

CHAPTER I

INTRODUCTION

1.1 Research Background

The global fashion industry, valued at approximately three trillion US dollars, has long been a dominant force in the world economy, with brands and designers continuously releasing new collections to meet ever-changing consumer demands (McKinsey, 2017, as cited in Fashion United, 2022; Septy et al., 2024). This accelerating production cycle, characteristic of the fast fashion model, relies on short product life cycles and frequent collection releases to sustain consumer interest (Niinimäki et al., 2020). However, the environmental costs of this model have become increasingly difficult to ignore such as the fashion industry contributes approximately 10% of global carbon emissions, roughly 85% of textiles are discarded annually, and washing clothes alone releases over half a million tons of microfibers into the environment each year (Maiti, 2025).

The industry's rapid production and consumption cycle leads to excessive waste, resource depletion, and environmental pollution, creating major sustainability challenges (Nuraini & Fikriah, 2025). In response to these pressures, thrift shopping has emerged as a meaningful alternative consumption model. Ferraro et al. (2020) argue that growing environmental awareness has encouraged consumers to seek more sustainable fashion choices, while studies by Khurana and Tadesse (2019) and Machado et al. (2019) confirm that secondhand clothing consumption contributes directly to reductions in textile waste and environmental pollution.

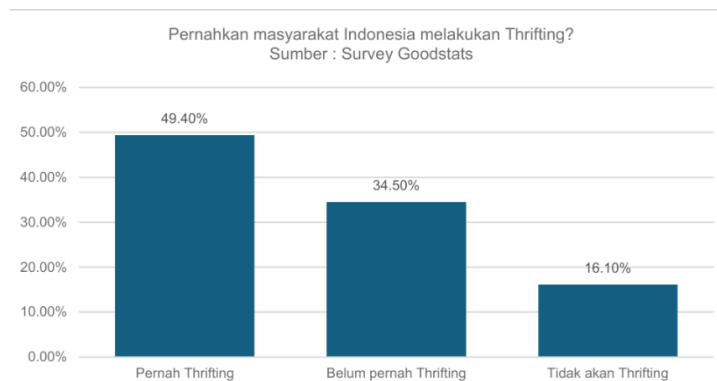


Figure 1. Data on Indonesians Engaging in Thrift Shopping

In Indonesia, the thrift shopping phenomenon has grown rapidly and is substantiated by concrete demographic and behavioural data. Indonesia's Generation Z population is estimated at approximately 74.39 million individuals, representing 27.94% of the national population (Heriyanto, 2024), making them the single largest generational cohort and a dominant force in shaping consumer trends. Data from Goodstats reveal that 49.4% of young Indonesians have engaged in thrift shopping, 34.5% have not yet done so, and only 16.1% express no interest in doing so (Julia et al., 2024) figures that demonstrate both the scale of adoption and the significant remaining market potential. This trend is further driven by generational values: McKinsey & Company reports that the COVID-19 pandemic, climate change concerns, and shifting economic conditions have substantially shaped Generation Z's sense of identity and consumption priorities.

Empirically, 70% of Generation Z members in Indonesia regard it as their personal responsibility to reduce the effects of climate change, and approximately two-thirds are willing to pay more for environmentally sustainable products. Febriasari et al. (2024) found that sustainability is deeply embedded across multiple dimensions of Generation Z's lifestyle, including their shopping habits. Growing environmental consciousness, combined with a desire for individuality and self-expression, has repositioned thrift shopping from a purely economic decision into a lifestyle choice aligned with Generation Z's values (Ferraro et al., 2016). Jakarta's Pasar Senen market concretely illustrates this national trend, it remains one of the

most prominent and active thrift shopping destinations in the country, drawing consumers not only for affordability but also due to the influence of online communities that frame thrift shopping as a sustainable, creative, and identity-affirming activity (Alvin & Choandi, 2020; Sholeh, 2023).

The rapid mainstreaming of thrift shopping among Generation Z is inseparable from the digital communication ecosystem in which this generation operates. Social media platforms function as the dominant channels through which Generation Z discovers, discusses, and endorses thrift products. Data show that 81% of Generation Z uses Instagram, 70% uses TikTok, and 69% uses YouTube, making this cohort the most active user segment across all three platforms (Sugiarti, Good Stats, 2020). Talker Research further confirms that these platforms generate the highest user engagement among Generation Z and Millennials, who strongly prefer short-form content formats such as Reels, TikTok videos, and YouTube Shorts. In Indonesia specifically, as of early 2023, 212.9 million people that representing more than 77% of the total population were connected to the internet (Septiani et al., 2023), establishing digital platforms not as an optional communication layer but as the primary medium through which Indonesians research products and make purchasing decisions (Marcellino & Pardede, 2023). Social media platforms not only facilitate interpersonal communication but also provide spaces where users share outfit ideas, showcase thrift finds, and build communities around shared fashion interests (Dewa et al., 2021; Naufal et al., 2025). Through these platforms, thrifting has evolved from a transactional activity into a participatory social phenomenon.

It is within this digital communication environment that electronic word of mouth (eWOM) emerges as a critical phenomenon shaping consumer attitudes and purchase intentions. Hennig-Thurau et al. (2004) define eWOM as any positive or negative statement made by potential, actual, or former customers about a product or company, made available to a multitude of people via the internet. Unlike traditional word of mouth, which is limited in reach and temporality, eWOM is characterised by its scalability, persistence, and accessibility across geographic and

social boundaries (Park et al., 2007). In the context of thrift shopping, eWOM encompasses product reviews on e-commerce platforms, personal testimonials shared via TikTok or Instagram, community discussions on fashion forums, and recommendations from social media influencers (Kristia, 2021). Marcellino and Pardede (2023) further conceptualise eWOM as the digital sharing of personal opinions, experiences, and product recommendations. Crucially, eWOM operates in both positive and negative directions, each with distinct consequences for consumer behaviour. Positive eWOM can significantly enhance a thrift store's reputation and increase consumers' willingness to purchase (Verma et al., 2023; Yuwono, 2020). Park and Lee (2008) confirm that positive eWOM shapes consumers' evaluation processes and helps form favourable attitudes toward specific behaviours. Conversely, negative eWOM can suppress purchase intention and damage brand image (Teng et al., 2017).

There is a strong correlation between the widespread adoption of thrifting practices among today's young, particularly among members of Generation Z, and the influence of digital culture as well as the substantial role played across social media channels such as Instagram and TikTok. These platforms have helped turn thrifting from a simple way to save money into a popular trend where people connect, share ideas, and express their personal style. Eighty-one percent of the population uses Instagram, seventy percent uses TikTok, and sixty-nine percent uses YouTube. This generation has controlled the majority of social media usage for the past six months. Millennials and members of Generation Z are more likely to choose shorter forms of material, according to the findings of Talker Research, which found that these three platforms had the most user engagement (Sugiarti, Good Stats, 2030).

These platforms not only make it easier for people to communicate, but also provide a space for users to share outfit ideas, showcase their thrift finds, and connect with others who have similar fashion interest. As online communities continue to grow, thrifting has evolved from simply buying thrift goods into a

popular social trend that allows people to express their individuality and unique fashion preferences.

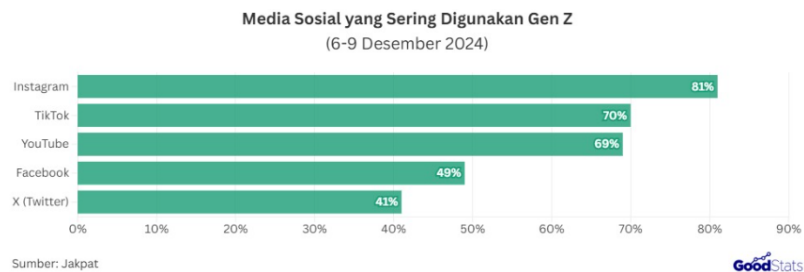


Figure 2. Social Media Platforms Most Frequently Used by Generation Z

Digital technology not only helps to build social interactions but also to disseminate electronic word of mouth (eWOM) that refers to the customer's feedback, recommendation, and opinion that is provided by the customer using digital media (María García-de-Blanes-Sebastián et al., 2024). Using eWOM, customers get an opportunity to read comments, opinions, and evaluations about a particular product prior to buying it. As stated by Park and Lee (2008), studies have shown that electronic word of mouth (eWOM) has the potential to influence the evaluation process carried out by customers and can also help them in developing a certain attitude towards a particular behaviour.

The global fashion industry, estimated at over three trillion US dollars in value, has undergone a significant structural transformation driven by growing consumer awareness of sustainability and environmental impact (McKinsey, 2017, as cited in Fashion United, 2022). The fast fashion model, which relies on frequent collection releases and short product life cycles (Niinimäki et al., 2020), has been criticised for contributing approximately 10% of global carbon emissions, while around 85% of textiles are discarded each year and washing activities release over half a million tons of microfibers into the environment annually (Maiti, 2025). In response to these escalating concerns, thrift shopping, the practice of purchasing pre-owned or secondhand clothing has emerged as an increasingly popular alternative consumption model, particularly among younger demographics. In Indonesia, this trend is empirically substantiated: data from Goodstats reveal that 49.4% of young

Indonesians have engaged in thrift shopping, while only 16.1% express no interest in doing so (Juliana et al., 2024). These figures are not merely anecdotal which they reflect a measurable shift in consumption patterns that warrants systematic investigation. With approximately 74.39 million Generation Z individuals comprising 27.94% of the Indonesian population (Heriyanto, 2024), understanding what drives their intention to purchase thrift clothing has become a pressing research question.

Generation Z that broadly defined as individuals born between the late 1990s and early 2010s occupies a unique position in the history of consumer behaviour, as they are the first generation to come of age entirely within a digital environment. According to McKinsey & Company, the COVID-19 pandemic, concerns about climate change, and evolving economic circumstances have substantially shaped the identity and consumption values of Generation Z. Empirically, 70% of Generation Z members in Indonesia consider it their personal responsibility to reduce the effects of climate change, and approximately two-thirds express willingness to pay a premium for environmentally sustainable products. Febriasari et al. (2024) found that sustainability is deeply embedded in Generation Z's consumption and shopping habits, not as a peripheral concern but as a core lifestyle value. This ideological orientation has directly fuelled the growth of thrift shopping among this cohort, which Ferraro et al. (2016) link to growing environmental awareness that encourages consumers to seek sustainable fashion alternatives. Studies by Khurana and Tadesse (2019) and Machado et al. (2019) further confirm that secondhand clothing consumption contributes meaningfully to reductions in textile waste and environmental pollution. Jakarta's Pasar Senen market exemplifies this phenomenon on a local scale, continuing to attract consumers not only for its affordability but also due to the growing influence of online communities that promote thrift shopping as a sustainable and creative lifestyle (Alvin & Choandi, 2020; Sholeh, 2023).

The rapid adoption of thrift shopping among Generation Z cannot be understood in isolation from the digital communication platforms through which it

is promoted, discussed, and normalised. Data indicate that 81% of Generation Z uses Instagram, 70% uses TikTok, and 69% uses YouTube, making this cohort the dominant user group across all three platforms over the past six months (Sugiarti, Good Stats, 2020). Talker Research further confirms that these platforms generate the highest user engagement levels among Millennials and Generation Z, who demonstrably prefer short-form content formats. This digital media ecology has fundamentally altered how consumer information is produced and consumed: rather than relying on brand-produced advertising, Generation Z increasingly turns to peer-generated content such as outfit posts, unboxing videos, thrift hauls, and product reviews shared on social media as their primary source of product information (Dewa et al., 2021; Naufal et al., 2025). As of early 2023, 212.9 million Indonesians representing more than 77% of the total population were connected to the internet (Septiani et al., 2023), confirming that digital communication channels are not a supplementary layer but the dominant medium through which Indonesians, especially young consumers, research and form purchasing decisions (Marcellino & Pardede, 2023).

Electronic word of mouth (eWOM) constitutes the primary antecedent variable in this study and must be understood with precision. Hennig-Thurau et al. (2004) define eWOM as any positive or negative statement made by potential, actual, or former customers about a product or company, made available to a multitude of people via the internet. Unlike traditional word of mouth, eWOM is characterised by its scale, persistence, and accessibility which is a single review or testimonial posted online can reach thousands of prospective buyers and remain accessible indefinitely (Park et al., 2007). In the context of thrift shopping, eWOM encompasses product reviews posted on e-commerce platforms, personal testimonials shared via Instagram Stories or TikTok videos, community discussions on fashion forums, and recommendation posts from social media influencers (Kristia, 2021).

Marcellino and Pardede (2023) further define eWOM as the sharing of personal opinions, experiences, and brand recommendations through digital media as a

definition that highlights its fundamentally communicative, social nature. Park and Lee (2008) established that eWOM carries the potential to influence consumers' evaluation processes and shape their attitudes toward specific behaviours. More specifically, eWOM about thrift clothing can shape consumer perceptions of a product's quality, price, uniqueness, and overall value (Teng et al., 2017), thereby functioning as a form of socially mediated communication that bridges individual experiences and collective consumer behaviour. In this study, eWOM is operationalised as the independent variable that initiates the attitudinal and intentional chain examined through the Theory of Planned Behaviour framework.

Within the positivist framework adopted by this study, attitude toward behaviour is conceptualised not as a free-floating opinion but as a measurable psychological construct that mediates the relationship between received information (eWOM) and behavioural intention. Ajzen (2011) defines attitude toward behaviour as the degree to which an individual holds a favourable or unfavourable evaluation of the behaviour in question, shaped by beliefs about its expected outcomes.



Figure 3 Social media posts on Pasar Senen's thrift shopping activities

As seen on the figure 3. in the context of thrift shopping, consumers who are exposed to positive eWOM glowing reviews, admirable outfit posts, testimonials about quality finds are more likely to form favourable attitudes toward the act of purchasing secondhand clothing, which in turn raises their purchase intention. This mediating function of attitude is theoretically grounded in the expectancy-value model described by Ajzen (2005), where the strength of an individual's beliefs and their evaluative response to expected outcomes collectively determine their attitudinal position. Empirical support for this pathway is provided by Bundu et al. (2024), who demonstrate that eWOM information plays an essential role in shaping individual attitudes. Similarly, Nuiser (2019) and Nurcahya et al. (2020) confirm that eWOM exerts a positive and significant effect on attitudes toward behaviour. The mediation mechanism is further substantiated by Verma et al. (2023) and Yuwono (2020), who find that positive and informative eWOM shapes consumer opinions toward thrift shops and subsequently their purchase intentions.

Beyond the individual-level process of attitude formation, thrift shopping intention is also shaped by the social environment in which Generation Z consumers are embedded. Ajzen (2011) defines subjective norms as an individual's perception of the social pressure exerted by significant others regarding whether one should or should not engage in a particular behaviour. In the communication science literature, subjective norms represent the interpersonal and social dimension of consumer decision-making, reflecting how the messages received from one's social network translate into perceived expectations and normative pressure. Research by Ravis and Sheeran (2023) demonstrates that consumers are more inclined to purchase secondhand clothing when they perceive approval or endorsement from friends and relatives for doing so (Okta Fajar Nuraini & Nur Laili Fikriah, 2025). However, Connel (2010) notes that peer pressure can also operate in the opposite direction, potentially reducing demand for thrift stores and sustainable products when social norms within a peer group stigmatise secondhand consumption.

The third construct of the Theory of Planned Behaviour examined in this study is perceived behavioural control, which Ajzen (2011) defines as an individual's

sense of confidence in their own capacity to engage in a particular behaviour. Unlike attitude (which reflects evaluative beliefs) and subjective norms (which reflect perceived social expectations), perceived behavioural control captures the extent to which a person feels personally capable and empowered to perform the behaviour in question. Ajzen (2005) explains that this construct is shaped by control beliefs defined perceptions of the factors that either facilitate or constrain the behaviour which may be derived from personal experience, observations of others, or information gathered from external sources. In the context of thrift shopping, perceived behavioural control encompasses consumers' confidence in their ability to locate thrift stores, evaluate product quality, navigate online secondhand markets, and make purchasing decisions independently.

Chaturvedi et al. (2020) found that cognitive and behavioural self-efficacy played a crucial role in shaping consumers' intentions to purchase secondhand apparel, with higher perceived control associated with stronger purchase intentions. Nuraini and Fikriah (2025) further confirm that ease in perceiving the purchasing process is strongly linked to consumers' actual purchase intentions. The findings of this study itself support this conclusion which among the three Theory of Planned Behaviour constructs, perceived behavioural control showed the strongest effect on thrift shopping intention, suggesting that Generation Z consumers in Jabodetabek are more likely to engage in thrift shopping when they feel capable and confident in carrying out the behaviour.

Despite the growing body of literature on thrift shopping behaviour and the Theory of Planned Behaviour in various consumer contexts, a significant research gap persists. No prior study has systematically examined how eWOM shapes thrift shopping intention among Generation Z in Jabodetabek through the mediating role of attitude toward behaviour, while simultaneously accounting for the contributions of subjective norms and perceived behavioural control. Previous studies, such as Igamo et al. (2024) in Palembang and Nuraini and Fikriah (2025) in Malang, explored the Theory of Planned Behaviour in the thrift shopping context but did not position eWOM as an antecedent variable or examine its indirect effect on intention

via attitude. Marcellino and Pardede similarly found that eWOM and product quality significantly drive purchasing decisions, yet did not investigate the mediating role of attitude in that pathway. This gap is consequential that is without understanding how digital word of mouth first shapes attitudes, and how those attitudes then convert into purchase intention, any explanation of what drives Generation Z toward thrift shopping remains theoretically incomplete and practically limited.

This study addresses that gap by adopting a positivist paradigm and a deductive research logic. Drawing from theoretical propositions established in the existing literature, specifically that eWOM shapes attitudes and that attitudes, alongside subjective norms and perceived behavioural control, shape behavioural intention (Ajzen, 1991), this study tests whether this chain holds empirically among Generation Z respondents in Jabodetabek. The research title, "The Role of Electronic Word of Mouth and Theory of Planned Behavior in Shaping Thrift Shopping Intentions Among Generation Z," reflects this integrated approach which is the positions eWOM as the communication antecedent, attitude toward behaviour as the mediating variable, and thrift shopping intention as the outcome, within a comprehensive model that captures the full process through which digital communication translates into consumer behaviour.

1.2 Research Problem

The growing interest in thrift shopping among Generation Z in Indonesia has taken place within a digital communication environment where social media platforms serve as the primary source of product information and peer influence. Reviews, personal testimonials, and shared experiences circulating on platforms such as Instagram and TikTok constantly expose young consumers to varying perspectives on thrift apparel, shaping how they think and feel about secondhand clothing before any purchase decision is made. However, despite the documented scale of this digital exposure, existing studies on thrift shopping behaviour in Indonesia have focused predominantly on general marketing variables or broad Theory of Planned Behaviour constructs, without adequately addressing the role of

communication as the initiating force behind consumer behaviour. There is a clear and specific gap in the literature: how electronic word of mouth operates as the starting point of the consumer decision-making process among Generation Z in Jabodetabek has not been systematically examined. Current research does not sufficiently explain how eWOM shapes consumer attitudes toward thrift shopping, nor does it investigate whether attitude functions as the key mediating variable that translates digital word of mouth into actual purchase intention.

Furthermore, while subjective norms and perceived behavioural control are recognised as significant predictors of thrift shopping intention within the Theory of Planned Behaviour framework (Ajzen, 1991; Igamo et al., 2024; Okta Fajar Nuraini & Nur Laili Fikriah, 2025), no study has integrated these constructs together with eWOM and the mediating role of attitude toward behaviour within a single, comprehensive model. This is a critical omission, because in practice these variables do not operate in isolation which the digital communications that Generation Z consumers encounter on social media simultaneously generate word of mouth, shape attitudes, reinforce or challenge social norms, and affect perceived confidence in performing the behaviour. Without a model that captures all of these relationships together, the full picture of what drives thrift shopping intention among Generation Z in Jabodetabek remains incomplete. This study therefore aims to fill that gap by examining the influence of eWOM, attitude toward behaviour, subjective norms, and perceived behavioural control on thrift shopping intention, and by testing whether attitude toward behaviour mediates the relationship between eWOM and purchase intention.

1.3 Research Objective

To determine the extent to which eWOM, attitude toward behaviour, subjective norms, and perceived behavioural control play a role in affecting the thrift purchasing intents of Generation Z in Jabodetabek, the purpose of this research is to investigate these factors. Furthermore, this study aims to examine the influence of TPB factors and eWOM on thrift shopping intention among Generation Z, and to investigate the mediating role of attitude toward behaviour.

1.4 Research Significance

The accomplishment of research objectives is the essence of what constitutes research importance. There are three different kinds of significance that can be found in research: theoretical, practical, and social. In the process of planning research, it is essential to take into consideration the significance of the research because it can assist in finding solutions to issues pertaining to the subject.

1.4.1 Theoretical Significance

It is anticipated that this research will be beneficial to studies in consumer behaviour and communication, particularly those studies that pertain to the thrift shopping habits of Generation Z and the Theory of Planned Behaviour (TPB). In addition, this research contributes to the current body of information by incorporating word-of-mouth (eWOM) as a variable that influences attitudes toward thrift stores and by studying the role of attitude as a mediator between eWOM and the intention to purchase. The findings of this research are expected to help not only in practical aspects but also contribute towards academic references for sustainable fashion consumption and digital consumer behaviour, especially when it comes to Generation Z's exposure to social media in Jabodetabek.

1.4.2 Practical Significance

The insights gained into the factors that drive the desire among Generation Z for pre-used clothes will prove useful to the operators of second-hand clothing stores and individuals involved in digital marketing campaigns. Insights can help organizations refine their marketing strategies especially when it comes to word-of-mouth (eWOM) marketing campaigns and social media campaigns that will involve recommendations, testimonials, and references. By taking the time to learn more about the importance of attitude, subjective norms, and perceived behavioural control, it is likely that companies will be in a better position to tailor their communication strategies to suit the habits of Generation Z customers.

1.4.3 Social Significance

This study may help the public better understand the factors that influence Generation Z's thrift clothing purchase intention, particularly the roles of electronic word of mouth (eWOM), attitude, subjective norm, and perceived behavioural control. The findings may also increase awareness of how online reviews, recommendations, and social influence shape consumer purchase intentions, enabling individuals to make more informed purchasing choices in the digital environment.

1.5 Theoretical Framework

1.5.1 State of The Art

Several studies have explored the factors that influence consumers' intention to purchase thrift clothing. In this research, conducted by Aldi Naufal, Yoyo Sudaryo, and Gurawan Dayona Ismail (2025), there is more knowledge given about the factors that play into the decision-making process regarding the choice of purchasing goods from an online marketplace of used products. Based on the results of the research, it is found that the greatest impact is that of Tiktok ads, although quality, social media marketing, and price factor heavily in this equation as well. According to the results of another study carried out by Yulia Sariawty, Diniy Fitriawati, and Maya Retnasary (2021), Instagram can serve as a highly effective tool for conducting marketing communications and developing customer trust as well as building brand image via the use of visuals and two-way communication. As per the results of both studies, it is actually true that social media does provide ease in communication.

Studies carried out under the framework of Theory of Planned Behaviour (TPB) are an example of an alternative approach used for analysing intentions of the customers. It was found out by Ighifari Mahdi Igamo, Nurin Zodarina, Genta Pratama, Eni Mardiani, and Angela Damayanti (2024) that attitude, subjective norm, and perceived behavioural control have a positive impact on willingness to make purchases in second-hand stores in Palembang.

A similar finding was made by Okta Fajar Nuraini and Nur Laili Fikriah (2025Septiani et al., 2023) in their research on Generation Z in Malang. They found that personal attitude was less significant than society and moral norms. A variable pertaining to moral norms was also incorporated in this study. However, research carried out by Yeremia Marcellino and Ratlan Pardede discovered that pricing does not play a big role in the decision-making processes of customers. However, quality and electronic word-of-mouth (E-WOM) do play a considerable role. Students at IPB University were the subjects of research conducted by Tria Putri Simamora and Moh Djemdjem Djamaludin (2020), who investigated the students' intentions to purchase movie tickets online. The researchers discovered that there was a negative association between age and subjective norms, perceived behavioral control, and plans to purchase tickets. This correlation was found to be stronger as persons got older. An investigation of the participant intention of Korean fencing club members using TPB was conducted by Young-Jae Kim and E-Sack Kim (2021), who followed a similar line of evidence. Despite the differences in groupings or frequency of involvement, they discovered that attitude and subjective norms had an equally important influence on intention. On the other hand, perceived behavioral control had more situational influences compared to attitude and subjective norms.

The results emphasize the importance of social influences, electronic word of mouth (eWOM), and social media in the formation process of shaping the tendency of consumers to purchase second-hand goods, especially those from the generation known as Generation Z. Research that has been conducted in the past reveals that there has been a strong impact of consumer behavior, which includes attitudes, subjective norms, perceptions of behavior, and eWOM in a wide range of situations. Additionally, the thoughts, opinions, and suggestions provided by people on social media sites can have an impact on how other people think about issues, leading them to make certain purchasing decisions.

Thrift shopping and consumer intention have been extensively studied in previous literature, nevertheless a significant gap in the current literature base is the lack of research that has ever tried to look at the intention to purchase thrift clothing from Generation Z in Jabodetabek through eWOM, with regard to TPB. This is despite the fact that there is a growing body of research on thrift shopping. Previously conducted research has, for the most part, taken a broad approach to the variables of marketing communication, TPB variables, and purchase decisions. The purpose of this study is to analyse the factors that influence the likelihood of Generation Z to purchase clothing from thrift stores. These elements include attitude, subjective norms, perceived behavioral control, and electronic word of mouth (eWOM).

1.5.2 Research Paradigm

One definition of a paradigm is "a set of assumptions that are commonly held about the nature of a problem and the potential for finding a solution to that problem in a particular domain" (Schwandt, 2001). The methodology and strategy that is taken to the task are determined by the worldview that is selected. Every researcher has their own perspective on the nature of knowledge and truth, which in turn impacts their worldview and the assumptions they make about themselves, other people, and the world in general throughout their academic career. According to Abiodun et al. (2011), the term "paradigm" is used by social scientists to refer to a collection of views concerning the connection between social truth and philosophical assumptions regarding the essential nature of reality.

In the course of our investigation, we shall be employing the positivist paradigm. Aristotle, Francis Bacon, John Locke, August Comte, and Emmanuel Kant are the individuals who are credited with being the originators of positivism. This philosophy "reflects a deterministic philosophy in which causes probably determine effects or outcomes" (Mertens, 2005, p.8) and is also sometimes referred to as the "scientific method" or "science research" (Creswell, 2003, p.7). They were the progenitors of positivism. The assertion

that "the social world can be studied in the same way as the natural world," as stated by Martens (2005), "that there is a method for studying the social world that is value free, and that explanations of a causal nature can be provided," means that positivism can be applied to the social sphere (Mackenzie & Knipe, 2006).

1.5.3 Variable Description

1.5.3.1 Electronic Word of Mouth (eWOM)

According to Hennig-Thurau et al. (2004), electronic word of mouth (eWOM) is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet." It is because electronic word-of-mouth (eWOM) represents customers' first-hand accounts of products and services, which have the ability to influence the purchase decisions of other customers (Park et al., 2007). This is the reason why this is the case. The user-generated content regarding the experience from thrift stores qualifies as "eWOM" in relation to the issue of secondhand clothes (Kristia, 2021). Before buying second-hand clothing items, consumers can easily do their research and even talk about them on different channels.

The term "word-of-mouth marketing" can also be called "eWOM," which is an acronym meaning "word of mouth promoted by consumers through electronic means" (Ningsih et al., 2019). With the development of the Internet, people gained new ways to get news from even more sources; moreover, the Internet gave them freedom to speak out about things that were bothering them on social media platforms. "eWOM" means the act of sharing personal opinions, conversations, experience, and recommendations for products, services, or brands using the power of the internet (Marcellino & Pardede, 2023). By saying "eWOM," one can refer to the practice. There is a possibility that

people's perceptions of buying used clothing may be affected by their interaction with websites selling secondhand clothing.

1.5.3.2 Attitude Towards Behaviour

An individual's attitude, which is their positive or negative evaluation of engaging in the behaviour of interest, is the extent to which they have a favourable or unfavourable impression of the behaviour in question. People's views regarding the subject of their attitudes. Every belief associates a behaviour with a particular result or with another characteristic, like the expense of engaging in the behaviour (Ajzen, 2011).

According to Vebriani (2023), the attitudes of customers have a significant impact on the assessments and the thoughts that they have regarding used items. Thrifted clothing is seen differently by consumers for a variety of reasons, including the monetary value, the impact on the environment, the quality of the goods, and the socio-cultural variables that are taken into consideration. It is more likely that customers who have a favorable attitude toward thrift shopping will have more intentions to participate in the activity.

1.5.3.3 Subjective Norms

A person's sense of social pressure to engage in or refrain from a particular behaviour is known as the subjective norms. Different types of opinions are also assumed to constitute beliefs, such as the person's opinions that certain individuals or groups support or oppose the behaviour, or that these social referents themselves participate in it or not (Ajzen, 2011).

When people believe that most of their peers who are inclined to comply with them also believe that they should behave in a particular manner, they are more likely to give in to the social pressure to behave in a particular manner. As a result of their subjective norm, individuals

who are under the impression that most of their referents will disapprove of their behaviour will be compelled to desist from engaging in that activity (Ajzen, 1991).

As a result of the fact that individuals' attitudes regarding used clothing can be influenced by their perceptions of social pressure and the expectations of those who are closest to them, subjective standards play a big role in the decision to buy at thrift stores. When people in a community advocate thrifting, it is more likely that it will be accepted; but, when people feel forced to buy new, they may second-guess themselves and question whether or not they should be thrifting (Cuong, 2024).

1.5.3.4 Perceived Behavioural Control

The term "perceived behavioural control" refers to the notion that an individual could carry out the behaviour that is intended for them. It is considered that the perceived complexity of the activity is a reflection of both previous experiences and future challenges; this impression is what defines the amount of difficulty. It is assumed that one has opinions regarding the presence or absence of circumstances that either support or hinder the performance of the behaviour (Ajzen, 2011).

It's possible that some of these views are influenced by previous experiences with the behaviour in question. There are a number of elements that could potentially influence the perceived difficulty of engaging in the action in question. These include first-hand knowledge of the behaviour, the experiences of friends and acquaintances, and other possibilities (Ajzen, 1991). As a result, individuals who perceive fewer barriers and greater control over the behaviour are more likely to develop stronger intentions to perform it.

1.5.3.5 Purchase Intention

It is common for a person to consider how they intend to put a product or service to use before making a decision to acquire it. This is referred to as their "purchase intention" (Ishaq & Prayoga, 2017). According to (Ratnasari and Kesumahati (2024), an individual goes through a series of stages of evaluation before making a buying decision. This occurs when the individual considers the benefits and downsides of a number of different possibilities. On the basis of these explanations, we are able to say that a customer's buy intention is their conduct after they have completed an evaluation, which demonstrates how interested and desirous they are in a particular brand or product. Customers' intentions to purchase thrift clothing can be influenced by a variety of factors, including their perceptions, the effects of society, and the information they obtain from social media and digital platforms.

1.5.4 Theoretical Framework

1.5.4.1 The Influence of Attitude, SN, PBC toward Intention to Purchase

Since its inception in 1985 by Icek Ajzen, the Theory of Planned Behaviour (TPB) has been widely recognized as one of the most prominent theories for predicting the social conduct of individuals. TPB, which is founded on the assumption of reasoned acts, is primarily concerned with forecasting the activities that will unfold in the future. One of the fundamental premises of the Theory of Planned Behaviour is that, in general, people behave in a rational manner, taking into consideration the information that is available to them as well as, possibly unwittingly or subconsciously, the outcomes that will result from the choices that they make. The core principle of the TPB states that a person's intention, which can be thought of as the force that drives an action, is determined by the behavioural objective that drives that action. There are three distinct psychological aspects that, when combined, determine a person's behavioural intention (Ajzen, 1991).

These factors are the individual's attitude toward the conduct, their subjective norm, and their perceived behavioural control.

There are several factors that influence an individual's perspective on whether they would engage in a certain behaviour of interest. These factors include perceived rewards, environmental concerns, and economic reasoning. These easily available concepts regarding the results of conduct are referred to as behaviour beliefs, and they are responsible for shaping attitudes toward behaviour. There is a constant connection between an action and some attribute or effect, such as the cost of the activity, when it comes to beliefs about conduct. The assessment of the consequences and the degree to which these connections are present have an effect on the attitude that an individual has about an activity. By adding up the strength of a person's beliefs and their evaluation of the outcome, you can obtain a good indication of how someone feels about the behaviours of another person. As described by (Ajzen, 2005), this method is characterized by the expectancy-value model.

An individual's view of the societal pressure to engage in or refrain from a particular activity is what is meant by the term "subjective norm." Individuals' families, friends, and the expectations of society all contribute to the formation of this perspective; this is especially true in cultures that are collectivist. In spite of the fact that it is generally accepted that concepts are the source of subjective norms, the beliefs that underpin them are altogether different. To be more specific, they originate from the individual's judgments of which social referents support or disapprove of the behaviour in issue, or even directly participate in it themselves. According to Ajzen (2011), the primary notions that serve as the foundation for subjective standards are normative beliefs.

The concept of "perceived behavioural control" refers to the degree to which an individual is self-assured in their capacity to carry out the activities that they have planned. Ajzen (2005) states that individuals are more likely to plan to engage in a behaviour if they have a favourable impression of the action, if they experience social pressure to engage in the behaviour, and if they believe they have the means and opportunity to engage in the behaviour to begin with. The determination of PBC depends on control beliefs, which can be referred to as the individual's perception of the elements that can influence the conduct of this individual either positively or negatively. Such convictions may have their roots in the individual's own life experiences, the observations that they have made of other people, or the information that they have collected from other sources. When individuals anticipate fewer problems and have access to sufficient resources, they experience a greater sense of control over their activities. On the other hand, when they anticipate more difficulties, they experience a decreased sense of control (Ajzen, 2005).

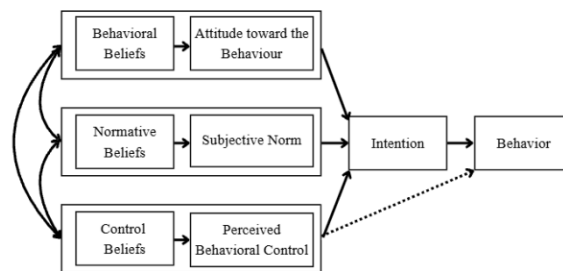


Figure 4 Theory of Planned Behaviour Model

To better understand the mechanism by which the TPB framework model can predict the intention for a behaviour, it is vital to consider the key idea that helps make such predictions possible in the TPB theory. As stated by Ajzen (2005), Theory of Planned Behaviour involves the Principle of Compatibility to be able to predict the behaviour effectively. This means that it is crucial for the T-A-C-T assessments of the behaviour in question to fully match each other about

purpose, attitude, subjective norm, and perception of behaviour control. It is vital to have such consistency in order to make sure that the specific activity under consideration will be evaluated properly. In such conditions, the theory can be seen as very predictive in terms of acquiring knowledge of what influences behaviour and creating specific programs tailored to the individual (Ajzen, 2005).

In accordance with the premise of this theory, consumer behaviour in terms of their intent to buy from the used store could be studied using the theory known as TPB. As far as studying the factors that would determine consumers' intentions about thrift clothes, one must have an adequate theoretical approach that will help explain their decision-making process. It should be noted that in this research work, such theoretical approach would include TPB. There are three basic qualities which should be examined in order to make conclusions about an individual's intentions and actions in accordance with the theory known as TPB (Ajzen, 1991). The independent variables include the individual's attitude, subjective norms, and perceived behavioural control. The attitude of the individual about the conduct in question, their social norms, and their perceived ability to control the act are the three main aspects that are likely to have the most significant effect on the individual's intention to perform the behaviour. Although there may be external variables that can have an indirect effect on the behaviour, the three determinants play a crucial role in helping one understand intention according to TPB. Thus, TPB will be very helpful in this study because it will allow the analysis of factors influencing the inclination of Generation Z individuals towards thrifting behaviour.

1.5.4.2 The influence of eWOM toward Attitude

As per Hennig-Thurau et al. (2004), the expression "electronic word of mouth" (eWOM) is used to represent the evaluations, views, and experiences of both current and former customers that are conveyed

using internet platforms. As opposed to traditional forms of advertising, electronic word-of-mouth (eWOM) is produced by customers themselves based on their experience, which makes it different from other types of advertisement. As per Park et al. (2007), due to the above reason, it can be considered an efficient tool in altering the perceptions and choices of other consumers. The term "electronic word-of-mouth" (eWOM) with regard to second-hand clothes represents the comments and suggestions of consumers about items purchased from online second-hand retailers, as per Krista (2021). Positive and informative electronic word-of-mouth (eWOM) can shape the opinions of customers towards thrift shops and their purchase intention in the same way (Verma et al., 2023; Yuwono, 2020). Nowadays, customers are increasingly utilizing the internet for conducting prior research for their purchases.

1.5.4.3 Attitude serves as a mediating variable in the relationship between eWOM and purchase intention

The electronic word of mouth serves the function of helping individuals get user generated content, which is made up of recommendations, testimonials, and other user-generated content. As Kotler and Keller (2016) explain, viral marketing, often referred to as eWOM, uses the Internet to create word of mouth effects that amplify marketing efforts. An individual's perception of a particular product and actions can be greatly influenced by the information provided. Various studies have revealed that people who receive information that are credible and positive could develop attitudes about the particular product. Bundu et al. (2024) reveal that electronic word of mouth information plays an essential role in the formation of attitudes in individuals.

In accordance with Theory of Planned Behaviour by Ajzen (1991), attitude is the assessment made by the individual of how good

or bad the act is perceived in terms of performance. An individual will be more inclined towards the execution of an act if he possesses a positive attitude regarding the specific act. In regards to shopping for clothing, the person who feels that the product is very inexpensive, fashionable, and full of items they likes will most probably buy it. Given the important role of attitude in shaping intentions, it is also necessary to understand the factors that contribute to the formation of such attitudes.

In line with this hypothesis, attitude can act as a mediator between the intent to purchase and electronic word of mouth. The information collected through eWOM can affect the perception and attitudes that customers have towards the second-hand clothing, thus making them view the thrift clothing differently. It is because of this attitude that makes them not consider shopping from thrift shops. Electronic Word of Mouth, which is otherwise referred to as eWOM, is a form of communication that affects attitudes and not intent to purchase.

Findings from previous studies confirm the correctness of this method. Many studies (Nusier 2019; Nurcaya et al., 2020) found that electronic word of mouth (eWOM) had a positive effect on attitudes towards people's evaluation of behaviour. As shown by the results of the study conducted by Yohana et al. (2020), although there was a positive effect of electronic word of mouth (eWOM) on buying intention, this effect could not be considered statistically significant. Attitude, according to the results obtained from this study, works as a mediator between eWOM and intention to visit thrift stores among Generation Z of Jabodetabek. Several studies exploring the direct effect of electronic word of mouth (eWOM) on purchasing intention produced opposite results: while some studies confirmed a significant effect,

other studies did not find any effects. Here emerges the current situation.

1.6 Hypothesis

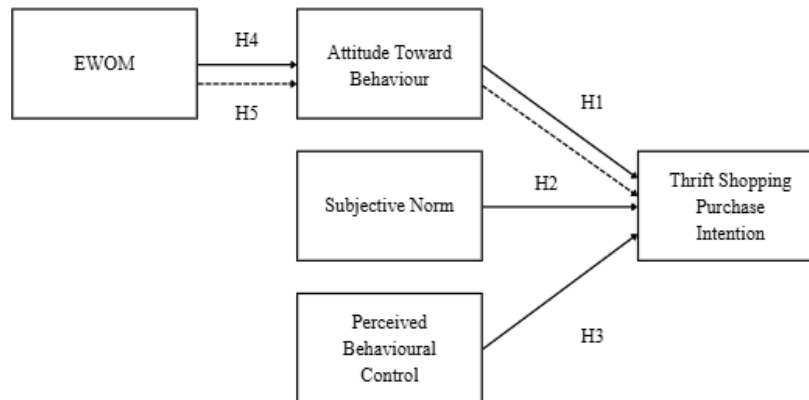


Figure 5 Conceptual Model

H1: There is a positive and significant relationship between attitude towards behaviour and intention to purchase thrift clothing.

H2: There is a positive and significant relationship between subjective norm and intention to purchase thrift clothing.

H3: There is a positive and significant relationship between perceived behavioural control and intention to purchase thrift clothing.

H4: There is a positive and significant relationship between electronic word-of-mouth (eWOM) and attitudes towards behaviour.

H5: Attitudes toward behaviour mediates the influence of Electronic Word of Mouth (eWOM) on purchase intention toward thrift clothing

1.7 Conceptual Definition

1.7.1 Electronic Word of Mouth

The term "eWOM" refers to the practice of customers expressing their thoughts on a product or service online, regardless of whether those opinions are positive or negative. Such comments can be positive or negative. When discussing secondhand clothing, the term "eWOM" refers to the reviews, comments, and recommendations that buyers see on social media and the internet, as well as the ways in which these experiences may influence the decisions that they make regarding their purchases.

1.7.2 Attitude Toward Behaviour

The way in which an individual feels about a specific path of action can be characterized as their attitude toward that particular course of action. The impact of that activity is shaped by what they anticipate or hope to accomplish as a result of doing that action. When it comes to second-hand clothing, attitude refers to the sum of a customer's views and experiences regarding the benefits of shopping for second-hand items.

1.7.3 Subjective Norms

Subjective norms refer to an individual's perception of social pressure to perform or avoid a particular behaviour. They are influenced by what people believe others expect from them. When individuals see people around them engaging in or supporting a behaviour, they are more likely to do the same, whereas disapproval may discourage them from performing it.

1.7.4 Perceived Behavioural Control

Perceived behavioural control refers to the degree to which an individual believes they can achieve a particular action, considering the degree of ease or difficulty that they anticipate the behaviour to be under their control. The way they feel about themselves, the experiences they've had, and whether they believe certain things will be beneficial or detrimental to them when they indulge in the behaviour are all revealed by this.

1.7.5 Purchase Intention

The term "purchase intention" refers to the desire or willingness of an individual to acquire a product after having evaluated and been interested in the product under consideration. To put it another way, it indicates the likelihood that a consumer will really make a purchase in the future.

1.8 Operational Definition

1.8.1 Electronic Word of Mouth

In the context of second-hand clothing, the word "eWOM" refers to the dissemination of favourable evaluations, ratings, and comments about the item through various online platforms, such as social media and recommendation websites. The frequency with which respondents read reviews of thrift store apparel, the degree to which they have faith in evaluations published by other customers, and the frequency with which they seek for reviews of products they intend to purchase online are all factors that are taken into consideration when analysing this variable.

1.8.2 Attitude Toward Thrift Shopping

The term "attitude toward thrift shopping" refers to a person's general perspective on the possibility of purchasing previously worn clothing. The interest, consideration, and desire of an individual to purchase clothing from a thrift store in a variety of settings (for example, when the quality is good or when shopping with friends) are reflected in the overall assessment indicator, which is used to quantify this variable.

1.8.3 Subjective Norms

The subjective norms that an individual has regarding thrift shopping are a reflection of their perspective on the social impact that significant others have. The amount to which respondents believe that thrift shopping is supported or expected of them by others, particularly by social media content providers, is demonstrated by looking at normative attitudes, which are used as a surrogate for this.

1.8.4 Perceived Behavioural Control

As far as thrifting is concerned, "perceived behavioural control" refers to the degree to which individuals believe they have some degree of control

over their conduct. The examination of control beliefs is one method that can be utilized to quantify this variable. The strength of these views demonstrates the degree to which individuals are convinced that thrift shopping is something that individuals can and ought to choose to undertake on their own.

1.8.5 Purchase Intention

The term "purchase intention" refers to the likelihood that a person will make a purchase of clothing from a thrift store. The fact that a person has a tendency to purchase inexpensive items in accordance with their preferences and priorities is demonstrated by this. We take into consideration the respondent's inclination to make purchases, the frequency with which they shop at second-hand stores, and whether they would suggest it to other people as a means of determining this variable.

1.9 Research Methods

1.9.1 Research Type

Explanatory research is the methodological approach that this study takes, which indicates that it is more necessary to provide an explanation for the thing that is being studied than it is to just describe it. Statistical methods have typically been utilized in quantitative explanatory research with the purpose of analysing data and testing hypotheses. This type of study seeks to assess the degree to which variables are correlated with one another. Conduct an analysis of the correlations between the variables in an effort to establish causal linkages (Given, 2008).

1.9.2 Population

In the context of research, the term "research population" refers to the group of individuals or things that the researcher has chosen to investigate due to the fact that they share certain characteristics. It is from this group that conclusions are established. According to this definition, a population includes not only living beings but also inanimate objects and various other types of natural phenomena. All of the qualities of the things or persons that are being investigated are included in the population (Sugiyono, 2013). This includes not

only the total number of characteristics but also the single characteristics. The population of the study is comprised of adolescents and young adults (those between the ages of 18 and 28) in Jabodetabek who have demonstrated engagement with eWOM content that is associated with thrift. There is a lack of comprehension on the exact population size.

1.9.3 Sampling

1.9.3.1 Sampling Technique

A non-probability sample method was chosen for the purpose of this research since there was a dearth of information regarding the total number of Generation Z consumers in Jabodetabek who have interacted with eWOM content that was related to thrift clothes. Non-probability sampling is a way of picking responders from a population in which the probabilities of selection are not uniform. The name "non-probability sampling" refers to this method. According to Shukla (2023), non-probability sampling is frequently utilized in research situations in which the population being studied cannot be easily identified or accessed.

The non-probability sampling technique which has been used in the study according to Sugiyono (2018) eliminates the idea of taking samples randomly from the population. During the experimentation period, the sampling method that has been applied by the researchers is termed convenient timing sampling. This means that the sample selection process used in this study is considered as the appropriate choice because of fulfilling the desired conditions of this study.

The choice of research participants is done neither randomly nor randomly, but through predetermined criteria or characteristics which play an important role in helping the researcher achieve the objectives of the study (Palinkas et al., 2015; Andrade, 2021; Saunders et al., 2023). This approach cannot be considered a randomly chosen one. The

approach where research participants are chosen based on their ease of access to the researcher is known as convenience sampling, according to Rahi (2017). According to Golzar et al. (2022), researchers adopting this sampling approach must visit public places and ask people passing through to volunteer for participation. This definition of convenience sampling is taken from MacNealy (1999).

Due to all of these factors considered by the researchers, the selection strategy that they deemed to be the most appropriate to use in order to choose the participants which met their inclusion and exclusion criteria was the method of convenient sampling. Even though this method could be used in this particular study since it concentrates more on accessibility and efficiency in data collection process, it does not ensure that each individual member of the entire population is going to be selected using this technique. The researcher manages to obtain relevant information using convenient sampling through contacting those people who are accessible.

1.9.3.2 Sample Size

In choosing the sample size for the current research, the guidelines suggested by Roscoe (1975) were given much consideration. The number of respondents that each study should have ranges from 300 to 500 while the number of subjects should also be around ten times the number of variables studied according to Roscoe (Memon et al., 2020). However, there will be at least 50 respondents for this study due to five variables being present. But, for enough data to be collected, there will be 170 respondents included.

1.9.4 Types and Sources of Data

As far as testing of the hypotheses is concerned, the research relies very much on primary data as an essential empirical source of data. While the use of secondary data, which is data that has previously been used and compiled by

others, primary data refers to data that has purposely been acquired for this particular research. For the purpose of measuring the crucial research variables, a structured questionnaire was developed, and information was meticulously gathered from the sample population, who constitute the primary data source for this investigation (Saunders et al., 2023).

1.9.5 Research Instrument and Data Collection Techniques

The primary method of research that was utilized in this study was the administration of a questionnaire to the individuals who took part in the investigation. Researchers are able to collect numerical data on how participants feel about a certain issue, how they behave toward it, and how well they understand it through the use of questionnaires. According to Murray (2014, p. 3), the utilization of surveys in research constitutes a methodical and planned approach to the collection of specific factual and descriptive information (Murray, 2014).

During this research, a questionnaire is utilized to collect standardized data on the individuals' intents to shop for clothing at Jabodetabek second-hand stores. In order to ensure that participants have sufficient time to complete the survey, a Google Forms survey will be distributed to them. The ordered nature of the questionnaire ensures that the responses will be consistent, and it also makes it possible to do statistical analysis on the data in order to evaluate the hypotheses that were formed from the planned study framework.

1.9.6 Data Processing

1.9.6.1 Editing

In order to begin processing data, the acquired data must first be modified. This is the moment at which it is required to review the data that was acquired from the interviews or questionnaires in order to identify any participants who provided answers that were inconsistent or questionable. In light of this, the purpose of editing is to eliminate flaws and uncertainties from the data in order to make it more

trustworthy (Yakin, 2023). This procedure not only ensures that the data are comprehensive and consistent, but also that they are suitable for further analysis.

1.9.6.2 Coding

After the data processing stage, the next level is the coding stage. In order to facilitate the process of data analysis, it is necessary to code the responses of the respondents once the editing stage has been completed. Through the utilization of software for the purpose of data processing, this stage becomes even more significant. During the process of data coding, a numerical or category value is assigned to each type of question that is included in the surveys (Yakin, 2023).

1.9.6.3 Tabulating

Putting information in the form of tables so that it can be processed is what we refer to as tabulating data. Hence, putting information in the form of tables or lists for purposes of analysis and interpretation is known as data tabulation. As a result of the fact that the data that has been collected in the field has been arranged in easy-to-understand tables, the output of the tabulation of the data provides an overview of the research conducted. In the subsequent step, the role of the researcher will be to develop interpretations based on the data tabulation (Yakin, 2023).

1.9.7 Data Analysis Techniques

The Partial Least Square Structural Equation Modelling (PLS-SEM), together with the software Smart PLS, is the technique that will be used in this research to conduct data analysis and statistical hypothesis testing. In the case of estimating statistical models which aim at describing causal relationships, PLS-SEM puts the focus on the aspect of prediction; it represents a predictive causal technique for structural equation modelling. There are two essential procedures involved in the assessment of the findings obtained through PLS-

SEM; the first is assessment of the measurement model (also referred to as the outer model), while the second is the assessment of the structural model (inner model) (Sarstedt et al., 2019).

1.9.7.1 Evaluation of the Measurement Model (Outer Model)

In the context of this study, the assessment of the measurement model, which is referred to as the outer model, involves the analysis of the validity and reliability of the constructs involved. In this regard, several points should be considered, such as the indicator reliability in terms of factor loadings, the internal consistency dependability based on Cronbach's alpha, composite reliability, and AVE for assessing convergent validity. These factors are related to reliability. As noted by J. Hair and Alamer (2022), the heterotrait-monotrait ratio (HTMT) plays an essential role in measuring the discriminant validity of a test-case. Making sure that each construct of the proposed model is different from others is possible due to this aspect. The findings of the mentioned assessments will help to determine if the items can be considered valid and reliable within the structural model.

1.9.7.2 Evaluation of the Structural Model (Inner Model)

In the analysis of the structural model or inner model of this research, the main emphasis is put on the prediction-making capabilities of the model along with the interrelationship among the variables. Collinearity checks will be used through this process to ensure that the outcomes would not be affected by any significant correlation. Moreover, bootstrapping is will be used in this study in order to check path coefficients, which determine the level of strength and significance of the relationships among the variables (J. Hair & Alamer, 2022).