifting is the hygiene. Hygiene refers to the clean condition of the clothes being sold. Since the products being sold are used goods, the cleanliness of the products is questionable. 8 out of 10 respondents expect the cleanliness of the products sold in the thrift business. There were also respondents who were reluctant to do thrifting because they did not know who had worn the clothes before. hygiene also refers to how the shop-for offline store-present or displaying the apparel, considering that there are so many thrift stores that are cluttered. The appearance of a thrift shop that looks shabby and unorganized discourages respondents from buying thrift clothes. In addition, it increases the perception that thrifting is dirty. According to respondents, by arranging more presentable stores, it can increase their trust in buying thrifting products.

The third factor is the transparency. 7 out of 10 respondent stated transparency is one of the considerations that affect their decision in second-hand fashion. Transparency refers to the compatibility of the features described by the seller or thrift shop owner with what expectations the customer gets. Especially for the online based thrift shop. To build a sense of trustworthiness and accountability, transparency is needed. Some respondents had bad experiences regarding the clothes they expected did not fit, or the clothes they bought did not meet expectations. Respondents expect sellers to be honest about the condition of the clothes.

F. Behavioral Control of Fashion Renting

The first factor of fashion renting's behavioral control is occasion. 7 out of 10 respondents said that they chose to use renting services for certain or special events or occasion that require special clothes to look their best. This is also supported by the existing business model which offers more clothing from the most popular brands and designer designs. Moreover, this business model offers a subscription concept which respondents consider to be somewhat detrimental to consumers who do not need fine clothes every day. According to several respondents, this business model is suitable for people who have many events or always want to perform optimally in terms of outfit and appearance.

Therefore, the business concept itself influence respondent perception regarding with the price that is offered. 7 out of 10 respondents mention the price factor as their consideration to try fashion renting. the respondent perception about the price offered by renting services is quite high and not commensurate with the current needs of respondents who do not really need fine clothes every day.

The third factor that affects attitude towards renting is the variety. Variety refers to the types of clothing styles offered by the business model as well as the sizes and color variants. As many as 6 respondents mention about variety in fashion renting. By increasing the variety, the respondents hope they can choose the most suitable clothes for every occasion. Respondent also refers the variety of clothes with the variety of renting packages, so the respondents aspire that there will be packages that contain more casual clothes so that they are suitable for medium-budgets.

G. Behavioral Control of Fashion Leasing

The leasing business model is not too different from renting, neither are some factors that influence it. One of the factors that affect leasing is occasion. According to respondents, 10 respondents perceive fashion leasing business model tends to be used to rent clothes for certain occasions or events that require special or unique clothes such as traditional clothes and costumes. The clothes that are rented also tend to be clothes that are only for single use at the special moment.

The second factor is variety. 6 out of 10 respondent mention variety as their consideration to do fashion leasing. The respondents perceive that fashion leasing business model tend to have a limited variety and collection. In this case, Variety refers to the availability of clothing styles, colors and sizes offered by the fashion leasing business owner. The respondents expect fashion leasing business model to be more updated about the design and increase the variants related with size and color.

The third factor that affects attitude towards leasing is hygiene. In this business model, hygiene refers to the cleanliness of the clothes that offer. Since the clothes offered by the fashion leasing business model are used together and it is not known who has worn it. 6 out of 10 respondents expect assurance in terms of cleanliness of clothes. The researcher also found a statement from a respondent that said the laundry was not clean and itchy. Through the statement, the respondent expect that the owner of this business model will ensure the cleanliness and care of the clothes they offer.

H. Behavioral Control of Fashion Swapping

Several factors affecting attitude towards swapping are uncertainty and experience factors. As many as 8 respondents said they were interested in fashion swapping business models but afraid of the uncertainty about what clothes they would get. It is also feared that there are no clothes that match their preferences. The previous

research regarding fashion swapping also found that consumers were most concerned with availability/sizing and quality of garments, whilst organizers felt uncertainty was the biggest issue [14]. regarding the uncertainty, respondents expect that there will be standard operating procedures regarding what kind of clothes are worth exchanging, starting from the quality, the model, to the clothing or fashion theme for example; *summer, nineties, victorian, etc.*

The second factor regarding behavioral control of the fashion swapping is experience. The respondents perceive fashion swapping as a fun activity. Some respondents are interested in fashion swapping because they think it's an exciting event. 7 out of 10 respondents give suggestion for arranging fashion swapping events to be more attractive and fun by collaborate with others fashion events to support the fashion swapping itself. In this study, based on respondent's statement, experience refers to how fashion swapping concept would be wrapped up in interactive events and accompanied by other fashion events.

IV. DISCUSSION

Regarding the formation of the attitude of second-hand fashion or second-hand fashion, fashion renting, and fashion swapping, respondents who have a positive attitude have a dominant attribute on the affective aspect. However, second-hand fashion is more acceptable than fashion renting and fashion swapping. These three business models are still new compared to fashion leasing. Second-hand fashion concept has been existing for a long time. However, according to a google search, the second-hand fashion trend emerged in 2013 which has finally shown up on several social media such as YouTube, Tik Tok, and other media. The uploaded content also varies from showing the results of second-hand fashion hunting, mix and match clothes, and information about second-hand fashion store location. Now second-hand fashion has become a pop culture in Indonesia [15]. Based on the affective aspect, respondents began to recognize second-hand fashion from existing trends such as the content on YouTube. The trends create curiosity and other affective aspects that lead to positive behavior. This aligns with the previous research that found consumers who are more sensitive to megatrends are more open to sharing economy services [16]. The emergence of fashion renting and fashion swapping in 2017 and 2019, respectively is fairly new in the fashion industry. Learned from the experience of second-hand fashion to introduce a new concept, it is necessary to establish a trend to invite people to try fashion renting and fashion swapping.

The dominance of affective attribute on respondents who have a positive attitude also illustrates that they have low involvement in purchasing because they act based on feeling and do not really examine the business model. This is in line with the previous study where people who

are more open toward sharing economy services are taking more risk [16].

Regarding the behavioral control, one of the findings in this research is that price as an important behavioral control in determining the attitude found in second-hand fashion and fashion renting. This aligns with the previous research regarding the sharing economy that customer returns on investment are one of the key factors that contribute to consumers' participation in the sharing economy [17]. Price here can also be interpreted in terms of "cost-saving" which is influenced by the intentions through personal attitudes and corroborates the previous theory that the intention of consumers to consume collectively is influenced by economic factors [18]. Although price is not the majority factor in behavioral control fashion leasing, respondents choose fashion leasing as an alternative to buying clothes for special occasions that are only worn once, respondents think that fashion leasing provides more economic value than buying new clothes. This research also noted that hygiene is the important value of the attitude towards sharing economy in the fashion industry. Respondents questioned the cleanliness of the clothes since the clothes were used together. This affects respondents' trust in the sharing economy which then becomes the affect component in attitude. The transparency factor in second-hand fashion and the uncertainty factor in fashion swapping can also affect respondents' trust. This supports the relevance of trust associated with collaborative consumption [17] Which also prove that people who are taking more risk are more open toward sharing economy services [16]. In this study, the researcher only found two respondents who gave a little statement about sustainable fashion. Though people who have environmentally conscious are more open to use sharing economy [16], it turns out that is not the most significant factor. Since the respondent who doesn't mention sustainable fashion is still have positive behavior towards sharing economy in the fashion industry.

IV. CONCLUSION

The objective of this study is to discover the attitude and behavioral control of sharing economy business model in Indonesia's fashion industry. To accomplish the objective, this study used the theory of ABC model with three variables (affective, behavior, and cognitive) as an initial framework for this study. The author used a qualitative approach in this research and collected data by interview. Then, after collecting the data, the author analyzed the data with content and thematic analysis. According to the data analysis, the researcher finds out that fashion leasing is the most widely used with its behavioral control, namely occasion, hygiene, and variety. However, respondents use fashion leasing occasionally for a big moment. The second business model, which is second-hand fashion, can be used at any time and also has a positive attitude from the respondents. Behavioral

controls that affect the attitude of second-hand fashion are price, transparency, and hygiene. On the opposite, fashion renting and fashion swapping have negative attitudes. These are also the most unfamiliar business model among respondents. Fashion renting behavioral control are occasion, price, and variety. While for fashion swapping are experience and uncertainty. This research also found that price is a key factor for choosing a business model. In addition, trust which includes hygiene, transparency, and uncertainty also leads to the affective of sharing business model in the fashion industry. It also turns out that trend factors can encourage Gen Z to try sharing economy business models in the fashion industry rather than sustainability values.

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