

CHAPTER I

INTRODUCTION

1.1 Background

Second-hand shopping has become a major cultural and economic phenomena in recent years, changing consumer behavior in many parts of the world. A change in the way younger generations interact with consumption has been brought about by the revival of thrift culture, which is motivated by worries about sustainability, economic accessibility, and shifting social norms. Thrifting is the process of looking for and purchasing used products, such as clothing, that are still in good and wearable shape. Today, lifestyle has become a need, particularly for urban youth and college students. Thrifting has developed for a variety of reasons. Generation Z appreciates this not just because it is economically beneficial and inexpensive, but also because the things available are plentiful and of high quality. As a result, this behaviour can help avoid the rise of quick fashion trends, which have a detrimental impact on the growth of fashion waste production (Oscario, 2023).

Thrift shopping activities are intended to save individuals who participate in them money. Furthermore, these initiatives benefit the global community. This practice can reduce garment waste while also saving water on a global scale. Because creating garments takes a long time and a lot of water. All activities must have an impact, and there are both negative and positive impacts. This thrift shopping pastime has a great impact not just on individuals, but also on the environment. This thrift shopping activity can help minimize the amount of

rubbish on the planet, as well as the consumption of water and waste from the clothes manufacturing process (Hochtritt, 2019). Furthermore, the present state of the fashion industry necessitates that conversations in the larger community remain current. Thrifting is currently gaining popularity in the community. This remark is supported by Kwan (2017), who claims that buying and selling old clothing or fashion is getting popular. According to Medium (2019), Generation Z has the highest level of interest in thrifting, accounting for 46%.

A Goodstats study of young Indonesians' fashion preferences, conducted in 2022 with 261 participants, revealed that the majority of respondents, roughly 49.4%, had purchased second hand products from thrift stores (Naurah, 2022). According to the Minister of Cooperatives and Small and Medium Enterprises, one element driving the thrifting industry in Indonesia is the large number of thrifting fans, particularly among the younger generation, known as Generation Z. A survey on the Thrift World page indicates that Millennials (born 1981–1996) and Generation Z (1997–2012) buy imported used apparel 250% faster than previous generations. According to Heppy and Puspita (2023), 40% and 38% of the two generations, respectively, are willing to spend more for eco-friendly clothing. According to export-import data from Badan Pusat Statistik (BPS), the import value of used clothing rose by 607.6% (year over year) between January and September of 2022 (Mutia, 2022).

As an increasingly popular alternative to traditional fashion consumption, thrifting (the practice of purchasing secondhand clothing) has gained considerable traction, particularly among younger consumers. The global secondhand apparel market was valued at USD 91.12 billion in 2022 and is projected to grow to USD

284.87 billion by 2030, reflecting a Compound Annual Growth Rate (CAGR) of 15.49% (Statista, 2023). This growth is largely driven by younger generations, especially Gen Z, who are drawn to secondhand fashion for its low environmental impact and potential for self-expression through unique, vintage items.

Second-hand consumption is a notable circular practice that can lead to decreased environmental impacts, as noted by Bocken and Short (2016) and Shirvanimoghaddam et al. (2020). This practice is vital for reducing resource use and waste generation, ensuring compliance with the limits established by planetary boundaries, as highlighted by Fanning et al. (2022). Considering the detrimental environmental effects associated with new clothing consumption in affluent communities, including CO₂ emissions, chemical pollution, and resource use (Niinimäki et al., 2020), it is essential to analyze the dynamics of the second-hand clothing market. Clothing reuse has notable negative environmental impacts (Sandin and Peters, 2018), and participating in second-hand practices does not ensure the avoidance of purchasing or producing new items (Sharpe et al., 2022). Nevertheless, product reuse is essential to circular economies (CE), and second-hand markets can play an important role in shifting consumption away from new products by promoting and enabling the consumption of already existing products (Niinimäki et al., 2020; Sharpe et al., 2022).

On the other hand, the fashion industry has become one of the crucial topics among the social issues happening nowadays with its environmental issues. The fashion sector has an adverse effect on the environment because of its size and continuous growth, accounting for around two percent of the global gross domestic product (Ge, J. 2024). Fashion products have the biggest carbon

footprint of any industry, releasing more greenhouse gas emissions than the aviation and shipping combined (Ge, J. 2024). They also produce a lot of garbage and strain the ecosystem. When the entire life cycle of clothes is considered, the fashion industry is thought to be accountable for 3.3 billion tonnes, or 10% of the world's carbon dioxide emissions, and 20% of the world's garbage production (Ge, J. 2024). Because of waste production, unsustainable manufacturing practices, and excessive consumption, this raises questions about sustainability in general (Ge, J. 2024). But in the last ten years, the significance of sustainable production has consistently been highlighted in relation to sustainable consumption (Ge, J. 2024).

Social media, particularly platforms like TikTok, has played a significant role in shaping the fashion consumption habits of younger generations. TikTok, with its video-based format and algorithm-driven content, has become a major tool for spreading awareness about sustainable fashion practices. TikTok's popularity among Gen Z (the largest consumer group in fashion) makes it an ideal platform for marketing sustainable fashion content, especially thrifting-related content. In fact, 47% of TikTok users support frugal, environmentally responsible shopping practices, which aligns with the growing trend of thrifting and secondhand shopping (Khoon, 2024). According to a 2021 NPR report, regarding the increasing worth of the secondhand market, "Generation Z is propelling these figures, as this demographic has swiftly embraced second-hand fashion more than any other age group, accounting for over 40% of global consumers" (Savannah Sicurella, 2021).

TikTok was launched in 2018 (D'Souza, 2023) and has since become a leading social media platform alongside Instagram and Facebook. In 2022, it was

the most downloaded app worldwide, reaching a total of 672 million downloads (Ceci, 2023a). Instagram and WhatsApp have recorded 548 million and 424 million downloads, respectively (Ceci, 2023a). TikTok primarily revolves around user-generated content, presented in short videos ranging from 15 seconds to ten minutes. These videos are prominently displayed on the 'For You Page' (FYP), which acts as the main content feed. A study on TikTok video duration from 2022 to 2023 found that accounts with up to 500 views produced videos averaging approximately 32 seconds in length (Statista, 2023). Accounts with a larger following, generally around 25,000 views or more, produced content that averaged approximately 42 seconds in duration. On TikTok's For You Page, users find videos customized to their preferences, powered by an advanced algorithm that evaluates their interactions within the app. Actions such as liking, sharing, and repeatedly viewing content contribute to refining the personalized experience (Mikolajczyk, 2021).

TikTok's format allows creators to build a relationship with their followers through authentic, interactive content. Many creators also engage in live streams where they show off their thrift finds in real-time, interact with their followers, and discuss their fashion choices. This kind of content, driven by personal narratives and eco-friendly fashion ideals, influences purchasing behavior, especially among young Indonesians (Iqbal, 2020; Finkelstein, 2023). Many local thrift stores and secondhand clothing businesses have begun using TikTok as a platform to promote their products. Some have even started creating viral trends by collaborating with influencers to showcase thrifted clothes, vintage collections, and exclusive upcycled fashion items. For example, thrift stores in Jakarta like

#JakartaThrift or #VintageJakarta may collaborate with TikTok creators to showcase the sustainability of their collections. These creators might share discount codes or highlight specific items available at these stores, helping to drive traffic and create a sense of excitement around sustainable fashion (Khoon, 2024; Liu et al., 2023).

TikTok's demographic is predominantly Gen Z, a group that is known for being more environmentally conscious and increasingly rejecting the overconsumption culture associated with fast fashion. Many Indonesian Gen Zers have embraced thrifting not just as a cost-effective option, but also as a statement of sustainable living. These creators often blend personal identity with eco-friendly fashion, making their content relatable and inspiring for their followers.

Influential Thrifting Creators in Indonesia :

- **@insecuristy**: known for their engaging and thought-provoking content focused on sustainable fashion, thrifting, and eco-conscious lifestyles. This account stands out because it blends personal style with a commitment to environmental responsibility, making sustainable fashion accessible and relatable to a wide audience, particularly among Gen Z viewers. The account's strong focus on style diversity and environmental consciousness makes it a key influencer within the growing niche of sustainable fashion on TikTok, especially among young people in Indonesia and globally.
- **@parisintharayn**: shares content focused on vintage outfits, with a strong emphasis on highlighting vintage fashion as a central theme in their sustainability-driven content. By showcasing carefully curated vintage pieces,

the creator promotes the idea that timeless, pre-loved clothing can be just as stylish, if not more unique, than fast fashion items. This approach not only celebrates the aesthetic value of vintage fashion but also reinforces the environmental benefits of choosing secondhand clothing over new, mass-produced items. The account consistently features vintage fashion finds, offering styling inspiration while advocating for a more sustainable and conscious approach to fashion consumption.

- **@funnyishereeee (vintij hunt)**: through their **Vintij Hunt** persona, delves deep into the world of vintage and secondhand fashion. Their content often features "vintage hauls" where they showcase unique, one-of-a-kind finds from thrift stores and secondhand shops. The emphasis is on vintage clothing, but the creator also mixes in some playful commentary on the stories behind the items and their history, making it feel like a treasure hunt for fashion lovers.

Tiktok's algorithm makes it easier for users to access what they need. It is in accordance with the need of the creators in Tiktok in reaching out to their audience. For example there is a tool called hashtags (#) in Tiktok's to commodiate the same interest of both the user and the creator. Based on the data provided by <https://tiktokhashtags.com/>, these thrift hashtags have reached more than billions of users on this platform. It shows that the phenomenon of thrift has become massive in present days.

#	Hashtag	Posts	Views	Post Views
1	#thriftd	1.1 Million	11.9 Billion	10,633
2	#thrifting	1 Million	10.8 Billion	10,731
3	#thrifwithme	127.4 Thousand	2.2 Billion	17,486
4	#thrifthaul	389.5 Thousand	4 Billion	10,213
5	#thriftfinds	182.5 Thousand	2.5 Billion	13,634
6	#fyp	616.2 Million	49.6 Trillion	80,547
7	#fashion	35.4 Million	336.3 Billion	9,500
8	#vintage	4 Million	43.9 Billion	10,995
9	#thrifishop	716.1 Thousand	5.6 Billion	7,790
10	#viral	1.9 Billion	19.3 Trillion	10,305

Figure 1.1 Popularity of Thrifting Hashtags on TikTok Based on Posts and Views

TikTok creators often use specific hashtags to categorize their thrifting content and gain visibility. Popular Indonesian hashtags include:

- **#ThriftTok**: The global hashtag for thrifting content on TikTok, often used by creators who want to reach a wider audience. Indonesian creators also use this to connect with global thrifting communities.
- **#SustainableFashionID**: A hashtag specifically used by Indonesian creators to promote sustainable fashion, thrifting, and eco-friendly clothing practices.
- **#ThriftHaulID**: Creators often use this tag to showcase their secondhand clothing finds from local thrift stores.
- **#EcoFashionID**: Focused on sustainable fashion, this tag is used by content creators to share ideas on how to incorporate thrifted or upcycled clothing into everyday wardrobes.

The ability of TikTok to deliver personalized content to users based on their interactions has made it a powerful tool for marketing communication, allowing sustainable fashion brands and influencers to reach a wide audience quickly. TikTok's influence on consumer behavior is evident, as users can engage

with content that not only informs but also aligns with their identity and social values, making fashion consumption a more conscious and intentional choice (Moriarty et al., 2011).

A major challenge in executing awareness campaigns aimed at promoting sustainable habits is the alignment of attitudes with behaviors. Behavioral issues that emerge in infancy and adolescence, particularly external challenges such as substance use and violent behaviors, may continue into adulthood. The issues are associated with challenges in social adaptation, substance abuse, and interpersonal conflicts (Bongers, Koot, Van der Ende & Verhulst, 2008). The peer group can serve as a model that influences behaviors and attitudes. Alternatively, it can enable easy access, provide encouragement, and foster an appropriate social environment for consumption (Glaser, Shelton & Bree, 2010). Communication entities have an ethical duty to promote a new relationship between citizens and the sustainable consumption of goods and services (Trudel, 2019). This indicates a major change, a meaningful and influential agreement, in the methods of commercial communication that have shaped consumer and leisure industry culture over the past century (Baudrillard, 2009).

Peer group communication is also important. Impulse buying can be influenced by people around us who also have the same interest in gaming (Dyulgerova & Devreli, 2019). Peer group as stated by Horton and Hunt (in Damar, 2010:164) is a group of people who have the same age and status. The existence of some similarities between these members then results in an interaction and communication among group members. The communication dynamics within a peer group significantly influence close relationships and shape

member behavior. This supports Boldero and Fallon's view (in Louw, 1998: 453) that peer groups greatly influence adolescents' choices regarding clothing, music, language, interests, and relationships with the opposite sex. Communication within a peer group can transform an individual's behavior, especially regarding consumption habits. Monks (in Destisya et al., 2019:128) notes that individuals often adopt consumption behaviors influenced by their peers. An earlier study by Wang et al. (2022) identified jealousy and conformity as key mechanisms that enable peer influence. The study analyzes the effects of strong and weak peers, indicating that strong peers have a more significant impact on player purchasing behavior than weak peers.

The primary research question guiding this study is: *How does the intensity of accessing thrifting content on TikTok, combined with peer group communication, influence the purchase intention of thrift fashion among Indonesia's Gen Z?* By addressing this question, the study aims to contribute to a deeper understanding of how digital platforms can influence buying behavior among the consumer.

1.2 Research Problem

The evolution of the thrift trend reveals a contrast between its positive impact on economic values and its negative effects on environmental values. The supply chain for secondhand clothing is a complex and globally interconnected system, marked by fragmentation and involving numerous stakeholders and activities. In advanced economies, the ease of acquiring affordable new clothing results in consumers often disposing of items that no longer fit, are out of style, or

are worn out. In response, thrift fashion has gained popularity as a more sustainable alternative, especially among younger consumers.

However, despite the growing popularity of second-hand fashion, fast fashion continues to dominate the global market due to its accessibility, convenience, and low prices. The fashion industry is now at a crossroads, with consumers being pulled in two directions: toward the instant gratification and low cost of fast fashion, and the more sustainable, yet less predictable, world of thrift shopping. This dichotomy presents an opportunity to explore the factors influencing consumer behaviour when deciding between thrift stores and fast fashion. Understanding these factors is crucial in shaping the future of the fashion industry, particularly as it faces increasing pressure to adopt more sustainable practices.

At the same time, consumer decision-making is increasingly shaped by social factors, particularly the influence of peers and social media platforms. Social media content and peer communication not only influence how thrift fashion is perceived but also affect consumers' buying intentions. Yet, it remains unclear how these social influences compete with or reinforce the appeal of fast fashion versus second-hand alternatives.

This study seeks to explore the impact of the rise of thrift trends on buying intention of the consumer, focusing on the roles of social media engagement and peer group influence in shaping the buying intentions of young consumers. Understanding this dynamic is essential for understanding the decision making of thrift consumers that are affected by thrift content on TikTok. According to the explanation mentioned above, there are the issues for this thesis proposal :

1. Do the intensity of accessing thrift content on TikTok and peer group communication have an influence on the purchase intention of thrift fashion among Indonesia's GenZ?

1.3 Research Objective

This study aims to examine The Influence of The Intensity of Accessing Thrifting Content in TikTok and Peer Group Communication on the Purchase Intention of Thrift Fashion Among Gen Z.

1.4 Research Significance

This study is significant because it highlights the role of social media platforms like TikTok in shaping consumer behavior, particularly among younger generations. As the thrifting industry is increasing, understanding how marketing communication and digital content can drive consumer awareness and behavior is crucial for shaping consumer behavior. The findings of this research could inform strategies for fashion brands, influencers, and policymakers seeking to foster better consumption patterns.

1.4.1 Theoretical Significance

This research is conducted to validate The Influence of Thrifting Content in Tiktok and Peer Group Communication on Purchase Intention of Thrift Fashion among Gen Z by drawing from Theory Reasoned Action. This study emphasizes the significant roles of social media in Peer Group Communication and Thrifting Content in TikTok in influencing Gen Z about the Buying Intention of Thrift Fashion.

1.4.2 Practical Significance

This study improves understanding of how frequently engaging with thrifting content on TikTok and interactions within peer groups affect the intention to purchase thrift fashion. This can serve as a significant resource for future research and social campaigns on this topic.

1.4.3 Social Significance

This study offers data regarding buying intention of thrift fashion among Gen Z and two variables that influence the knowledge. The information inside this research can be useful to spread self awareness about buying intention on thrift fashion among Gen Z.

1.5 Theoretical Framework

1.5.1 State of the Art

Numerous studies have been conducted in accordance with this research, hence, some of these studies will be discussed and detailed.

First, the research was conducted by Ece Amargan, Ph. D. and Aysenur Cetin in 2013. This study is under the title of “Peer Communication and Impacts on Purchasing Decisions : An Application on Teenagers” and the data was collected by using a questionnaire. The data was analyzed and interpreted using Statistical Package for Social Sciences (PASW Statistics 18.0). This article explores the significance of peer communication and examines the factors influencing adolescent consumers' purchasing intentions and decisions regarding social media platforms. In total, 406 students completed the questionnaire, including 211 females and 195 males, over a period of two weeks. A comprehensive analysis of the surveys, employing descriptive and frequency

statistics alongside Chi-Square and One-Way ANOVA tests in SPSS 18.0, reveals that many students share personal confidences, participate in leisure activities with peers, perform significant favors for each other, receive considerable favors, and seek product information from peers as needed. They also choose products that will gain peer approval and seek assistance in identifying the most appropriate option. They prefer shopping with friends or peers, as they find the experience more enjoyable than shopping alone.

Second, a research conducted by Navya Ninan , Joel Chacko Roy , Dr Namitha K. Cheriyan, in 2020 under the title of “Influence of Social Media Marketing on the Purchase Intention of Gen Z”. This study examined the influence of social media marketing on Generation Z, specifically analyzing their preferences for traditional versus social media advertisements. A comprehensive comparison was performed on brand awareness, product perception, brand loyalty, customer-business interaction, and purchase intention between the two groups. An independent sample t-test is performed to assess the differences in population means. Multiple linear regression models were developed to assess how brand awareness, product perception, brand loyalty, and customer-business interaction influence Gen Z's purchase intention. The findings indicate that Gen Z prefers social media advertisements to traditional ones, resulting in increased brand awareness, product perception, brand loyalty, customer-business interaction, and purchase intention. Furthermore, it is revealed that brand awareness, perception, loyalty, and customer-business interactions through social media marketing significantly influence the purchasing intentions of Generation Z. It enables

companies to predict the likelihood of purchase intention through social media marketing.

Third, a study titled “Impact of Social Media on Consumer Buying Behavior” conducted by Sony Varghese and Mansi Agrawal in 2021. This research examines the impact of content abundance and user-generated information on consumer purchasing behavior. The six distinct phases of the customer decision process, known as the EBM model, have been employed. This study explores the significance of the model in the context of social media usage. A quantitative survey was conducted to analyze the components of the customer decision-making process. The study indicates a notable impact of social media on consumer buying behavior in the digital age. Social media has fundamentally changed consumers and businesses. Research shows that consumers demonstrate considerable selectivity in their purchasing choices. The vast array of data and information on social media is heavily influenced by consumers' personal attitudes, which play a crucial role in their selection and purchasing decisions.

Fourth, a study titled “Students & Sustainable Fashion: Understanding Motivations of Thrift Shopping in College Communities” was conducted by Zarine Kakalia in 2022. This study explores UC Berkeley students' perspectives on second-hand clothing and analyzes local thrift stores. The objective is to analyze college students' perspectives on thrift shopping and investigate methods for college communities to promote circular fashion practices. The data collection process occurred in two phases: initially, primary data was collected from students, followed by the acquisition of secondary data from thrift stores to support the findings. The data collected from students was acquired via an online

survey, adapted from a survey used in a comparable research study. This study shows that college students are interested in thrift shopping for reasons like avoiding corporate chains and benefiting the environment. However, economic factors, particularly the desire to save time and money, ultimately influence their fashion purchases from other sources. This indicates that promoting environmental marketing and raising awareness alone is inadequate for consumers to adopt more sustainable options; instead, circular fashion must be presented as the most cost-effective alternative. Thrift stores should enhance economic incentives for customers to promote second-hand shopping and circular fashion in communities. This may involve providing discounts or tailoring options to fit consumers' budgets, instead of depending significantly on further marketing initiatives.

Fifth, a research was conducted by Rohana Sham, Nooraneda Mutalip Laidey, Max Clifford Eagen Soetjipto, Mohammad Arif Kamal, under the title of “Influence of Thrifting Products Purchasing Behavior: Cases of young adults in Indonesia” in 2024. The research utilized survey questionnaires distributed through online platforms to ensure a diverse sample population. The research employs a convenience sampling method, targeting young adults aged 18 to 30 in Indonesia. Data processing utilizes SPSS version 26. In conclusion, there are statistically significant relationships between value for money, electronic word-of-mouth, and purchasing decisions. However, the effect of the environment is not statistically significant. There is a belief that thrifting gives value to money. This means that when consumers decide to buy thrifted products they consider

aspects like perceived value for money, which considers the harmony between product quality and price. Product reviews are equally important before Indonesian customers make their decision of buying a product.

In conclusion, recent research on consumer purchasing behavior, particularly among young adults and Gen Z, reveals a strong influence of peer communication, social media, and sustainability awareness. Early studies, such as that by Amargan and Cetin (2013), emphasize the role of peer influence in shaping teenagers' purchasing decisions. Building on this, later studies by Ninan et al. (2020) and Varghese & Agrawal (2021) show that social media has become a powerful tool in influencing purchase intentions, with users relying heavily on influencers and digital peer recommendations. More recent works by Kakalia (2022) and Rohana Sham et al. (2024) highlight a growing trend of thrift shopping among college students and young adults, driven by environmental consciousness, affordability, and social acceptance. Collectively, these studies underscore a shift toward socially influenced, digitally driven, and sustainability-oriented consumer behavior.

1.5.2 Research Paradigm

This study uses a quantitative approach based on a positivistic framework to clarify the causal relationships involved. A fundamental idea in the positivist framework is that reality is based on the natural laws that govern existence. This concept is grounded in the principles of realism. Positivism emphasizes the importance of presented information, prioritizing raw data and facts while reducing the impact of subjective human judgments. (Scotland, 2012; Saunders et al., 2012).

1.5.3 The Intensity of Accessing Thrifting Content in TikTok

TikTok has become one of the fastest-growing applications, surpassing previous social media platforms in user numbers and engagement rates (Montag et al., 2021). TikTok employs a sophisticated algorithm system that focuses on user engagement, content delivery, and types of interaction. The complexity heightens the addiction problems linked to TikTok relative to other prominent social media platforms (Zhang X. et al., 2019; Iram and Aggarwal, 2020; Zhao, 2021; Smith and Short, 2022). The fundamental negative effects of addiction are similar across various platforms; however, the intensity and motivating factors of TikTok addiction are notably distinct (Smith and Short, 2022).

TikTok has fundamentally transformed the traditional marketing funnel by prioritizing user-generated content and community engagement, encompassing four key stages: awareness, consideration, purchase intent, and satisfaction (Colicev et al., 2019). Awareness refers to the extent to which customers recognize a brand's presence. Consideration indicates a customer's willingness to contemplate purchasing from that brand. Purchase intent signifies the likelihood that the customer is prepared to buy, either immediately or in the near future. Customer satisfaction reflects the experience following the product purchase.

A significant amount of research has been conducted on the motivations for using short-form video platforms and the communities that develop around them (Mou et al., 2021; Wang et al., 2019; Omar & Dequan, 2020). Furthermore, research has examined the effects of marketed content on TikTok users (Ouyang et al., 2021).

TikTok presents diverse content, and engaging with specific types can direct users to different communities, often referred to as the “sides” of TikTok (Krutrök). Individuals who interact with thrifting content through viewing, following, and commenting will soon receive a customized media feed featuring these specific videos. This establishes a basis for personal expression, offering users visual content that can be tailored to represent their identity. The diverse consumption patterns form a complex framework that influences their identity. Moreover, several authors have noted that individuals tend to prefer content created by users with similar traits, a phenomenon known as homophily. This may result in identity bubbles, where an individual's network strongly reinforces or influences their self-perception.

This community of unseen, non-simultaneous participants creates a conceptual collective by exchanging advice and personal stories, replicating trending or humorous videos, using the group's unique vernacular and slang, and inviting members to share glimpses of their private lives. Users integrate aspects of their online identities from the ThriftTok community into their offline experiences.

Therefore, the intensity of accessing thrifting content on TikTok can be described as the state of level or how intense a person is when accessing thrifting content on TikTok. The intensity of accessing thrifting content on TikTok refers to the degree to which individuals frequently, consistently, and emotionally engage with videos related to thrifting—such as thrift hauls, thrift flips, vintage shopping tips, and secondhand fashion content. This intensity can be measured using both

behavioral and psychological dimensions, tailored specifically to the context of thrifting. Here is a paragraph summarizing how it can be measured:

The intensity of accessing thrifting content on TikTok can be measured through a combination of behavioral frequency, engagement level, and emotional involvement specific to thrifting-related videos. Behavioral measurements include how often a user watches thrifting content, such as the number of times per day or week they search for, scroll through, or engage with thrift-related videos. Duration of engagement can also be noted, such as the average time spent watching thrifting content in a single session. Engagement behaviors are important indicators—these include liking, commenting on, sharing, or saving thrift content, as well as creating or posting their own thrifting videos. Psychological involvement can be assessed through statements rated on a Likert scale, such as “I feel excited when I watch thrifting content on TikTok,” “Thrifting content is one of my favorite parts of TikTok,” or “I often get inspiration from TikTok for my own thrift shopping.” Users might also be asked whether they feel a sense of community or identity connected to the thrifting niche on TikTok. Together, these metrics help capture the intensity of interest and interaction users have with thrifting content specifically, rather than general TikTok usage.

1.5.4 The Intensity of Peer Group Communication

This study on the intensity of peer group communication adopts a positivist research paradigm, which is grounded in the belief that reality is objective, measurable, and independent of the observer. Within this paradigm, the ontological position assumes that communication intensity among peer groups is a real and observable phenomenon that can be quantified through empirical

evidence. Epistemologically, the study operates on the premise that knowledge can be gained through structured observation and statistical analysis, with minimal researcher influence on the data. The researcher maintains a detached and neutral stance, relying on validated instruments to measure variables such as frequency, duration, and perceived closeness of peer communication. Methodologically, the research employs a quantitative approach, utilizing survey questionnaires distributed to a sample population. These instruments may include Likert-scale items designed to assess the levels and patterns of communication within peer groups. Data collected will be analyzed using statistical tools to identify trends, correlations, or potential causal relationships. This paradigm is appropriate for generating generalizable findings and testing hypotheses about how communication intensity influences peer dynamics. The study aligns with the works of Creswell (2014), who emphasized that quantitative research under the positivist paradigm seeks to explain, predict, and control phenomena through systematic and objective inquiry.

The peer group can serve as a model that influences behaviors and attitudes. On the other hand, it can provide easy access, motivation, and an appropriate social setting for consumption (Glaser, Shelton & Bree, 2010). The linear finding is also reported by Geber & Hefner (2019), indicating that peer communication is vital in social norm development. Both online and offline peer group communication also influence a person's means of making a decision. Wang et al. (2011) conducted a study with 292 respondents, demonstrating that peer communication and social media use positively influence communication outcomes.

1.5.5 Purchase Intention

Zeithaml (1988) found that consumers typically choose to purchase a product when they perceive that its benefits exceed the costs involved; this principle is referred to as Perceived Value. In 1988, Zeithaml proposed the means-ends model as a framework for examining Perceived Value. Purchase intention denotes an individual's propensity or preparedness to acquire a particular product or service, as observed by Belch and Belch in 2004. Phelps and Hoy (1996) assert that purchase intention indicates the likelihood of an individual selecting a specific brand for purchase. In the wake of the Internet's rise, Zeithaml et al. (2002) continued their research, uncovering positive correlations between an online consumer's perception of value and product quality, alongside the consumer's intention to return and make future purchases. He developed a new scale to evaluate consumer perceptions of quality in an online environment. The scale includes four specific dimensions: efficiency, system availability, fulfillment, and privacy. Parasuraman et al. (2005) found that efficiency and fulfillment are equally important factors affecting a consumer's perception of quality online.

This study uses a quantitative research approach to examine the relationship between the frequency of engaging with thrift content on TikTok and the influence of peer group communication on purchasing intentions regarding thrift fashion among Generation Z in Indonesia. The first independent variable, the intensity of accessing thrift content on TikTok, pertains to how frequently and attentively Gen Z users engage with thrift-related content on the platform, such as haul videos, live-selling events, and influencer recommendations. TikTok has emerged as a significant platform influencing Gen Z's purchasing decisions, with

studies indicating that trends on TikTok can significantly impact their buying intentions . The second independent variable, peer group communication, involves the exchange of opinions, experiences, and suggestions related to thrift fashion within social circles. Peer influence has been identified as a critical factor affecting Gen Z's purchase intentions, especially concerning secondhand clothing .

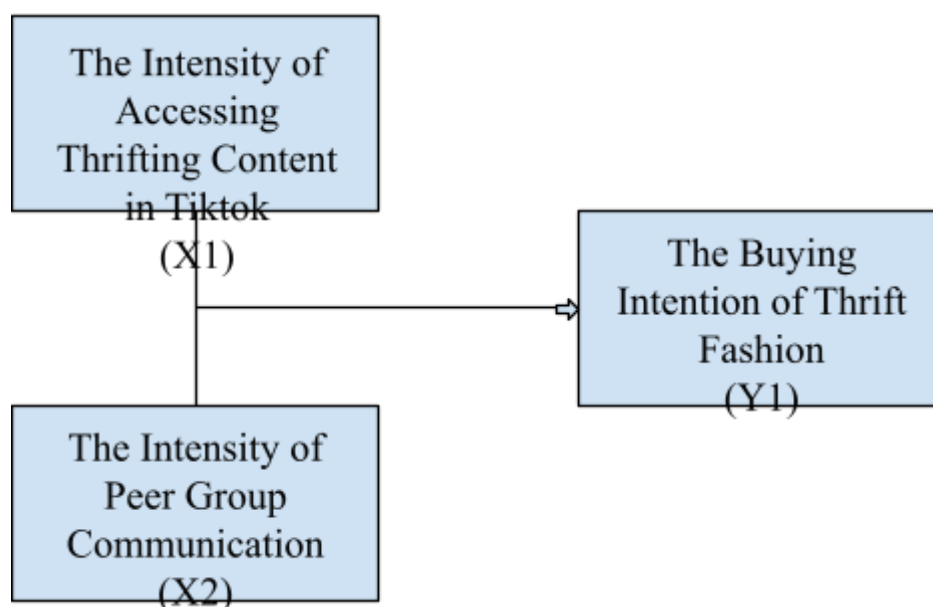
The dependent variable in this study is the buying intention of thrift fashion, defined as the personal motivation or likelihood of Gen Z individuals to purchase secondhand clothing. The research posits that increased exposure to thrift content on TikTok and active peer group communication are associated with stronger intentions to buy thrift fashion. This aligns with findings that social media engagement and peer influence significantly affect Gen Z's purchasing behaviors . While the primary focus is on these direct relationships, the paradigm also allows for the exploration of potential moderating or intervening variables, such as lifestyle, personal values, or environmental awareness, to provide a more nuanced analysis. The study employs a correlational research design, utilizing survey data to analyze how digital media exposure and peer influence jointly shape consumer behavior within the context of sustainable and secondhand fashion trends.

1.5.6 Theory of Reasoned Action

Preference denotes a favorable sentiment and reflects the degree to which an individual appreciates consumption. The Reasoned Action Theory, established by Fishbein and Ajzen in 1975, serves as a basis for comprehending the relationships between perceptions, attitudes, and behavioral intentions. The

Theory of Reasoned Action (TRA) is frequently used to predict individuals' behavioral intentions. This theory, introduced by Fishbein and Ajzen in 1975, posits that behavioral intention is influenced by individual beliefs and attitudes. Beliefs refer to personal interpretations of the potential outcomes resulting from an individual's consumption of a product. TRA posits that beliefs significantly influence attitudes, which represent the feelings associated with consumption. Zeithaml (1988) found that the relationship between quality and purchasing decisions affects perceived value. When the cost of a product or the quality of a service is excessively high and consumers are unwilling to pay, the perceived value decreases markedly. A lower-quality purchase may still be considered satisfactory if the price is sufficiently low, which can balance the perceived value and provide consumers with a sense of worth in their acquisition (Zeithaml, 1988). This study suggests that a strong perception of quality is associated with a high intention to purchase. This study defines customer perceived value as the degree to which recognized benefits are experienced.

1.6 Hypotheses



H: There is an influence of the intensity of accessing thrift content on TikTok and peer group communication on the buying intention of thrift fashion among Indonesia's Gen Z.

1.7 Conceptual Definition

1.7.1 The Intensity of Accessing Thrifting Content in TikTok

Time and frequency can be used to assess the intensity of accessing thrifting content on Tiktok. Moreover, it can indicate the level of concentration relating to the Thrifting Content in TikTok.

1.7.2 The Intensity of Peer Group Communication

To build a strong bond between the first person and its circle of friends, communication activities are repeated or carried out multiple times with a social group that includes one or more individuals who are deemed significant in it.

1.7.3 Buying Intention

Buying Intention refers to a customer's tendency to buy a particular good or service within a specified window of time. It shows the likelihood that a customer will buy something based on their needs, attitudes, and perceptions. In essence, it's a gauge of a person's likelihood of purchasing a product given their present comprehension and mental condition.

1.8 Operational Definition

1.8.1 The Intensity of Accessing Thrifting Content in TikTok

The intensity of accessing Thrift Content in TikTok can be operationalized using the following indicators:

1. Frequency of Viewing Thrift Content in TikTok, How often an individual watches thrift-related TikTok videos.
2. Duration of Viewing, The amount of time spent watching thrift content on TikTok.
3. Engagement with Content (Likes, Comments, Shares), The level of interaction with thrift content (not just passive viewing).
4. Following Thrift-Related Creators, Whether the user follows TikTok influencers/accounts that regularly post about thrifting.
5. Search Behavior, Intentional searching for thrift-related videos or hashtags.
6. Saved or Shared Thrift Content, Whether the user saves or shares thrift content for future reference.

1.8.2 The Intensity of Peer Group Communication

Communication Intensity in peer groups can be operationalized using the following indicator:

1. Frequency denotes the rate at which communication takes place, particularly emphasizing the frequency of people's interactions with peers during communication activities.

1.8.3 Purchase Intention

Purchase Intention can be measured by these indicators:

1. **Never / Definitely**

This scale reflects the **certainty or strength of intention**, ranging from no intention at all (*Never*) to a firm and confident intention (*Definitely*).

2. **Definitely do not intend to buy / Definitely intend to buy**

This directly measures an individual's **purchase intention**, capturing a clear contrast between absolute rejection and absolute willingness to purchase.

3. **Very Low / High Purchase Interest**

This indicates the **level of interest or attraction** toward a product, from minimal interest to strong enthusiasm that may lead to purchase.

4. **Definitely not buy it / Definitely buy it**

This assesses the **likelihood of making a purchase decision**, emphasizing the respondent's final decision tendency.

5. **Probably not / Probably buy it**

This represents a **moderate level of intention**, capturing uncertainty or consideration where the respondent leans toward not buying or buying but is not fully certain.

1.9 Research Methods

1.9.1 Research Type

This study uses quantitative research methods to assess the causal relationships between the variables and the subject of investigation. This study includes a thorough analysis of independent and dependent factors. This is the essential component in all social scientific methods, as each assumes variation in the dependent variable, the independent variables, or both. In all scientific fields, we formulate hypotheses that can be empirically tested for the presence or absence of phenomena, relevant to qualitative or categorical levels of measurement, or

regarding the co-variation of continuous values, which pertains to quantitative levels of measurement. This research employs an explanatory study approach, as the issue being investigated is well-defined.

1.9.2 Population

The population of this research is Gen Z in Indonesia ranging from 18-28 years old who are using TikTok. This categorization of age was chosen because the recent survey from explodingtopics.com shows that the biggest user of TikTok is Gen Z with 48.8 million of users.

1.9.3 Sampling

1.9.3.1 Sample Techniques

Random sampling is a non-probability sampling technique in which researchers select a subset of people from a broader population so that each person has an equal chance of being chosen. This strategy is essential for conducting research that seeks to generalize results to a larger population. Random sampling reduces bias by guaranteeing that every possible participant has an equal opportunity to participate in the study, hence improving the validity and reliability of the study results. This research utilized cluster sampling as its methodology. Cluster sampling involves dividing the entire population into distinct groups, referred to as clusters, followed by a random selection of these clusters for subsequent analysis. Cluster sampling entails segmenting a population into specific clusters, from which selected clusters are randomly chosen for research purposes. Individuals within the selected clusters are then randomly examined. All individuals or items within the selected clusters are included in the sample. The

category of age that is chosen as the sample is Generation Z. The researcher will use the questionnaire to collect the data from the respondent. The questionnaire is spread using the google form.

1.9.3.2 Sample Size

Exploratory factor analysis requires a minimum of 50 observations, though this is subject to other influencing factors. Conversely, simple regression analysis necessitates at least 50 samples, with 100 samples being the norm in most research settings (Hair et al., 2018). Bartlett et al. (2001) stated that for a finite population with categorical variables and the use of factor analysis, a minimum sample size of 100 observations is essential. The ratio of observations to independent variables must remain above five to mitigate the risk of overfitting. The study comprises 100 samples for analysis.

1.9.4 Type and Source of Data

This research entails the collection of numerical data (Quantitative) derived from tables and comprehensive descriptive explanations. Quantitative data denotes information represented by counts or numerical figures, with each dataset having a unique numerical value. The information presented is measurable data used by the researcher for statistical analysis, facilitating informed decision-making based on these mathematical derivations.

1.9.5 Research and Data Collection Techniques

The study was carried out utilizing a quantitative approach, with a questionnaire as the research tool. The study used a quantitative approach to determine the influence of TikTok thrifting content among Generation Z. The measurement tool consisted of a questionnaire hosted on Google Form and

delivered online. A questionnaire is a group of questions about variables that have been systematically compiled. Random sampling was used, with individuals selected based on their TikTok use and Generation Z demographic.

1.9.6 Data Processing

1.9.6.1 Editing

The editing process in this research entails a comprehensive evaluation of the responses given by the targeted audience in the completed questionnaire. The aim of editing is to eliminate all errors or oversights from the collection of addressed questions (Narbuko, 2005: 153).

1.9.6.2 Coding

Coding is used to categorize and sort the data in this research. Quantitative coding is the process of categorizing non-numerical data into groups and assigning numerical codes to each group. The use of coding is to reduce a wide variety of information into a more limited set of attributes with something in common.

1.9.6.3 Tabulation

Tabulation is the process of converting data into tabular form by creating tables containing data that meet the study's needs. The tabulation table summarizes all of the data that will be reviewed.

1.9.6.4 Data Analysis Technique

This analysis evaluates the impact of thrifting content intensity on TikTok (X1) and the effectiveness of marketing communication (X2) on sustainable fashion awareness (Y1) as a reference for fashion taste among Gen Z in Indonesia, using a multiple linear regression approach with SPSS. Multiple linear regression

analysis evaluates the impact of several independent variables on one dependent variable.