

# THE INFLUENCE OF THE INTENSITY OF ACCESSING THRIFT CONTENT ON TIKTOK AND PEER GROUP COMMUNICATION ON THE PURCHASE INTENTION OF THRIFT FASHION AMONG INDONESIA'S GENERATION Z

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## ABSTRACT

*The development of social media has transformed information consumption patterns and consumer behavior; including the phenomenon of thrift fashion purchasing among Generation Z. TikTok has become one of the most widely used platforms for accessing information related to thrift products, while communication within peer groups may also influence individuals' purchasing decisions. This study aims to examine the influence of the intensity of accessing thrifting content on TikTok and peer group communication on thrift fashion buying intention among Generation Z in Indonesia. The study employs the **Theory of Reasoned Action (TRA)** as its theoretical framework. This research uses an **explanatory research** design with a quantitative approach. The population consists of Generation Z TikTok users in Indonesia, with a sample of **114 respondents** selected through **cluster sampling**. Data were collected through an online questionnaire and analyzed using multiple linear regression with SPSS software. The findings indicate that, simultaneously, the intensity of accessing thrifting content on TikTok and peer group communication significantly influence thrift fashion buying intention, with a coefficient of determination of **37.2%**. Partially, the intensity of accessing thrifting content on TikTok has a positive and significant effect on thrift fashion buying intention, with a significance value of **0.010 (<0.05)**, while peer group communication does not have a significant effect, with a significance value of **0.531 (>0.05)**. The study concludes that the intensity of accessing thrifting content on TikTok plays a more dominant role in shaping thrift fashion buying intention among Generation Z than peer group communication.*

**Keywords:** *Intensity of Accessing Thrifting Content on TikTok, Peer Group Communication, Buying Intention, Thrift Fashion, Generation Z.*

## ABSTRAK

Perkembangan media sosial telah mengubah pola konsumsi informasi dan perilaku konsumen, termasuk dalam fenomena pembelian fashion thrift di kalangan Generasi Z. TikTok menjadi salah satu media yang banyak digunakan untuk mengakses informasi mengenai produk thrift, sementara komunikasi dalam kelompok teman sebaya juga berpotensi mempengaruhi keputusan pembelian individu. Penelitian ini bertujuan untuk mengetahui pengaruh intensitas mengakses konten thrifting di TikTok dan komunikasi kelompok teman sebaya terhadap niat beli fashion thrift pada Generasi Z di Indonesia. Penelitian ini menggunakan **Theory of Reasoned Action (TRA)** sebagai landasan teoritis. Tipe penelitian yang digunakan adalah **explanatory research** dengan pendekatan kuantitatif. Populasi penelitian adalah Generasi Z pengguna TikTok di Indonesia, dengan jumlah sampel sebanyak **114 responden** yang dipilih menggunakan teknik **cluster sampling**. Data diperoleh melalui penyebaran kuesioner secara daring dan dianalisis menggunakan uji regresi linier

berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara simultan intensitas mengakses konten thrifting di TikTok dan komunikasi kelompok teman sebaya berpengaruh signifikan terhadap niat beli fashion thrift dengan nilai koefisien determinasi sebesar **37,2%**. Secara parsial, intensitas mengakses konten thrifting di TikTok berpengaruh positif dan signifikan terhadap niat beli fashion thrift dengan nilai signifikansi **0,010 (<0,05)**, sedangkan komunikasi kelompok teman sebaya tidak berpengaruh signifikan terhadap niat beli fashion thrift dengan nilai signifikansi **0,531 (>0,05)**. Penelitian ini menyimpulkan bahwa intensitas mengakses konten thrifting di TikTok memiliki peran yang lebih dominan dalam membentuk niat beli fashion thrift pada Generasi Z dibandingkan komunikasi kelompok teman sebaya.

**Kata Kunci: Intensitas Mengakses Konten Thrifting di TikTok, Komunikasi Kelompok Teman Sebaya, Niat Beli, Fashion Thrift, Generasi Z.**

## INTRODUCTION

Second-hand shopping has become a significant cultural and economic phenomenon, particularly among younger generations. Driven by sustainability concerns, economic accessibility, and shifting social norms, thrift culture has gained considerable momentum globally. Generation Z, in particular, has embraced thrifting not merely as a cost-saving measure, but also as a form of self-expression and a statement against fast fashion's environmental damage (Oscario, 2023).

In Indonesia, this trend is well-documented. A survey by Goodstats conducted in 2022 found that approximately half of young Indonesian respondents had purchased second-hand fashion items through thrifting. The Minister of Cooperatives and Small and Medium Enterprises has acknowledged the growing role of thrifting fans, especially among Generation Z. The global secondhand apparel market is also expanding rapidly, reflecting a broader shift in consumer preferences toward more sustainable options (Statista, 2023).

Social media, particularly TikTok, has played a significant role in popularizing thrift fashion. With its algorithm-driven, video-based format, TikTok exposes Gen Z users to thrift-related content—including haul videos, thrift flips, and vintage styling tips—at an unprecedented scale. Popular hashtags related to thrifting have accumulated billions of views on the platform, demonstrating its massive influence on fashion consumption behavior (TikTok app data).

At the same time, peer group communication remains a relevant factor in consumer decision-making, particularly among adolescents and young adults. Discussions, recommendations, and shared content within social circles can reinforce or reshape individual purchasing intentions. This study investigates

how these two forces—digital content exposure and social interaction—jointly shape Generation

Z's intention to purchase thrift fashion in Indonesia.

## RESEARCH OBJECTIVES

This study aims to examine the simultaneous and partial influence of: (1) the intensity of accessing thrifting content on TikTok and (2) the intensity of peer group communication, on the purchase intention of thrift fashion among Generation Z in Indonesia.

## THEORETICAL FRAMEWORK

### Theory of Reasoned Action (TRA)

This study is grounded in the Theory of Reasoned Action (Fishbein & Ajzen, 1975), which posits that behavioral intention is shaped by individual beliefs and the attitudes derived from those beliefs. TRA suggests that when a person holds positive beliefs about the consequences of a behavior, they are more likely to form a favorable attitude toward it, which in turn leads to a stronger behavioral intention. In the context of this study, repeated exposure to positive thrift content on TikTok is expected to cultivate favorable attitudes toward thrift fashion, thereby strengthening purchase intention.

### Intensity of Accessing Thrifting Content on TikTok

TikTok has fundamentally transformed the marketing landscape through its algorithm-driven content delivery, which tailors user feeds based on interaction patterns. The intensity of accessing thrifting content on TikTok refers to the degree to which individuals frequently, consistently, and actively engage with thrift-related videos—including thrift hauls, vintage styling, and secondhand shopping tips. This intensity is measured across several behavioral dimensions: frequency of viewing, content engagement (likes, comments, shares), following thrift-related creators, active search behavior, and saving or sharing content (Pratama & Rosilawati, 2022).

TikTok's unique community dynamics,

including the formation of niche groups such as 'ThriftTok,' enable users to build a shared identity around sustainable fashion practices. Interaction with this community reinforces pro-thrift beliefs and attitudes, making TikTok a powerful driver of purchase intention (Montag et al., 2021; Ouyang et al., 2021).

### **Peer Group Communication**

Peer group communication refers to the exchange of information, opinions, and experiences among individuals of similar age and social standing. According to Horton and Hunt (in Damar, 2010), peer groups consist of people who share common characteristics, making communication within these groups particularly influential in shaping consumption attitudes and behaviors. Boldero and Fallon (in Louw, 1998) further emphasize that peers significantly influence adolescents' choices regarding fashion, language, and social relationships. In the context of thrift fashion, discussions and recommendations among friends may serve to reinforce or amplify the attitudes formed through digital content exposure.

### **Purchase Intention**

Purchase intention refers to an individual's propensity or readiness to acquire a particular product or service (Belch & Belch, 2004). It is shaped by the perceived value of the product—when the perceived benefits outweigh the costs, purchase intention tends to be stronger (Zeithaml, 1988). In the context of thrift fashion, purchase intention reflects the likelihood of a Gen Z consumer choosing to buy secondhand clothing, influenced by both digital media exposure and social peer dynamics.

## **RESEARCH METHOD**

This study employed an explanatory research design with a quantitative approach, aimed at examining causal relationships between the independent and dependent variables. The population consisted of Generation Z TikTok users in Indonesia aged 18–28. Cluster sampling was used to select respondents, resulting in a total of 114 participants. Data were collected through an online questionnaire distributed via Google Forms and analyzed using multiple linear regression with SPSS software. Prior to hypothesis testing, validity, reliability, normality, heteroscedasticity, and multicollinearity tests were conducted to ensure the integrity of the measurement instruments and the regression model.

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## **RESULTS AND DISCUSSION**

### **Descriptive Findings**

The majority of respondents were aged 22–25 years, representing the early adult segment of Generation Z with relatively greater financial independence. Based on descriptive analysis, the intensity of accessing thrift content on TikTok was categorized at a medium level across all measured indicators—frequency, content engagement, following creators, search behavior, and saving or sharing behavior. This suggests that while respondents are consistently exposed to thrift-related content on TikTok, their engagement is moderate rather than intensive.

In contrast, the intensity of peer group communication was categorized as high, indicating that respondents are actively engaged in discussions with their peers regarding thrift fashion. Despite this high level of peer communication, the purchase intention of thrift fashion was also found to be in the high category, with respondents demonstrating strong willingness and likelihood to purchase thrift products.

### **Hypothesis Testing**

The simultaneous test (F-test) showed that the intensity of accessing thrift content on TikTok and peer group communication jointly exert a positive and significant influence on thrift purchase intention. The combined variables explain approximately 37.2% of the variance in purchase intention, with the remaining variance attributed to other factors not examined in this study.

The partial test (t-test) revealed a more nuanced picture. The intensity of accessing thrifting content on TikTok was found to have a positive and significant effect on purchase intention. This finding indicates that the more frequently Gen Z consumers engage with thrift-related videos on TikTok—whether through watching, liking, saving, or sharing—the stronger their intention to purchase thrift fashion. These results are consistent with prior research demonstrating TikTok's effectiveness in shaping consumer behavior through personalized content delivery and community-based engagement (Mou et al., 2021; Ouyang et al., 2021).

However, peer group communication did not exhibit a significant partial effect on purchase intention. This suggests that while Gen Z respondents engage in frequent thrift-related discussions with their peers, such conversations do not independently translate into a stronger purchase intention. This finding contrasts with earlier research by Amargan and Cetin (2013), which found peer groups to be significant influencers of purchasing decisions among teenagers. The discrepancy may reflect a generational shift in which digital media interactions have come to surpass face-to-face or direct social communication as the dominant force in shaping consumer intentions.

Viewed through the lens of TRA, the findings suggest that TikTok content exposure functions as the primary mechanism for forming positive beliefs and attitudes toward thrift fashion, which in turn strengthens purchase intention. Peer

group communication, while present and frequent, appears to play a supplementary rather than primary role in this process—reinforcing existing attitudes rather than independently generating new ones.

## CONCLUSION

This study concludes that the intensity of accessing thrifting content on TikTok and peer

group communication simultaneously have a positive and significant influence on thrift fashion purchase intention among Generation Z in Indonesia. However, in terms of partial contribution, only TikTok content exposure shows an independent and significant effect on purchase intention. Peer group communication, despite being highly active among respondents, does not independently drive purchase intention to a significant degree.

These findings suggest that digital media exposure—particularly through TikTok's algorithmically curated thrift content—is the dominant factor in shaping Gen Z's thrift fashion consumption behavior. For thrift fashion businesses and marketers, this underscores the importance of investing in creative, authentic, and engaging TikTok content strategies, including live streams, influencer collaborations, and community-building through relevant hashtags. Future research should explore additional variables such as hedonic motivation, perceived value, and environmental consciousness to achieve a more comprehensive understanding of thrift fashion purchase intention among young Indonesian consumers.

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