

CHAPTER V

CONCLUSION AND RECOMMENDATION

This study aims to examine the influence of the intensity of accessing thrift-related content on TikTok and the intensity of communication within peer groups on thrift fashion purchase intention among Generation Z in Indonesia. The proposed hypotheses state that both variables, either simultaneously or partially, have an effect on thrift fashion purchase intention among Generation Z in Indonesia. To test these hypotheses, data were collected from 114 respondents who are TikTok users and subsequently analyzed using multiple regression analysis to determine the extent to which the intensity of accessing thrift-related content on TikTok and the intensity of peer group communication influence thrift fashion purchase intention among Generation Z in Indonesia.

5.1 Conclusion

The findings indicate that the intensity of accessing thrift-related content on TikTok and the intensity of peer group communication influence thrift fashion purchase intention. This demonstrates the combined role of digital media exposure and social interaction dynamics in shaping consumption tendencies among Generation Z in Indonesia. However, the partial test results reveal differences in the strength of influence between variables, showing that only the intensity of accessing thrift-related content on TikTok has a positive and significant effect on purchase intention. In contrast, the intensity of peer group communication does not exhibit a significant effect, indicating that purchasing decisions are more strongly driven by digital content exposure than by pressure or discussion within peer environments.

5.2 Limitation

The implementation of this final project was designed using various strategies to obtain a representative sample, ensuring adequate reliability of the findings. The measurement instruments and statistical analysis techniques were carefully developed and selected to align with the research objectives and to test the hypotheses objectively. Nevertheless, several limitations were encountered:

1. Limited sample coverage

The research sample represents only a segment of Generation Z in Indonesia with specific characteristics in terms of region, educational background, and socioeconomic conditions. Sampling limited to certain groups may introduce representational bias; therefore, the results may not fully reflect the behavior of the entire Generation Z population in Indonesia, which is characterized by diverse cultures, purchasing power, and levels of technological access. This limitation constrains the generalizability of the findings and warrants caution when drawing nationwide conclusions.

2. Cross-sectional research design

The study employed a cross-sectional design, with data collected at a single point in time. This approach does not allow for the observation of changes in behavior, preferences, or purchase intention over time. Given that thrift fashion trends and social media usage—particularly among Generation Z—tend to change rapidly in response to digital trends and market conditions, the findings represent conditions at the time of data collection only and cannot provide deeper causal explanations or capture long-term pattern changes.

3. Platform limitation

The research focus was limited to TikTok, thereby excluding the potential influence of other social media platforms. Generation Z is known to be active across multiple platforms such as Instagram, X (Twitter), and digital marketplaces, which also feature thrift fashion promotional content. Each platform has distinct algorithmic characteristics, content formats, and interaction patterns that may yield varying levels of influence on purchase intention. Consequently, restricting the analysis to a single platform may oversimplify the inherently multi-platform digital behavior of Generation Z.

5.3 Recommendations

Based on the findings regarding the influence of the intensity of accessing thrift-related content on TikTok and the intensity of peer group communication on thrift fashion purchase intention among Generation Z in Indonesia, the following recommendations are proposed:

- **Theoretical Recommendations**

This study provides evidence that the intensity of accessing thrift-related content on TikTok affects thrift fashion purchase intention, whereas the intensity of peer group communication does not. The total explanatory power of the model is 37.2%, indicating that 62.8% of the factors influencing thrift fashion purchase intention among Generation Z in Indonesia remain unexplored and warrant further investigation. Future research is recommended to identify and examine additional variables with potentially greater contributions, such as hedonic motivation, self-image, perceived quality and price, and trust in sellers. Moreover, examining mediating or moderating variables—such as content engagement level or

intensity of social media use—may help clarify the mechanisms underlying the formation of purchase intention.

- **Practical Recommendations**

The findings demonstrate that thrift-related content on TikTok has a positive influence on Generation Z's purchase intention. Therefore, thrift fashion businesses can leverage these insights to design more effective digital marketing strategies. Recommended strategies include creating creative, authentic, and informative content aligned with Generation Z trends; utilizing interactive features such as live streaming or collaborations with content creators; and optimizing hashtags and captions to enhance reach and engagement. Additionally, businesses should regularly monitor audience responses to adapt content to evolving consumer preferences and behaviors.

- **Social Recommendations**

From a social perspective, this study underscores the importance of digital literacy among Generation Z to enable critical evaluation of social media content that influences purchasing decisions. Education on responsible consumption and sustainability awareness should be strengthened so that the thrift fashion trend is driven not only by digital popularity but also by economic, social, and environmental considerations. Schools, parents, and digital communities can play active roles in providing guidance and education to support more responsible consumption decisions among Generation Z.