

CHAPTER II

**THE INFLUENCE OF THE INTENSITY OF ACCESSING THRIFTING
CONTENT IN TIKTOK AND PEER GROUP COMMUNICATION ON
THE BUYING INTENTION OF THRIFT FASHION AMONG
INDONESIAN'S GEN Z**

This chapter describes the trends of thrift content in TikTok among Indonesian's GenZ. This chapter helps to understand purchase intention among Indonesian's GenZ, highlighting the supporting data related to usage of thrift content in TikTok.

2.1. The Nature of Thrift Content in TikTok

Only seeming to increase in popularity over time, TikTok continues to be the most downloaded app worldwide (John Koetsier, 2023). TikTok, launched in China in September 2016 known as Douyin and pushed out globally named TikTok in May 2017, is a short video social platform owned by China's young tech giant ByteDance. It allows users to create and share their own videos, usually between 15 seconds to one minute, as well as create livestreams. A unique feature of TikTok is the abundance of filters, music, animation, and camera effects that can enhance users' uploads. Focused on young audiences, TikTok has been the world's fastest-growing social media application. Up to December 2020, total downloads of TikTok has reached 1.5 billion over 150 countries around the world in 39 languages, making it the seventh-most downloaded app of the 2010s.

In order to keep the hyper growth and win the competition, TikTok has made great efforts in constantly attracting more creators to its platform. TikTok keeps launching unique filters and easy to use functions to inspire people creating

more fun and interactive videos. For example, the Stitch function launching on September 3, 2020 enables users to clip and integrate scenes from another user's video into their own under the permission of the original creator. This feature makes it much easier for users to create new videos and interact with others.

Shopping videos publicly published on TikTok often unintentionally have a way of revealing societal trends, consumer motivations, and ways to alleviate capitalist/consumer guilt. The tag #ThriftHaul currently has 3.2 billion views (TikTok app) in the "trending fashion" category. In 2021, a 20 year old named Ethan was featured in an article by Harriet Smith and Leah Matthews, in which he stated that he became interested in thrifting because he, "Would be scrolling through TikTok or Instagram and would notice so many people sharing their thrift store finds," (Matthews & Smith, 2021).

2.2. How Thrift Content in TikTok Influence Consumer Buying Intention

With the rise of social media as a platform for online activities, thrift stores have increasingly utilized social media marketing. Thus, this research determines the relationship between social media marketing and the sales performance of thrift stores. The thrifting shopping trend is becoming increasingly popular, especially among young consumers, as it offers products at affordable prices and aligns with the growing interest in sustainability. Thrifted products, usually high-quality secondhand items, present an attractive option for those who want to stand out without compromising their budget. TikTok, as a platform that combines entertainment and shopping, serves as an ideal platform for marketing these products because it can educate consumers about the value and uniqueness of

secondhand goods. Factors such as price, perceived value, and lifestyle can influence the purchasing decisions of thrift products. TikTok provides insights for sellers and marketers in designing more effective strategies in the digital market.

Social media has democratized the fashion landscape, allowing individuals from diverse backgrounds to showcase their personal style and creativity. Through hashtags like #ThriftHaul and #SecondhandFashion, users can connect with like-minded individuals, discover new thrift stores, and celebrate the beauty of secondhand clothing. Moreover, social media influencers and content creators have played a significant role in shaping consumer perceptions of thrift shopping. By sharing their own thrifted outfits and advocating for sustainable fashion practices, influencers have helped destigmatize thrift shopping and position it as a desirable and aspirational lifestyle choice.

Social media has democratized access to fashion inspiration, allowing individuals from all walks of life to participate in shaping trends and challenging industry norms. It has the potential to drive meaningful change within the fashion industry by amplifying voices that have historically been marginalized or underrepresented. By elevating diverse perspectives and celebrating individuality, social media platforms can foster a more inclusive and equitable fashion landscape that reflects the diversity of the global community.

2.3. Thrift Trend Among Indonesian's GenZ

The thrifting trend has also become a favorite among youth groups. By purchasing thrifted clothing, young people have grown fond of thrift items because they are unique and can create a different look from others. This thrifting trend has also evolved into a lifestyle among young people in the world of fashion.

In Indonesia, the thrifting trend is supported by data from a Goodstats survey on the fashion style preferences of Indonesian youth, conducted from August 5–16, 2022, involving 261 respondents. The majority, or around 49.4%, admitted to having purchased secondhand fashion items through thrifting. About 34.5% had never tried thrifting, and 16.1% stated that they would never try buying thrifted items. The results of this Goodstats survey demonstrate that the thrifting trend is widely favored by Indonesian society, especially among young people.

Based on Kompas Lifestyle, there are three reasons why Indonesian youth are really into the thrift trend. The first reason is the price factor. One of the biggest appeals of thrifting is the availability of quality items at affordable prices. With high-quality goods sold at lower prices compared to fast fashion stores, young people feel that thrifting offers them the freedom to express their style without having to spend a lot of money.

Secondly, the experience. Hunting for clothes in a thrift store offers an unforgettable experience. Visitors often feel like they're on a treasure hunt, where every clothing rack holds a surprise. The thrill of searching and discovering something special makes thrifting more enjoyable than shopping at a mall. And the last reason many young people are drawn to thrifting is the desire to stand out. Thrift stores have become a place for those who want to express a personal, non-mainstream style. Here, visitors can find uniquely designed clothing that can't be found in modern shopping centers.