

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter presents the conclusions derived from the research findings and discussions outlined in the previous chapters regarding the factors influencing thrift shopping intention among Generation Z. In addition, this chapter provides recommendations from the researcher for various stakeholders related to the topic. It is expected that this study will contribute valuable insights and serve as a reference for future research on similar topics.

5.1 Conclusion

Based on the data analysis and hypothesis testing presented in the previous chapters, several conclusions can be drawn regarding the factors influencing Generation Z's thrift shopping intention in Jabodetabek.

1. Attitude toward behaviour has a positive and significant effect on Generation Z's intention to purchase thrift clothing. This indicates that when Generation Z holds a favourable evaluation of thrift shopping such as considering it valuable, affordable, sustainable, and aligned with personal identity they are more likely to develop stronger purchase intentions. Among all TPB constructs, attitude toward behaviour emerges as one of the most important drivers of thrift shopping intention, showing that personal evaluation plays a central role in shaping consumer behaviour in the context of secondhand clothing.
2. Subjective norm has a positive and significant effect on Generation Z's intention to purchase thrift clothing. This shows that social influence from peers, friends, online communities, and digital content creators contributes to shaping thrift shopping intentions. Although social pressure and normative expectations do influence behaviour, their role is relatively less dominant compared to individual attitudes and perceived behavioural control. This suggests that Generation Z is influenced by their social environment, but their purchasing intention is still largely driven by personal judgment.

3. Perceived behavioural control has a positive and significant effect on Generation Z's intention to purchase thrift clothing. This finding indicates that when individuals feel that thrift shopping is easy, accessible, and within their ability, their intention to purchase increases. Practical factors such as availability of thrift stores, access to online thrift platforms, price affordability, and confidence in evaluating product quality strengthen their sense of control, which in turn encourages purchase intention. This confirms that perceived ease and self-efficacy are key determinants in thrift shopping behaviour.
4. Electronic Word of Mouth (eWOM) has a positive and significant effect on attitude toward behaviour. This means that exposure to online reviews, recommendations, testimonials, and social media content plays an important role in shaping how Generation Z evaluates thrift shopping. Positive digital content helps build favourable perceptions regarding thrift clothing, including its value, uniqueness, and sustainability. As a result, eWOM becomes a major informational source that influences consumer attitudes before purchase decisions are made.
5. Attitude toward behaviour significantly mediates the relationship between Electronic Word of Mouth (eWOM) and purchase intention toward thrift clothing. This indicates that eWOM does not directly translate into purchase intention, but instead works through the formation of attitude. Positive online information first shapes favourable evaluations of thrift shopping, which then strengthens the intention to purchase. Therefore, attitude toward behaviour acts as a psychological bridge that connects digital communication exposure with actual consumer purchasing intention among Generation Z.

5.2 Recommendations

Based on the findings and conclusions drawn above, some recommendations could be made by the researcher to the stakeholders who might benefit from this study. These recommendations are expected to provide practical

insights and serve as a reference for future efforts related to thrift shopping behaviour among Generation Z.

5.2.1 Theoretical Recommendations

The findings of this study indicate that the Theory of Planned Behaviour (TPB) is effective in explaining Generation Z's intention to purchase thrift clothing, as attitude toward behaviour, subjective norm, and perceived behavioural control all show significant effects on purchase intention. Among these constructs, perceived behavioural control emerges as the strongest predictor, indicating that perceived ease, accessibility, and personal capability are key determinants in shaping thrift shopping intention. Meanwhile, subjective norm shows the weakest influence, suggesting that social pressure plays a less dominant role compared to individual evaluations and perceived control.

In addition, electronic word of mouth (eWOM) is proven to significantly influence attitude toward behaviour, and attitude also serves as a significant mediating variable between eWOM and purchase intention. However, the explanatory power of eWOM toward attitude and the overall model remains moderate, indicating that there are still other unexplored variables that may contribute to thrift shopping intention. Therefore, future research is recommended to expand the TPB framework by incorporating additional factors such as trust, perceived value, lifestyle orientation, environmental concern, or fashion involvement.

5.2.2 Practical Recommendation

Based on the findings, thrift business owners and digital marketers are encouraged to actively optimise electronic word of mouth (eWOM) strategies as a core marketing approach. Since eWOM significantly influences attitude toward thrift shopping, businesses should focus on encouraging customers to share positive experiences through reviews, testimonials, and social media content. Platforms such as TikTok and

Instagram can be utilised as primary channels for showcasing thrift products in an attractive and relatable way for Generation Z.

In addition, building consumer confidence is essential, as perceived behavioural control is the strongest predictor of purchase intention. Thrift sellers should therefore improve accessibility, product clarity, and customer convenience. This can be achieved by providing clear product descriptions, transparent pricing, size information, curated collections, and responsive customer service both online and offline. Reducing uncertainty regarding product quality will also help strengthen consumers' perceived control and increase their willingness to purchase.

5.2.3 Social Recommendation

From a social perspective, the findings of this study indicate that Generation Z's thrift shopping behaviour is strongly shaped by digital information, social influence, and perceived control. Therefore, increasing public awareness about how online content influences consumer attitudes is important. Consumers should be encouraged to be more critical and reflective when evaluating online reviews, recommendations, and social media content related to thrift shopping.

In addition, this study highlights the role of thrift shopping as part of sustainable consumption behaviour. As such, society should be more aware of the environmental benefits of secondhand clothing consumption, including reducing textile waste and supporting circular fashion practices. Educational campaigns through schools, universities, and digital platforms can further strengthen this awareness.