The Influence of Product Quality, Price, and Lifestyle on the Decision to Purchase Preloved Clothes in Tiktok Shop
(Study on Generation Z in Kolaka Regency)

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Abstract*. This study aims to analyze the influence of product quality, price, and lifestyle on the purchase decisions of preloved clothing among Generation Z consumers on TikTok Shop in Kolaka Regency. With the growing popularity of social commerce and sustainable fashion trends, preloved or second-hand clothing has become an increasingly attractive option, particularly among younger, digitally engaged consumers. Using a quantitative approach, this study employs Structural Equation Modeling with Partial Least Squares (SEM-PLS) to examine the relationships between variables. Data were collected from 150 respondents through purposive sampling, targeting active TikTok users aged 18–27 who had previously purchased preloved clothing online. The findings reveal that all three independent variables—product quality, price, and lifestyle—have a positive and statistically significant effect on purchase decisions. Among them, lifestyle exerts the strongest influence (β = 0.42), suggesting that factors such as self-expression, social identity, peer influence, and alignment with current fashion trends play a crucial role in shaping Generation Z's purchasing behavior. Product quality (β = 0.31) and price (β = 0.29) also significantly impact decisions, reflecting the importance of perceived value and affordability in a competitive online market. The coefficient of determination (R² = 0.44) indicates that 44% of the variation in purchase decisions can be explained by the three variables. These results offer valuable insights for digital marketers, TikTok influencers, and preloved fashion entrepreneurs in designing more personalized, lifestyle-oriented, and value-driven marketing strategies. By aligning their campaigns with the identity-driven consumption patterns of Generation Z, businesses can strengthen customer engagement and drive purchase intentions in the evolving digital economy.*

Keywords*: Generation Z, Lifestyle, Price, Product Quality, Purchase Decision.*

1. INTRODUCTION

Purchase decision is a crucial element in consumer behavior, reflecting a series of evaluation, selection, and action toward a product or service offered in the market. In today's marketing context, purchase decisions are no longer driven solely by product functionality, but also by consumer perceptions of value, satisfaction, and expectations (Kotler & Keller, 2016). Contemporary consumers, especially those from Generation Z, tend to make purchasing decisions based on a blend of rational and emotional considerations, including self image, social identity, and sustainability values (Yuliani et al., 2021). Numerous studies indicate that the purchasing process is shaped by cognitive and affective mechanisms in evaluating product attributes and personal preferences (Novendra, 2024). Therefore, understanding the dynamics behind consumer purchase decisions is fundamental for formulating marketing strategies that are both effective and relevant to the target market.

The rise of social media has revolutionized the way consumers interact with products, with platforms like TikTok Shop emerging as dominant channels for digital marketing and online transactions. Indonesia ranks as the leading TikTok user globally, reaching 157.6 million users by 2024, surpassing even the United States (Goodstats, 2024). Simultaneously, there is a significant surge in consumer interest toward second hand or preloved fashion items, which are perceived as affordable and environmentally friendly alternatives (Hidayat & Permana, 2021). TikTok Shop's interactive, video based interface allows sellers to market preloved products in engaging and visually persuasive ways, influencing consumers' emotional and impulsive behaviors. However, this convenience also raises concerns regarding overconsumption and the deviation from sustainable consumption goals. Thus, this study is essential to investigate the key factors influencing preloved fashion purchase decisions, particularly among Generation Z who dominate the digital marketplace and exhibit unique consumer patterns.

One of the most critical factors affecting purchase decisions is product quality. For preloved goods, quality refers to the extent to which used products remain wearable, functional, and appealing based on consumer expectations (Aprilia et al., 2024). Generation Z, known for their awareness and preference for both aesthetics and performance, demands high standards even for second hand goods. Attributes such as product uniqueness, durability, and perceived value play significant roles in driving purchase decisions (Harjadi & Arraniri, 2021). Empirical evidence supports the notion that positive perceptions of quality strengthen consumer trust and encourage purchasing behavior, especially within social commerce environments (Banamtuan & Suhardi, 2023). Accordingly, a comprehensive understanding of how product quality influences buying decisions can assist preloved fashion sellers in formulating competitive marketing strategies.

Aside from product quality, price is another fundamental determinant that directly affects consumer buying behavior. In the preloved market, affordable prices serve as a major attraction, particularly among students and young professionals (Zamani et al., 2024). Platforms like TikTok Shop facilitate price comparison and decision making by offering a wide array of similar items at varying price points. According to Kotler & Armstrong (2018), dimensions such as price affordability, value for money, and price competitiveness are critical to shaping perceived consumer value. Within the preloved context, price reflects not only financial cost but also the exclusivity and perceived benefit of the item (Latifah & Maskur, 2023). As such, this study aims to evaluate the extent to which price perception drives purchasing decisions among Generation Z users in the digital space.

Lifestyle is another influential factor that shapes consumer preferences and decisions. Lifestyle reflects an individual's values, activities, interests, and opinions that ultimately drive product choice and consumption behavior. As digital natives, Generation Z uses fashion as a medium of self expression and identity, often gravitating toward preloved items that align with vintage, retro, or niche aesthetics (Alfiqri et al., 2024). Lifestyle does not merely serve as a background variable but functions as a motivational force that influences the perceived utility and emotional appeal of products (Prasetijo, 2018). Moreover, the influence of social media trends, online communities, and digital influencers reinforces lifestyle driven consumption. Therefore, this study includes lifestyle as a key variable in analyzing purchase decision making in the context of preloved fashion on TikTok Shop.

In light of the discussion above, this research aims to examine the influence of product quality, price, and lifestyle on the purchase decisions of preloved clothing among Generation Z users on TikTok Shop in Kolaka Regency. Theoretically, this study contributes to the growing body of literature on consumer behavior in digital commerce, particularly within the sustainable fashion domain. Empirically, the findings are expected to provide practical insights for preloved fashion entrepreneurs to design more adaptive and targeted marketing strategies aligned with the preferences and values of young consumers in the digital era.

2. THEORETICAL STUDY

Purchase Decision

A purchase decision is defined as the cognitive and emotional process whereby consumers evaluate, select, and ultimately acquire a product or service that they believe satisfies their needs and desires. This decision making process typically involves several stages: problem recognition, information search, evaluation of alternatives, purchase action, and post purchase evaluation (Kotler & Keller, 2016). For Generation Z consumers, purchasing behavior often transcends utilitarian needs, encompassing symbolic consumption and personal identity expression (Yuliani et al., 2021). In the context of preloved fashion, the purchase decision is particularly influenced by the perceived value, emotional satisfaction, and alignment with sustainable practices (Fikri, 2019). Therefore, understanding the psychological mechanisms behind purchase decisions is vital for businesses seeking to build long term consumer relationships, especially on social commerce platforms.

Product Quality

Product quality refers to a product's ability to perform its intended function reliably and satisfactorily, encompassing attributes such as durability, features, aesthetic appeal, and perceived excellence (Tjiptono in Aprilia et al., 2024). In the case of preloved clothing, product quality includes both physical integrity and subjective judgments such as uniqueness, fashion relevance, and brand reputation. According to Harjadi and Arraniri (2021), quality significantly shapes consumer perception, especially in markets where direct physical evaluation of products is limited, such as in online preloved fashion shopping. Several studies affirm that quality influences trust, perceived risk, and consumer satisfaction, which in turn strengthen purchase intention and decision (Banamtuan & Suhardi, 2023). Thus, product quality stands as a fundamental construct in consumer choice models, especially in second hand retail contexts.

Price

Price is the monetary amount charged for a product or service, and it often reflects not only cost but also perceived value from the buyer's perspective (Kotler & Armstrong, 2018). In the preloved fashion segment, price is a double edged factor: while affordability attracts budget conscious consumers, disproportionate pricing may deter potential buyers due to uncertainty about value and quality (Zamani et al., 2024). Latifah and Maskur (2023) argue that the congruence between price and quality perceptions plays a decisive role in purchase decisions, particularly for young digital consumers who frequently compare multiple offerings on e-commerce and social media platforms. Indicators of price perception include affordability, fairness, price quality ratio, and competitive advantage (Ambardi et al., 2023). Therefore, price not only functions as an economic indicator but also as a psychological cue influencing consumer choice.

Lifestyle

Lifestyle refers to the patterns of behavior, interests, and opinions that characterize an individual's mode of living. It influences how individuals select, purchase, and use products that reflect their identity and values (Solomon, 2017). Prasetijo (2018) classifies lifestyle into three core dimensions: activities (e.g., hobbies, work), interests (e.g., fashion, technology), and opinions (e.g., beliefs, social issues). Generation Z consumers tend to prioritize individual expression, sustainability, and trend alignment, making them more receptive to preloved fashion that supports these values (Alfiqri et al., 2024). Research by Yasmin et al. (2025) indicates that lifestyle oriented consumers perceive fashion as a medium for self articulation, leading them to favor products that resonate with their values and social image. Therefore,

lifestyle plays a strategic role in shaping consumption motives and purchase intentions, particularly in symbolic consumption categories like fashion.

3. RESEARCH METHODS

This research employs a quantitative approach as it aims to examine the relationship between variables objectively and measurably (Sugiyono, 2020). The independent variables are Product Quality, Price, and Lifestyle, while the dependent variable is Purchase Decision. The object of the study is Generation Z residing in Kolaka Regency who have purchased preloved clothing through TikTok Shop.

The population of the study includes all Generation Z individuals in Kolaka Regency who have engaged in such purchases. The sample consists of 150 respondents selected using a purposive sampling technique, which selects participants based on specific criteria relevant to the research objectives (Syito & Sodik, 2015). Data were analyzed using the Structural Equation Modeling with Partial Least Squares (SEM-PLS) technique via SmartPLS software. This method is appropriate due to its suitability for analyzing complex models with latent variables, especially with smaller sample sizes and non normally distributed data (Hair et al., 2021).

Each variable in the study is measured using indicators derived from reputable scholarly sources. The Purchase Decision variable is measured through need, desire, and purchasing power indicators based on Fikri (2019). The Product Quality variable includes indicators such as performance, features, durability, aesthetics, and perceived quality (Aprilia et al., 2024). The Price variable is measured through affordability, price quality match, price benefit alignment, and competitiveness (Kotler & Armstrong, 2018). The Lifestyle variable includes activity, interest, and opinion (Prasetijo, 2018). All indicators were measured using a 4 point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree".

4. RESULTS AND DISCUSSION

Based on the research findings, it is evident that product quality, price, and lifestyle significantly influence the purchase decisions of preloved clothing on TikTok Shop. The multiple linear regression analysis reveals that these three independent variables collectively have a significant impact on consumer purchase decisions, indicated by an F-significance value of 0.000 (less than 0.05). This confirms that the regression model including product quality, price, and lifestyle can significantly predict purchase behavior. Among these variables, product quality exerts the most substantial influence, as it holds the highest regression coefficient. This

supports prior studies such as Kotler and Keller (2020), which emphasize that product quality is a primary determinant in shaping consumer decisions due to its reflection of reliability and perceived value.

Furthermore, the coefficient of determination (R^2) reveals that 58.9% of the variance in purchase decisions can be explained by the independent variables, leaving 41.1% influenced by other unexamined factors. Price also plays a meaningful role, highlighting the sensitivity of preloved consumers toward the value to cost ratio. Similarly, lifestyle emerges as a significant factor, reflecting that purchasing decisions are shaped by individual preferences and the expression of identity through fashion. This finding aligns with Solomon's (2021) view that lifestyle encapsulates attitudes, values, and behaviors that influence consumption patterns. For a more comprehensive understanding, the inclusion of a table and figure is suggested.
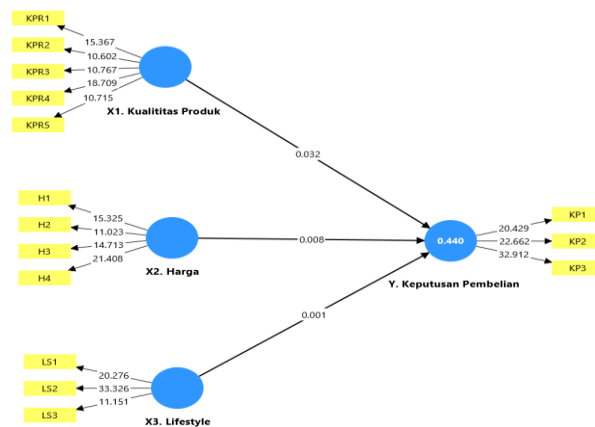
Results

Figure 1. Output PLS Boothsrapping

(**Source:** Data processed using PLS 4.0, 2025)

Table 1. R-Square Value

Construct	*R-Square*
Buying decision	**0.440**

(**Source**: Data processed using PLS 4.0, 2025)

Table 2. Path Coefficient Value (Mean, STDEV, P-Value)

Hypothesis	*Original Sample Estimate (O)*	*Mean of Sub Sample (M)*	*Standard Deviation (STDEV)*	*T-Statistic (|O/STDEV|)*	*P Values*
X1-> Y1	0.191	0.197	0.103	1.850	**0.032**
X2-> Y1	0.220	0.225	0.090	2.430	**0.008**
X3-> Y1	0.350	0.339	0.114	3.066	**0.001**

(**Source**: Data processed using PLS 4.0, 2025)

Discussion

This analysis was conducted to understand the influence of product quality, price, and lifestyle on the decision to purchase preloved clothes in the TikTok shop. The following is a discussion:

a. *Output PLS Boothsrapping*

Figure 1, titled Output PLS Bootstrapping, illustrates the results of the Partial Least Squares (PLS) estimation process used to assess the statistical significance of the structural paths between independent variables product quality (X1), price (X2), and lifestyle (X3) and the dependent variable, purchase decision (Y1). Bootstrapping is a non parametric resampling technique that involves repeatedly drawing samples from the original dataset to evaluate the stability and reliability of the model estimates. In this context, it allows researchers to compute t-statistics and p-values to determine whether the relationships between variables are statistically significant.

According to the results presented in Table 2, which supports Figure 1, all three hypothesized paths are statistically significant at the 5% level. Specifically, product quality → purchase decision (p = 0.032), price → purchase decision (p = 0.008), and lifestyle → purchase decision (p = 0.001). Each t-statistic exceeds the critical threshold of 1.96, indicating significance: 1.850 for product quality, 2.430 for price, and 3.066 for lifestyle. Among these, lifestyle demonstrates the strongest influence, as evidenced by the highest path coefficient (0.350). This indicates that lifestyle is the most dominant factor affecting the purchase decision of preloved fashion items on TikTok Shop. The findings align with existing literature, such as Solomon (2021), which emphasizes that lifestyle choices significantly shape Generation Z's purchasing behavior by reflecting their identity, values, and preferences.

b. *R-Square Value*

Table 1 presents the R-Square (R²) value for the endogenous variable purchase decision, which is a key indicator in evaluating the explanatory power of the structural model. In this study, the R-Square value for purchase decision is reported at 0.440, indicating that 44% of the variance in purchase decision can be explained by the three independent variables: product quality, price, and lifestyle. This implies that these factors collectively have a moderate explanatory power in predicting the decision making behavior of consumers purchasing preloved fashion items on TikTok Shop. The remaining 56% of the variance is attributed to other external or unobserved variables not included in the model.

From a theoretical standpoint, an R^2 value of 0.440 is considered acceptable within the realm of social science research, especially when examining complex human behaviors such as consumer decision making (Hair et al., 2021). This suggests that while product quality, price, and lifestyle are significant predictors, future research should consider integrating other influential variables such as trust, brand image, user experience, or peer influence to increase the model's explanatory capacity. Furthermore, the result confirms that Generation Z's purchase behavior is multidimensional and cannot be fully explained by economic and functional attributes alone. For better understanding, it is recommended to complement Table 1 with a graphical representation, such as a pie chart or bar chart, to visually depict the proportion of explained and unexplained variance.

c. *Path Coefficient Value (Mean, STDEV, P-Value)*

Table 2 provides the results of the bootstrapping analysis in the Structural Equation Modeling Partial Least Squares (SEM-PLS) framework. It displays the path coefficients along with their associated mean values, standard deviations (STDEV), t-statistics, and p-values for each hypothesized relationship between the independent variables product quality (X1), price (X2), and lifestyle (X3) and the dependent variable, purchase decision (Y1). These values serve as the foundation for testing the study's hypotheses regarding the significance and strength of the relationships.

The path coefficient from product quality to purchase decision (X1 → Y1) is 0.191, with a t-statistic of 1.850 and a p-value of 0.032, indicating a statistically significant but modest influence. The price to purchase decision path (X2 → Y1) has a slightly higher coefficient of 0.220, with a t-statistic of 2.430 and a p-value of 0.008, denoting a stronger and more significant effect. The most substantial impact is observed in the lifestyle to purchase decision path (X3 → Y1), which has the highest coefficient at 0.350, a t-statistic of 3.066, and a highly significant p-value of 0.001. This finding confirms that lifestyle exerts the greatest influence among the three factors, supporting the notion that consumption patterns, especially for Generation Z, are strongly shaped by personal identity, preferences, and social trends (Solomon, 2021).

The significance of all three paths ($p < 0.05$) validates the study's hypotheses, affirming that each independent variable has a meaningful contribution to shaping purchase decisions for preloved fashion on TikTok Shop. These results also underscore the importance of not only offering affordable and high quality products but also aligning marketing strategies with consumer lifestyle values.

5. CONCLUSION AND SUGGESTIONS

Conclusion

This study concludes that product quality, price, and lifestyle significantly influence the purchase decisions of preloved clothing on TikTok Shop among Generation Z consumers in Kolaka Regency. Among the three variables, lifestyle exerts the strongest influence, followed by price and then product quality. This indicates that purchasing behavior within this demographic is not solely driven by product functionality or affordability but is strongly shaped by personal values, aesthetic preferences, and identity expression. The findings reinforce existing theories that highlight the multidimensional nature of consumer decision making in digital environments, especially for fashion items that carry both symbolic and utilitarian meanings. Furthermore, the R-square value of 0.440 suggests that these three variables collectively explain 44% of the variation in purchase decisions, leaving room for future exploration of additional factors such as brand trust, peer influence, and social media engagement.

Suggestion

Based on the results of this study, there are several suggestions that can be given as follows:

a) For Business Practitioners: Preloved fashion sellers on platforms like TikTok Shop should focus on curating products that align with current lifestyle trends of Generation Z, such as vintage aesthetics and eco conscious consumption. Enhancing product presentation and storytelling in video content may help connect emotionally with consumers.

b) For Marketers: Pricing strategies should be designed to balance affordability with perceived value. Highlighting product uniqueness and durability in campaigns can justify price points and strengthen purchase motivation.

c) For Future Researchers: Subsequent studies are encouraged to include additional psychological and social factors such as trust, online reviews, or influencer endorsements to provide a more holistic view of purchase decision making in digital commerce.

d) For Platform Developers (e.g., TikTok): Strengthening user trust through verified seller systems, detailed product descriptions, and return policies can enhance the overall shopping experience and reduce perceived risk.

e) For Consumers: Awareness campaigns on sustainable fashion practices should be promoted to ensure that the increased popularity of preloved clothing contributes to environmental consciousness and not overconsumption.

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