

What Drives Generation Z to Buy Thrift Footwear? Examining the Effects of Brand Authenticity, Social Media Marketing, and Perceived Value

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Abstract

The Objectives –This study aims to analyze the influence of Brand Authenticity, Social Media Marketing, and Perceived Value on thrift shoe purchasing decisions among Generation Z consumers in Makassar City. The main objective of this study is to determine the most dominant variables in influencing purchasing decisions in the rapidly growing thrift fashion business among Gen Z.

The Methods/approaches –This study employed a quantitative approach with multiple linear regression analysis. Data were collected from 95 Generation Z respondents in Makassar City through an online questionnaire distributed through social media. The sampling technique used purposive sampling, with respondents aged 18–27 years old and having purchased thrift shoes at least once in the past year. Each variable was measured using a 5-point Likert scale based on theoretical indicators.

The Results –The results of the study indicate that three variables—Brand Authenticity, Social Media Marketing, and Perceived Value—have a positive and significant partial effect on purchasing decisions. Among the three, Brand Authenticity has a dominant influence with the highest regression coefficient value. This confirms that the perception of product authenticity is a key factor in shaping thrift shoe purchasing decisions among Gen Z Makassar residents.

The Research Implications –This research contributes to the understanding of Generation Z consumer behavior in the thrift fashion market, particularly in the footwear category. The managerial implications of this research suggest that thrift shoe businesses need to maintain product authenticity and transparency, optimize marketing strategies through social media, and enhance consumer value perceptions to improve purchasing decisions and competitiveness in the sustainable fashion market.

Keywords: Brand Authenticity, Social Media Marketing, Perceived Value, Purchasing Decisions, Thrift Shoes

1. Introduction

Digital transformation has transformed the global fashion industry landscape, including driving a shift in consumption patterns toward a more sustainable lifestyle. One rapidly growing trend is thrifting, the practice of purchasing secondhand clothing and footwear that are still in good condition. Thrifting is no longer seen



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solely as an economical option but has become an integral part of identity, lifestyle, and self-expression for the younger generation. This phenomenon is growing alongside increasing awareness of sustainability and consumers' desire for unique products amidst the dominance of mass-produced fast fashion.

In Indonesia, the flow of imported secondhand goods has shown significant dynamics in recent years. The volume of imported secondhand clothing was recorded at 7.9 tons in 2021, increasing to 26.2 tons in 2022, then declining to 12.9 tons in 2023, before sharply increasing to 3,865.4 tons in 2024 and then decreasing again to 1,242.8 tons in the January–August 2025 period (Binomedia, 2025). This data shows that despite tightening policies on illegal secondhand clothing imports, interest in thrift products continues to grow. Thrifting is also increasingly embedded in the lifestyle and identity expression of Generation Z (Antara News, 2025b; Harper's Bazaar Indonesia, 2025). This phenomenon is not limited to the clothing category but is also growing in the footwear category. Branded thrift shoes such as Adidas, Nike, and Puma can be found at prices significantly lower than the retail price of new products (CNBC Indonesia, 2025). In Makassar, the development of thrift shops and stalls, both offline and online through social media, increasingly shows that second-hand products have become part of the consumption choices of the younger generation.

Generation Z is a consumer group with a high interest in fashion products. A Mandiri Institute survey cited by Databoks shows that outside of basic necessities, fashion is the category with the highest shopping interest among Generation Z in Indonesia (Ahdiat, 2025). This situation makes thrift shoes an attractive alternative because they offer a combination of affordability, style, and product uniqueness. However, the decision to buy thrift shoes cannot be fully explained using the same logic as the decision to buy thrift clothing. Shoes are products that directly relate to aspects of comfort, size, sole condition, material quality, and brand authenticity. These characteristics cause consumers to face greater uncertainty when evaluating secondhand products, especially when purchases are made through social media and consumers cannot inspect the product directly. In this study, this condition is important because consumer perceptions of product authenticity, information conveyed through social media, and the benefits obtained compared to the sacrifices incurred can shape purchasing decisions differently than in the clothing category.

One relevant factor is Brand Authenticity. With thrift products, consumers consider not only whether a product comes from a particular brand but also whether it is truly authentic, matches the seller's description, and has trustworthy characteristics. Branded second-hand products present different challenges than new products because consumers must assess the authenticity, condition, history, and credibility of the product information. Research by Alghifari et al. (2024) shows that Brand Authenticity and Social Media Marketing Activity are related to Brand Loyalty. However, this loyalty orientation suggests that there is still room to understand whether perceived authenticity can directly drive purchase decisions in the context of second-hand products, especially when consumers must make decisions amid uncertainty about the product's condition and authenticity. Therefore, the relationship between Brand Authenticity and Purchase Decisions in thrift products

cannot be simply assumed to be identical to the relationship between authenticity and loyalty in other products or contexts.

In addition to brand authenticity, social media marketing plays a crucial role in thrift shoe marketing because much of the information-seeking process, communication with sellers, and building consumer interest can take place through digital platforms. Content such as thrift hauls, unboxings, detailed product photos, videos of shoe condition, sizing information, and interactions through comments and direct messages can help consumers reduce uncertainty before purchasing. Previous research used in this study indicates that social media marketing can play a role in shaping consumer responses and purchasing decisions (Sastri, 2023; Upadhyay, Paul, & Baber, 2022). However, the context of thrift products presents a more complex issue because the effectiveness of social media marketing depends not only on the attractiveness of the promotion but also on its ability to provide sufficient information to reduce consumer uncertainty about secondhand products. In other words, social media content in the thrift shoe market serves not only as a marketing stimulus but also as a source of information that helps consumers evaluate the condition, authenticity, and suitability of a product before making a purchase.

The next factor is Perceived Value. In previous research, perceived value in thrift products tends to be associated with the benefits consumers receive compared to the sacrifices of price, time, and effort, including the emotional value of finding a unique or rare product (Oktaviani, Fadhillah, & Ningrum, 2024; Nataline, 2022). However, in the context of thrift footwear, the concept of perceived value becomes more complex because the value consumers perceive comes not only from a lower price. Consumers can also consider functional benefits such as quality and usability, emotional benefits such as satisfaction when acquiring a unique or branded product, economic benefits such as spending efficiency, and sustainability values related to product reuse and reducing the consumption of new products. Thus, perceived value in thrift footwear needs to be understood as a multidimensional evaluation of the benefits received compared to the sacrifices and risks consumers perceive.

This complexity is increasingly important because previous research on second-hand fashion in this paper has primarily described consumer behavior in the clothing category. For example, Mazanec and Harantová (2024) specifically examined the sustainable shopping behavior of Generation Z in the second-hand clothing segment in the Slovak Republic, while other research in this paper addresses the phenomenon of thrifting as a lifestyle, self-expression, and sustainable fashion consumption. These findings provide a basis for suggesting that economic, identity, emotional, and sustainability factors are relevant in second-hand consumption, but they do not automatically explain how consumers evaluate footwear products with different functional and risk characteristics. Therefore, there is a need to expand our understanding beyond second-hand clothing to thrift footwear as a product category with its own evaluation characteristics.

Based on this study, the research gap in this study lies not solely in the limited number of studies conducted in Makassar, but also in several gaps in knowledge. First, the literature on thrifting referenced in this study predominantly discusses second-hand clothing or fashion in general, while consumer behavior in thrift

footwear has not received the same attention. In fact, shoes have different evaluation characteristics because consumers must consider size, comfort, sole condition, material, and product authenticity. Second, research on Brand Authenticity contained in this research literature has linked it to Brand Loyalty, but the direct relationship between Brand Authenticity and Purchase Decisions in thrift footwear products has not been adequately explained. Third, research on Social Media Marketing has shown an influence on consumer responses or decisions, but the context of thrift shoes presents a different condition because social media also functions as a source of information to reduce uncertainty about the condition and authenticity of second-hand products. Fourth, Perceived Value in thrift products has not been fully understood as a construct that simultaneously encompasses economic, functional, emotional, and sustainability values in explaining thrift footwear purchasing decisions.

Thus, the main question that has not been fully answered by previous research is not simply “where” the research was conducted, but “how” consumers form purchasing decisions when faced with second-hand products that have different risk and evaluation characteristics than clothing. It is unclear whether Brand Authenticity, Social Media Marketing, and Perceived Value have the same influence pattern when applied simultaneously to thrift shoe purchasing decisions. Specifically, empirical evidence is still needed regarding whether perceived authenticity is an important factor in overcoming product uncertainty, whether social media marketing is able to reduce consumer doubts through digital information and interactions, and the extent to which economic, functional, emotional, and sustainability values are translated into purchasing decisions.

Based on this knowledge gap, this study analyzes the influence of Brand Authenticity, Social Media Marketing, and Perceived Value on Purchase Decisions among Generation Z consumers who purchase thrift shoes. Makassar City is used as an empirical context to test this relationship, not as the sole basis for research novelty. By placing thrift footwear as a product category that has different risk, evaluation, and value characteristics from second-hand clothing, this study is expected to expand the literature on consumer behavior in the second-hand fashion market. This study also aims to provide empirical evidence regarding the influence of each variable, either partially or simultaneously, on thrift shoe purchasing decisions among Generation Z consumers in Makassar City.

2. Methodology

This study uses a quantitative approach that aims to examine the influence of Brand Authenticity, Social Media Marketing, and Perceived Value on Purchase Decisions for thrift shoes among Generation Z consumers in Makassar City. The study was conducted in Makassar City from May to June 2026, with data collection conducted through an online questionnaire distributed to Gen Z consumers who are active social media users. The population in this study is Generation Z consumers domiciled in Makassar City who have purchased thrift shoes at least once in the past year. The sampling technique used was purposive sampling, with the criteria for

respondents aged 18-27 years, domiciled in Makassar City, and having experience purchasing thrift shoes.

The sample size was determined based on the guidelines from Hair, Black, Babin, and Anderson (2019), which use five as the minimum sample size for multivariate analysis. This study employed three independent variables: Brand Authenticity, Social Media Marketing, and Perceived Value, and one dependent variable: Purchase Decision, with a total of 19 indicators. Based on these calculations, the minimum number of respondents required is $19 \times 5 = 95$. This number is considered sufficient to provide representative results with an acceptable level of confidence.

The data collection technique was carried out through the distribution of an online questionnaire using Google Forms to relevant Gen Z consumers, distributed through the Instagram and TikTok accounts of thrift communities and student groups in Makassar City. The questionnaire was compiled based on theoretical indicators of each variable and used a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure respondents' perceptions and attitudes towards the variables of Brand Authenticity, Social Media Marketing, Perceived Value, and Purchase Decisions.

The validity of the questionnaire instrument was tested using the Pearson Product Moment correlation to determine the extent to which the questionnaire items could measure the intended construct. Questionnaire items were declared valid if they had a significance value <0.05 and a positive correlation direction. Meanwhile, to test the reliability of the questionnaire, the Cronbach's Alpha test was used; a construct was declared reliable if it had an Alpha value ≥ 0.70 , which indicated that the items in the construct were internally consistent. After the validation and reliability processes were completed, the collected data were analyzed using multiple linear regression to determine the influence of Brand Authenticity, Social Media Marketing, and Perceived Value on Purchasing Decisions. The t-test was conducted to assess the influence of each independent variable partially on the dependent variable, while the F-test was used to assess the influence of all three independent variables simultaneously. In addition, the coefficient of determination (R^2) was calculated to determine the contribution of the Brand Authenticity, Social Media Marketing, and Perceived Value variables in explaining the Purchasing Decision variable.

Classical assumption tests were performed to ensure the validity of the regression model. Normality tests were used to check whether the residual data were normally distributed, using the Kolmogorov-Smirnov method. Multicollinearity tests were performed by examining the Variance Inflation Factor (VIF) and Tolerance values to ensure there were no strong relationships between the independent variables that could influence the regression results. Furthermore, heteroscedasticity tests were performed using the Glejser test to ensure there was no inconsistent residual variability. Only if all classical assumptions are met can the results of multiple linear regression analysis be considered statistically valid and scientifically interpretable.

To obtain measurable research results that can be analyzed quantitatively, each variable in this study needs to be described operationally. Operational definitions aim to provide clear boundaries for abstract concepts so they can be measured using

research instruments. In this study, there are four main variables: Brand Authenticity (X1), Social Media Marketing (X2), Perceived Value (X3), and Purchase Decision (Y). Each variable is explained through a number of indicators compiled based on theory and previous research, and measured using a 5-point Likert scale. The operational definitions and indicators for each variable can be seen in the following table.

Variables	Operational Definition	Indicator
Brand Authenticity (X1)	Consumer perceptions of authenticity, originality, and uniqueness of thrift shoes compared to mass fashion products.	1. The product is considered authentic, not a fake. 2. The history/uniqueness of the item adds emotional value. 3. The consistency of quality and materials matches the description. 4. The product reflects a unique personal style. 5. The seller honestly describes the condition of the item.
Social Media Marketing (X2)	The intensity and effectiveness of thrift shoe promotion through social media content such as Instagram and TikTok.	1. Attractive and informative product content. 2. Regular product upload frequency. 3. Fast response to interactions (comments/DMs). 4. Collaboration with thrift influencers. 5. Product information is easily accessible via social media.
Perceived Value (X3)	Consumer evaluation of the benefits obtained compared to the sacrifice of price, time, and effort in purchasing thrift shoes.	1. Price is commensurate with quality and uniqueness. 2. The product provides adequate style/functional benefits. 3. Thrift shopping is more efficient than buying new. 4. Satisfaction with the value obtained (value for money).
Purchase Decision (Y)	Consumer tendency to decide and realize the purchase of thrift shoes.	1. Determination of buying thrift shoes. 2. Speed of making purchasing decisions. 3. Willingness to repurchase in the future.

		4. Recommending thrift shoes to others. 5. Searching for product information before purchasing.
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3. Results and Discussion

This research was conducted on Generation Z consumers residing in Makassar City who had purchased thrift shoes within the past year. Data collection was conducted online through a questionnaire developed using Google Forms and distributed through the Instagram and TikTok accounts of thrift communities, as well as student groups at various campuses in Makassar City. This online distribution method was chosen based on the characteristics of Generation Z, who are digitally active, responsive to visual content, and accustomed to interacting and transacting through social media.

Of the 95 respondents collected, the majority were male, at 52 (54.7%), while 43 were female (45.3%). This composition indicates that thrift shoes, particularly sneakers, are popular among both genders, with a slightly greater male presence as active buyers. However, female participation remained significant, reflecting the widespread interest in the thrift shoe category among Gen Z Makassar.

Based on age distribution, the majority of respondents were in the 18 to 21 years age range, with a total of 41 respondents (43.2%), followed by the 22–24 years age group with 33 respondents (34.7%), and the 25–27 years age group with 21 respondents (22.1%). This data shows that thrift shoe consumers in Makassar City are dominated by young people who are productive and adaptive to technology, in accordance with the main characteristics of Generation Z as digital natives.

In terms of occupation, the respondents were dominated by students (47 people) (49.5%), followed by private sector employees (28 people) (29.5%), and entrepreneurs/freelancers (20 people) (21.1%). This distribution reflects the respondents' economic backgrounds, which are relevant to the characteristics of thrift shoes as an affordable fashion alternative, especially for students with limited budgets who still want to look attractive and follow trends.

Overall, the demographic characteristics of the respondents in this study indicate a predominance of young, digitally active, and college students with middle-income purchasing power. This profile is relevant to the thrift shoe market segmentation and product positioning as an affordable yet stylish fashion alternative. The combination of age, gender, and occupation provides a strong representative framework for assessing the influence of Brand Authenticity, Social Media Marketing, and Perceived Value on thrift shoe purchasing decisions among Gen Z in Makassar City.

Instrument Validity Test and Reliability Test

Validity and reliability tests are used to ensure the quality of research instruments, particularly questionnaires, to ensure that the collected data is truly reliable and

reflects the actual situation. The following presents the results of the validity and reliability tests of the research instruments.

Table 3.1 Results of Question Item Validity Test

Question Items	Correlation Coefficient (r)	r table	Information
X1.1	0.742	0.227	<i>Valid</i>
X1.2	0.801		<i>Valid</i>
X1.3	0.835		<i>Valid</i>
X1.4	0.779		<i>Valid</i>
X1.5	0.706		<i>Valid</i>
X2.1	0.688		<i>Valid</i>
X2.2	0.754		<i>Valid</i>
X2.3	0.812		<i>Valid</i>
X2.4	0.697		<i>Valid</i>
X2.5	0.731		<i>Valid</i>
X3.1	0.823		<i>Valid</i>
X3.2	0.791		<i>Valid</i>
X3.3	0.758		<i>Valid</i>
X3.4	0.846		<i>Valid</i>
Y.1	0.768		<i>Valid</i>
Y.2	0.812		<i>Valid</i>
Y.3	0.789		<i>Valid</i>
Y.4	0.835		<i>Valid</i>
Y.5	0.703		<i>Valid</i>

Source: Processed Primary Data, 2026

Based on the table above, it can be seen that each question item on the variables Brand Authenticity, Social Media Marketing, and Perceived Value on the Purchase Decision of Thrift Shoes among Gen Z consumers in Makassar City has a calculated $r >$ from the table r (0.202) and is positive. Thus, it is concluded that all question items are declared valid.

The results of the reliability testing of the research variables can be seen in the table below:

Table 3.2 Results of Reliability Test of Research Variables

Variables	Cronbach's Alpha	Criteria	Information
Brand Authenticity (X_1)	0.851	Cronbach's alpha > 0.70 so it is reliable	<i>Reliable</i>
Social Media Marketing (X_2)	0.824		<i>Reliable</i>
Perceived Value (X_3)	0.809		<i>Reliable</i>
Purchase Decision (Y)	0.868		<i>Reliable</i>

Source: Processed primary data, 2026

Based on the table above, the results of the reliability test show that the calculated alpha coefficient (r) of all variables is greater than the required criteria of

0.70, namely 0.851; 0.824; 0.809; and 0.868 > 0.70 respectively so that it can be said that the question items for all variables are in a reliable state.

Classical Assumption Test

a. Normality Test

The normality test is used to test whether the residual variables in the regression analysis are normally distributed (Ghozali, 2018), and one way to find out whether the residual variables in this study are normally distributed or not is by using the Kolmogorov-Smirnov Test with the help of SPSS software, with the basis for decision making being that if Asymp. Sig. (2-tailed) is greater than 0.05 then the data in the regression model is said to be normally distributed, and vice versa if Asymp. Sig. (2-tailed) is less than 0.05 then the data is said to be not normally distributed.

Table 3.3. One Sample Kolmogorov Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	,0000000
	Standard Deviation	,29187421
Most Extreme Differences	Absolute	,087
	Positive	,087
	Negative	-,061
Kolmogorov-Smirnov Z		1,124
Asymp. Sig. (2-tailed)		,089

Source: Processed primary data, 2026

Based on table 3.3 above, after conducting a normality test using IBM SPSS software, it can be seen that the Asymp. Sig. (2-tailed) value is 0.089, meaning the Asymp. Sig. (2-tailed) value is > 0.050, so it can be said that the data in this study is normally distributed, so that the regression model meets the normality assumption.

b. Multicollinearity Test

The multicollinearity test is used to determine whether there is a correlation between the independent variables in the research regression model. If there is a correlation between the independent variables, it can cause problems that can disrupt the regression model. A good regression model is one that does not experience multicollinearity (Ghozali, 2018). To test for multicollinearity, the Tolerance (T) and Variance Inflation Factor (VIF) values are examined. If the T value is > 0.10 and the VIF value is < 10, then multicollinearity is said to be absent, and vice versa. After conducting the multicollinearity test using IBM SPSS software, the following results were obtained.

Table 3.4. Multicollinearity Test Results
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Brand Authenticity	0.805	1,242
Social Media Marketing	0.871	1,148
Perceived Value	0.792	1,263

Source: Processed primary data, 2026

Based on table 3.4 above, it can be seen that the results of the multicollinearity test indicate that the VIF value for the variables Brand Authenticity (X_1), Social Media Marketing (X_2), and Perceived Value (X_3) is smaller than 10, likewise the Tolerance value for the three variables is greater than 0.10, which means that there is no multicollinearity in this study. In addition, the results of the Glejser test also show that the significance value of all independent variables is greater than 0.05 against the absolute value of the residual, so it can be concluded that the regression model is free from heteroscedasticity symptoms.

Multiple Linear Regression Analysis

The multiple linear regression analysis in this study aims to see the accuracy of the prediction of the independent variables Brand Authenticity (X_1), Social Media Marketing (X_2), and Perceived Value (X_3), against the dependent variable Purchase Decision (Y). The multiple linear regression equation model in this study is as follows:

Table 3.5. Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,298	,331		,900	,370
1 Brand Authenticity	,334	,071	,372	4,704	,000
Social Media Marketing	,276	,065	,318	4,246	,000
Perceived Value	,241	,078	,239	3,090	,003

Source: Processed Primary Data, 2026

Based on the table above, the multiple linear regression equation used can be made as follows:

$$Y = 0.298 + 0.334X_1 + 0.276X_2 + 0.241X_3$$

Interpretation of the results of the multiple linear regression equation:

- a = A constant of 0.298 can be interpreted that if all independent variables, namely Brand Authenticity, Social Media Marketing, and Perceived Value, are considered constant or do not change, then the value of the dependent variable, the Purchase Decision for thrift shoes among Gen Z consumers in Makassar City, is at 0.298. This means that when the three independent

variables are zero, the consumer's purchasing decision still has a positive value of 0.298.

b_1X_1 = The regression coefficient of the Brand Authenticity variable is 0.334, meaning that Brand Authenticity has a positive effect on Purchasing Decisions. This indicates that if Brand Authenticity increases by 1 unit, then the Purchase Decision for thrift shoes will also increase by 0.334 units, assuming other variables are constant.

b_2X_2 The regression coefficient of the Social Media Marketing variable is 0.276, meaning that Social Media Marketing has a positive effect on Purchasing Decisions. This indicates that if Social Media Marketing increases by 1 unit, then the Purchase Decision for thrift shoes will also increase by 0.276 units, assuming other variables are constant.

b_3X_3 = The regression coefficient of the Perceived Value variable is 0.241, meaning that Perceived Value has a positive effect on Purchasing Decisions. This indicates that if Perceived Value increases by 1 unit, then the Purchase Decision for thrift shoes will also increase by 0.241 units, assuming other variables are constant.

Partial Hypothesis Test (t-Test)

The t-test in this study was used to determine the significant influence of the independent variables (X), namely Brand Authenticity, Social Media Marketing, and Perceived Value individually on the dependent variable (Y), the Purchase Decision of Thrift Shoes among Gen Z consumers in Makassar City. This can be seen in the following test results table:

Table 3.6. t-Test Results

Variables	t - count	t - table	Sig.
Brand Authenticity (X_1)	4,704	1,993	,000
Social Media Marketing (X_2)	4,246		,000
Perceived Value (X_3)	3,090		,003

Source: Processed Primary Data, 2026

Based on the results of the partial test calculations, the influence of the independent variable on the dependent variable can be explained as follows:

- The t-test or partial test on the Brand Authenticity variable (X_1) obtained a calculated t of 4.704 which is greater than the t-table of 1.986 or a significance of 0.000 which is smaller than $\alpha = 0.05$, so partially the Brand Authenticity variable (X_1) has a significant effect on the Purchase Decision variable (Y).
- The t-test or partial test on the Social Media Marketing variable (X_2) obtained a calculated t of 4.246 which is greater than the t-table of 1.986 or from a significance of 0.000 which is smaller than $\alpha = 0.05$, so partially the Social Media Marketing variable (X_2) has a significant effect on the Purchase Decision variable (Y).
- The t-test or partial test on the Perceived Value variable (X_3) obtained a calculated t of 3.090 which is greater than the t-table of 1.986 or from a

significance of 0.003 which is smaller than $\alpha = 0.05$, so partially the Perceived Value variable (X3) has a significant effect on the Purchase Decision variable (Y).

Simultaneous Hypothesis Test (F Test)

The F test is used to determine the simultaneous influence of independent variables (Brand Authenticity, Social Media Marketing, and Perceived Value) on the dependent variable (Purchase Decision). The significance of the influence can be estimated by comparing the P-value with $\alpha = 0.05$ or the calculated F with the F table. The following ANOVA statistical calculation for the F test can be seen in the following table:

Table 3.7. F-Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,845	3	3,282	38,163	,000b
	Residual	7,863	91	,086		
	Total	17,708	94			

Source: Processed Primary Data, 2026

Based on table 3.7 above, it shows that the independent variables, namely Brand Authenticity, Social Media Marketing, and Perceived Value, simultaneously influence the dependent variable of the Purchase Decision for thrift shoes among Gen Z consumers in Makassar City. This result can be seen from the calculated F value of $38.163 > F \text{ table } 2.71$ with a significance value of $0.000 < \alpha = 0.05$. This result shows that if Brand Authenticity, Social Media Marketing, and Perceived Value simultaneously increase, the Purchase Decision for thrift shoes will also increase, and vice versa.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) essentially measures the model's ability to explain variation in the dependent variable. The coefficient of determination value ranges between zero and one. A small R² value indicates that the independent variables' ability to explain variation in the dependent variable is very limited. The results of the coefficient of determination test can be seen in the following table:

Table 3.8. Results of the calculation of the coefficient of determination test

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	,746a	,556	,541	,29354	1,789

Source: Processed Primary Data, 2026

Based on table 3.8 above, the R Square value shows a value of 0.556 or 55.6%. This means that the Purchase Decision variable (Y) is influenced 55.6% by the

variables Brand Authenticity (X1), Social Media Marketing (X2), and Perceived Value (X3), while the remaining 44.4% is influenced by other variables not explained in this model.

DISCUSSION

1. The Influence of Brand Authenticity on Purchasing Decisions

From the results of multiple linear regression analysis, the t-value for the Brand Authenticity variable was 4.704 with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Brand Authenticity variable has a positive and significant effect on the Purchase Decision of thrift shoes among Gen Z consumers in Makassar City. These results indicate that the higher the consumer's perception of the authenticity, originality, and consistency of the quality of thrift shoes, the greater their tendency to decide to purchase. In a secondhand market that is prone to being filled with counterfeit products, confidence that the product purchased is truly authentic is a primary consideration before making a transaction.

Furthermore, authenticity dimensions such as seller honesty in describing the item's condition, consistent material quality, and a clear product history also strengthen consumer trust in thrift shoe sellers. Gen Z consumers, accustomed to online shopping, tend to be more thorough in examining product upload details, photos of the item's condition, and testimonials from previous buyers, making information transparency a crucial element in building the perception of authenticity. When sellers are able to present product information honestly and consistently, consumers perceive the risks of buying secondhand goods are minimized.

Furthermore, the emotional value of a thrift product's uniqueness and history also enhances the appeal of brand authenticity. Well-maintained used shoes and models no longer in mass production often inspire pride among buyers, as they are perceived as representing a distinct personal style. This aligns with the findings of Alghifari, Rofianto, Wulandari, and Pracoyo (2024), which demonstrate that authenticity-based marketing activities contribute to consumer loyalty and interest in a product.

These findings are also relevant to the characteristics of Gen Z consumers who demand high transparency from businesses, including in the context of used products. Dishonesty in describing the condition of an item, no matter how slight, has the potential to damage trust and reduce repeat purchase intentions. Therefore, thrift shoe businesses in Makassar City need to ensure consistency between product descriptions displayed on social media and the actual condition of the item received by consumers.

Thus, the results of this study confirm that brand authenticity plays a strategic role and is even the most dominant factor in influencing thrift shoe purchasing decisions among Gen Z consumers in Makassar City. Strengthening product authenticity, both through transparent descriptions and honesty about product history, can increase the trust and competitiveness of thrift businesses amidst growing consumer concerns about counterfeit products.

2. The Influence of Social Media Marketing on Purchasing Decisions

From the results of multiple linear regression analysis, the t-value for the Social Media Marketing variable was 4.246 with a significance level of 0.000, which is much smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Social Media Marketing variable has a positive and significant effect on the Purchase Decision of thrift shoes among Gen Z consumers in Makassar City. These results indicate that the more attractive and responsive a thrift store's marketing activities on social media are, the greater the tendency of Gen Z consumers to make purchases.

Furthermore, informative content, regular product posts, and quick interaction through comments and direct messages are crucial elements in building consumer trust and interest. Gen Z consumers tend to rely on visual content such as detailed photos and short videos on Instagram and TikTok as their primary source of information before deciding to buy thrift shoes, given their limited ability to see and try on the items in person.

Furthermore, collaboration with thrift influencers also strengthens the effectiveness of social media marketing. Recommendations from figures considered credible within the thrifting community can have a psychological effect that encourages consumers to consider the promoted product. These findings align with Sastri (2023) and Upadhyay, Paul, and Baber (2022), who found that social media marketing efforts significantly contribute to online consumer responses and purchasing decisions.

The high level of social media use among Generation Z further strengthens the effectiveness of this strategy. Given that the majority of social media users in Indonesia are young (We Are Social, 2024), thrift shoe stores in Makassar have a significant opportunity to directly reach their target market through relevant, consistent, and interactive content, without the high promotional costs associated with conventional marketing.

Thus, this study confirms that social media marketing plays a crucial role in shaping thrift shoe purchasing decisions among Gen Z consumers in Makassar. Thrift businesses need to continuously improve content quality, response speed, and collaboration with relevant social media influencers to strengthen sales appeal and conversion.

The Influence of Perceived Value on Purchasing Decisions

From the results of multiple linear regression analysis, the t-test value for the Perceived Value variable was 3.090 with a significance level of 0.003, which is smaller than the significance level of $\alpha = 0.05$. Thus, it can be concluded that partially, the Perceived Value variable has a positive and significant effect on the Purchase Decision of thrift shoes among Gen Z consumers in Makassar City. These results indicate that the higher the consumer's perception of the benefits obtained compared to the sacrifice of price and effort, the greater their tendency to buy.

Furthermore, the perceived value for consumers lies not only in the price savings compared to buying new shoes, but also in the functional benefits of maintaining adequate quality and style even when used. Consumers who perceive the

combination of affordable prices and decent quality are more likely to make a purchase and are even more likely to recommend the shoes to others.

Beyond functional aspects, emotional value plays a crucial role in shaping the perceived value of thrift products. The pride of finding unique shoes at affordable prices provides a unique satisfaction that's difficult to achieve when purchasing new, uniform branded products. This aligns with findings by Oktaviani, Fadhilah, and Ningrum (2024) and Nataline (2022), who demonstrated that perceived value significantly contributes to consumer trust and loyalty toward a product or brand.

The perceived value of thrift shoes is also closely related to the growing awareness of sustainable lifestyles among Generation Z. Buying used shoes is seen as a form of contribution to reducing fashion waste as well as a way to save money, both of which provide added value beyond the mere price aspect (Priscillia, Achdiani, & Abdullah, 2024; Mazanec & Harantová, 2024).

Thus, the results of this study confirm that Perceived Value is a significant factor influencing the purchasing decisions of thrift shoes among Gen Z consumers in Makassar City. Thrift businesses need to continuously communicate the added value of their products, both in terms of price, quality, and contribution to a sustainable lifestyle, to strengthen purchasing decisions and long-term customer loyalty.

4. Conclusion

Based on the results of research conducted on 95 Generation Z consumer respondents in Makassar City who have purchased thrift shoes, it can be concluded that the three independent variables, namely Brand Authenticity, Social Media Marketing, and Perceived Value, partially have a positive and significant effect on Purchasing Decisions. This is evidenced by the significance value of the three variables which are <0.05 , as well as the calculated t-values which are each above the t-table. The three variables are also proven to have a simultaneous effect on Purchasing Decisions, with a contribution of 55.6% to the variation in Purchasing Decisions.

Specifically, the Brand Authenticity variable proved to have the most dominant influence on Purchase Decisions, with the highest regression coefficient value ($B = 0.334$) compared to other variables. This indicates that Gen Z consumers in Makassar City prioritize the authenticity and honesty of product information when considering purchasing thrift shoes, considering the high risk of counterfeit products or goods that do not match the description in the secondhand market.

Based on these findings, it is recommended that thrift shoe businesses in Makassar City continue to strengthen product transparency and authenticity through honest and detailed descriptions, including the history and condition of the items as they are. Furthermore, optimization of marketing strategies through social media needs to be continuously improved through engaging content, responsive interactions, and collaboration with relevant figures in the thrifting community. Finally, strengthening product value perceptions, both in terms of price, functional benefits, and contribution to a sustainable lifestyle, needs to be continuously communicated to continuously improve purchasing decisions and loyalty among Gen

Z consumers. Future research is recommended to expand the scope of the region and add other variables such as brand trust or seller service quality to enrich the understanding of consumer behavior in the thrift fashion market.

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