



**VILNIUS UNIVERSITY
BUSINESS SCHOOL**

DIGITAL MARKETING MASTERS PROGRAMME

Elena Valkūnaitė

FINAL MASTER THESIS (PROJECT)

<i>MADA, TAPATYBĖ, VAIZDAS, EMOCIJOS IR SKEPTICIZMAS: VARTOTOJŲ ELGSENOS SUPRATIMAS ANTRINĖS MADOS RINKOJE</i>	<i>FASHIONABILITY, IDENTITY, VISUALS, EMOTION AND SCEPTICISM: UNDERSTANDING CONSUMER BEHAVIOR IN THE SECOND-HAND FASHION MARKET</i>
---	--

Marius Jackūnas

Name, surname, academic title, scientific degree of the supervisor

Vilnius, 2026

VILNIUS UNIVERSITY BUSINESS SCHOOL
DIGITAL MARKETING STUDY PROGRAMME

ELENA VALKŪNAITĖ

FASHIONABILITY, IDENTITY, VISUALS, EMOTION AND SCEPTICISM:
UNDERSTANDING CONSUMER BEHAVIOR IN THE SECOND-HAND FASHION MARKET

Supervisor – Marius Jackūnas

Master's thesis (project) was prepared in Vilnius, in 2026

Scope of Master's thesis (project) – 61 pages.

Number of tables used in the FMTP – 7 pcs. Number of figures used in the FMTP -13 pcs.

Number of bibliography and references – 173 pcs.

This master's thesis analyzes factors influencing consumer behavior in the second-hand fashion market. The research problem addresses the lack of understanding regarding how fashionability, identity, visuals, and scepticism shape sustainable consumption in a market which was historically stigmatized by hygiene and social status concerns. The objective is to determine the impact of fashionability, identity, visual communication, emotion, and skepticism on consumer behavior. To achieve this, the tasks included systematizing literature on consumer drivers, evaluating the impact of brand logos and sustainability information, examining social media influence, and identifying fashion preferences based on self-identified style.

A quantitative research method was employed, analyzing survey data from 389 respondents using the Theory of Planned Behavior and Stimulus-Organism-Response theory. The results reveal that verbal promotion positively impacts purchasing intentions for both classic and trendy styles, where visual promotion is effective primarily for trendy aesthetics. Hypothesis testing demonstrated that brand logos do not significantly drive mass-market decisions, but following "greenfluencers" and accessing factual environmental information significantly increase purchasing intentions. The study identified "misfit regret" as a significant barrier and confirmed that consumers are driven by economic, environmental, and uniqueness motives. Recommendations propose that businesses segment visual and verbal marketing strategies, curate inventory to reduce search effort, leverage influencers for community building, and utilize environmental metrics to enhance trust.

VILNIAUS UNIVERSITETO VERSLO MOKYKLA
SKAITMENINĖS RINKODAROS STUDIJŲ PROGRAMA

ELENA VALKŪNAITĖ

MADA, TAPATYBĖ, VAIZDAS, EMOCIJOS IR SKEPTICIZMAS: VARTOTOJŲ ELGSENOS
SUPRATIMAS ANTRINĖS MADOS RINKOJE

Darbo vadovas – Marius Jackūnas

Magistro darbas buvo parengtas Vilniuje, 2026 metais

Magistro darbo imtis (projektas) – 61 puslapis.

Lentelių skaičius – 7 vnt. Paveikslėlių/iliustracijų/diagramų skaičius - 13 vnt.

Šaltinių skaičius – 173 vnt.

Magistro baigiamajame darbe nagrinėjami vartotojų elgseną veikiančys veiksniai antrinės mados rinkoje. Tyrimo problema siejama su trūkstamu supratimu, kaip mada, tapatybė, vizualinė komunikacija ir skepticizmas veikia tvarią vartoseną rinkoje, kuri istoriškai susiduria su higienos ir socialinio statuso stigmomis. Darbo tikslas – nustatyti mados, tapatybės, vizualinės komunikacijos, emocijų ir skepticizmo poveikį vartotojų elgsenai antrinės mados rinkoje. Siekiant šio tikslo, iškelti uždaviniai: susisteminti literatūrą apie vartotojų motyvus, įvertinti prekių ženklų logotipų bei tvarumo informacijos įtaką, iširti socialinių tinklų ir vizualinės reklamos poveikį bei identifikuoti preferencijas pagal stilių.

Darbe atliktas kiekybinis tyrimas (anketinė apklausa, N=389), duomenys analizuoti taikant Planuotos Elgsenos (TPB) ir Stimulo-Organizmo-Reakcijos (SOR) teorijas. Tyrimo rezultatai atskleidė, kad žodinė reklama teigiamai veikia pirkimo ketinimus tiek klasikinio, tiek madingo stiliaus kategorijose, o vizualinė reklama efektyviausia madingiems stiliams. Nustatyta, kad prekių ženklų logotipai neturi reikšmingos įtakos masinio vartotojo sprendimams, tačiau „žaliųjų nuomonės formuotojų“ sekimas ir faktinė aplinkosauginė informacija didina ketinimą pirkti. Tyrimas parodė, kad „netinkamo pasirinkimo apgailestavimas“ yra esminis barjeras, o vartotojus motyvuoja ekonominiai, aplinkosauginiai ir unikalumo veiksniai. Verslui rekomenduojama diferencijuoti vizualinę ir žodinę komunikaciją, rūpintis asortimentu, pasitelkti nuomonės formuotojus bendruomenės kūrimui bei naudoti faktinius aplinkosauginius duomenis pasitikėjimui didinti.

TABLE OF CONTENTS

LIST OF TABLES.....	6
LIST OF FIGURES.....	6
LIST OF ABBREVIATIONS	6
INTRODUCTION	8
1. LITERATURE ANALYSIS.....	10
1.1. Second-hand fashion and its main consumption drivers.....	11
1.1.1. Economic Motives	13
1.1.2. Critical/Environmental Motives	14
1.1.3. Hedonic/Social Motives	15
1.1.4 Perceived Quality	16
1.2. Fashion-Driven Identity Narratives in Second-Hand Fashion.....	17
1.2.1. Second-Hand Fashionability	17
1.2.2. Style vs. Fashion.....	19
1.2.3. Vintage Fashion.....	20
1.2.4. Fashion Luxury	21
1.3. Visual aspects in the second-hand fashion communication	22
1.3.1. Social Media and Authenticity Aspect.....	22
1.3.2. Influencer Marketing.....	23
1.3.3. Second-Hand Fashion Imagery and Messaging	24
1.3.4. Brand logos in Second-hand Fashion.....	25
1.4. Consumer Emotions and Brand Image in Second-Hand Fashion	27
1.4.1. Nostalgia and Product History.....	28
1.4.2. Desire for Treasures and Uniqueness	29
1.4.3. Social Responsibility	30
1.5. Consumer Scepticism towards Second-Hand Fashion and Brand Trust.....	31
1.5.1. Trust in Quality	33
1.5.2. Greenwashing	34
1.5.3. Valuation Regret.....	35
1.6. Theoretical Background	36
1.6.1. Theory of Planned Behavior	37
1.6.2. Stimulus-Organism-Response theory.....	38
1.6.3. TPB incorporation in SOR.....	39
2. RESEARCH METHODOLOGY	40
2.1. Hypothesis Testing through SOR model and TPB	40
2.2. Research Design and Instrument.....	41
2.3. Sample Size.....	42

2.4. Survey Development	43
2.5. Data Sorting and Descriptive Analysis	44
2.5.1. Reliability Analysis.....	51
2.5.2. Hypothesis Testing	51
2.5.3 Multiple Linear Regression	51
2.5.4. One-Way ANOVA.....	52
2.5.5. Simple Linear Regression.....	53
2.5.6. Mediation.....	53
2.6. Interpretation of additional Research Findings	54
2.6.1. Environmental Aspects	55
2.6.2. Current and Intended Purchasing Behavior based on Income	55
2.6.3 Buying Frequency and Intention based on Platform Knowledge, Location, Age and Gender	56
2.6.4. The Main Reasons to Buy	58
2.6.5. The Impact of Perceived Behavioral Control.....	59
2.6.6. Self Identity towards Verbal and Visual Promotion	61
2.6.7. Style vs. Logo Comparison	64
2.6.8. Word Of Mouth (WOM).....	65
2.6.9. Use of Social Media and Trust in Green Claims	66
2.7. Consumer segmentation	67
CONCLUSIONS	69
THEORETICAL RECOMMENDATIONS	72
PRACTICAL RECOMMENDATIONS	73
BIBLIOGRAPHY AND A LIST OF REFERENCES	76
ANNEXES	87

LIST OF TABLES

Table 1.....	43
Table 2.....	51
Table 3.....	54
Table 4.....	56
Table 5.....	59
Table 6.....	62
Table 7.....	65

LIST OF FIGURES

Figure 1	11
Figure 2.....	37
Figure 3.....	46
Figure 4.....	46
Figure 5.....	47
Figure 6.....	48
Figure 7.....	49
Figure 8.....	50
Figure 9.....	52
Figure 10.....	57
Figure 11.....	60
Figure 12.....	61
Figure 13.....	64

LIST OF ABBREVIATIONS

A/B Testing: A method of comparing two versions of a webpage or app against each other

AI: Artificial Intelligence

AWS: Amazon Web Services

B2B: Business-to-Business

BI: Behavioral Intention (Theory of Planned Behavior construct)

C2C: Consumer-to-Consumer

CO₂: Carbon Dioxide

COVID-19: Coronavirus Disease 2019

DIY: Do It Yourself (Corrected from DYI in text)

EU: European Union

eWOM: Electronic Word-of-Mouth

fMRI: Functional Magnetic Resonance Imaging

FMT: Final Master's Thesis (Project)

NFC: Near Field Communication

PBC: Perceived Behavioral Control (Theory of Planned Behavior construct)

QA: Quality Assurance

RFID: Radio Frequency Identification

SEO: Search Engine Optimization

SN: Subjective Norm (Theory of Planned Behavior construct)

SOR: Stimulus-Organism-Response (Theory)

SPSS: Statistical Package for the Social Sciences (Version 31.0)

TPB: Theory of Planned Behavior

UGC: User Generated Content

UK: United Kingdom

US: United States

WOM: Word-of-Mouth

Y2K: Year 2000 (Fashion aesthetic from 2000)

INTRODUCTION

The fashion market, recognized as “one of the highest impact industries on the planet” (Pal & Gander, 2018) is projected to reach a valuation of \$920.91 billion by the end of 2025 (Statista Market Forecast, 2025). Despite fashion industry’s economic value, it accounts for 10% of global greenhouse gas emission and 20% of cumulative global water waste (European Parliament, 2020). On average, a European acquires 26kg of new clothes and discards approximately 11kg yearly, of which 87% will be landfilled (European Parliament, 2020) and only 1% will be actually recycled into new clothes. Since the 1970s, an increased quality of materials enabled an easier recycling and re-using, which potentially makes a significant positive environmental impact (Thomas & Thomas, 2003). However, many clothes are still discarded after just 7-10 uses and only around 25% are actually collected for recycling worldwide, though this number varies from country to country (Ellen MacArthur Foundation, 2017). In fact, 95% of discarded textile fibers could be recycled, reused or repaired (Henninger et al. (2019) as cited in Lu & Hamouda (2014). Every year fashion industry loses around 550 billion dollars due to insufficient recycling practices (Ellen MacArthur Foundation, 2017) and the second-hand fashion industry offers an alternative.

When considering second-hand fashion marketing strategies, many second-hand initiatives are linked to sustainability, positive environmental practices and actions against consumer scepticism (Wei et al., 2024). Proactive offering a brand’s own second-hand products can strengthen the connection with consumers (Turunen & Henninger, 2022), increase visibility and showcase social responsibility efforts (Wei et al., 2024). Retailers also create digital content to showcase second-hand fashion items and therefore increase reach and recognition (Turunen & Henninger, 2022). Influencers, or “Greenfluencers”, have become an essential part of this industry, utilizing engaging, creative and ecology-focused content (Kapoor et al., 2023). Consequently, this research examines various strategies specific to the second-hand fashion market, which will provide marketers with deeper insights into the consumer behavior aspects necessary for effective marketing.

The negative environmental impact of the fast-fashion market brings consumer scepticism towards various fashion business models (European Parliament, 2020). Although a significant amount of fashion purchases occurs online (Kullak et al., 2023) or is at least inspired by social media, a need for research in digital marketing field - specifically regarding social media in second-hand fashion market – still remains. While visual marketing is well established in traditional and luxury fashion, its application in second-hand is exceptionally under-researched. This research gap is critical, because second-hand fashion is still hindered by stigmas regarding hygiene, social status (Laitala & Klepp, 2018), and perception of being

old and unfashionable. This context provides marketers an opportunity to develop new solutions and strategies on shifting those beliefs.

The novelty of this research lies in the integration of Theory of Planned Behavior (TPB) into the Stimulus-Organism-Response (SOR) model to analyze the visual marketing, consumer's identity, environmental scepticism and the influence of these aspects towards the second-hand purchasing behavior. While previous studies have examined these aspects in traditional fashion in international markets, their application to second-hand fashion market, especially in Lithuania, is significantly under-researched.

The research object of this thesis is factors influencing consumer behavior in the second-hand fashion market.

The objective of this thesis is to determine the impact of fashionability, identity, visual communication, emotion, and scepticism on consumer behavior in the second-hand fashion market.

Based on the existing literature, research gaps and the quantitative data collection and analysis in this research, the following research tasks are determined:

1. To systematize the theoretical literature regarding fashionability, style, and consumer drivers in the second-hand market.
2. To evaluate the impact of brand logos, especially fast-fashion branding, on consumer purchasing decisions.
3. To determine the relationship between factual sustainability information and consumer trust.
4. To examine the influence of social media, influencers, visual and verbal marketing messages on consumer interest in second-hand fashion.
5. To identify consumers' second-hand purchasing preferences, based on self-identified style.

The study will be conducted by applying the Theory of Planned Behaviour (TPB) and Stimulus-Organism-Response method, in order to test what influences the consumer behavior in their own environment and what marketing messages and information can shape their willingness to buy second-hand fashion items. Theory of Planned Behavior is used by various scholars in second-hand fashion purchasing research. Hypotheses will be tested and study objectives described using a quantitative research - an online survey, conducted in Lithuania.

The survey results will be calculated using SPSS system, which will enable the hypothesis testing and further study of the results.

The value of this thesis lies in providing a better understanding of the possibilities on how second-hand fashion can be marketed in terms of fashionability, visual communication, emotional storytelling and trust. Finally, the study will describe the adaptability of the research findings for the further research and marketing strategy development.

Brief limitations of the study include lack of academic literature regarding the specific second-hand fashion marketing strategies, which restricted even more thorough analysis of the research findings. Additionally, the use of non-probability sampling lead to mainly female sample, which limits the generalization of the marketing methods, while men's behavior and preferences couldn't be examined extensively.

1. LITERATURE ANALYSIS

The literature analysis for this master thesis was conducted to explore current findings in second-hand fashion research, specifically focusing on visual and verbal marketing, consumer style, emotions and scepticism. The search for scientific articles was conducted primarily in databases subscribed to by Vilnius University, including Science Direct, Emerald Insight, EBSCO, as well as other databases, such as Google Scholar and ResearchGate.

The articles were selected based on the following criteria:

- Relevancy and applicability to the master thesis research object
- Scientific literature, excluding bachelor and master thesis to ensure high academic accuracy
- Relevancy of the information, focusing on year when the article is written
- Consideration of the article's citations

The primary keywords and phrases used for article search included, but are not limited to: "second-hand", "second-hand advertising", "second-hand marketing", "fashionability in second-hand", "second-hand visuals", "fashion visuals", "second-hand emotions", "greenwashing in second-hand", "greenwashing in fashion", "vinted", "second-hand luxury", "fashion minimalism", "Y2K", "second-hand in Lithuania", "TPB in second-hand", "SOR in second-hand".

As presented in Figure 1, the articles were screened by titles, where the inappropriate titles were filtered out. Then the articles with appropriate titles were screened by the article's summary, excluding the articles, irrelevant to the study. Finally, the articles with the relevant summaries were fully reviewer, in order to determine if they are suitable for the theoretical analysis of the master thesis. 75 scientific articles were selected and included in the final analysis.

Stages of selection of scientific articles

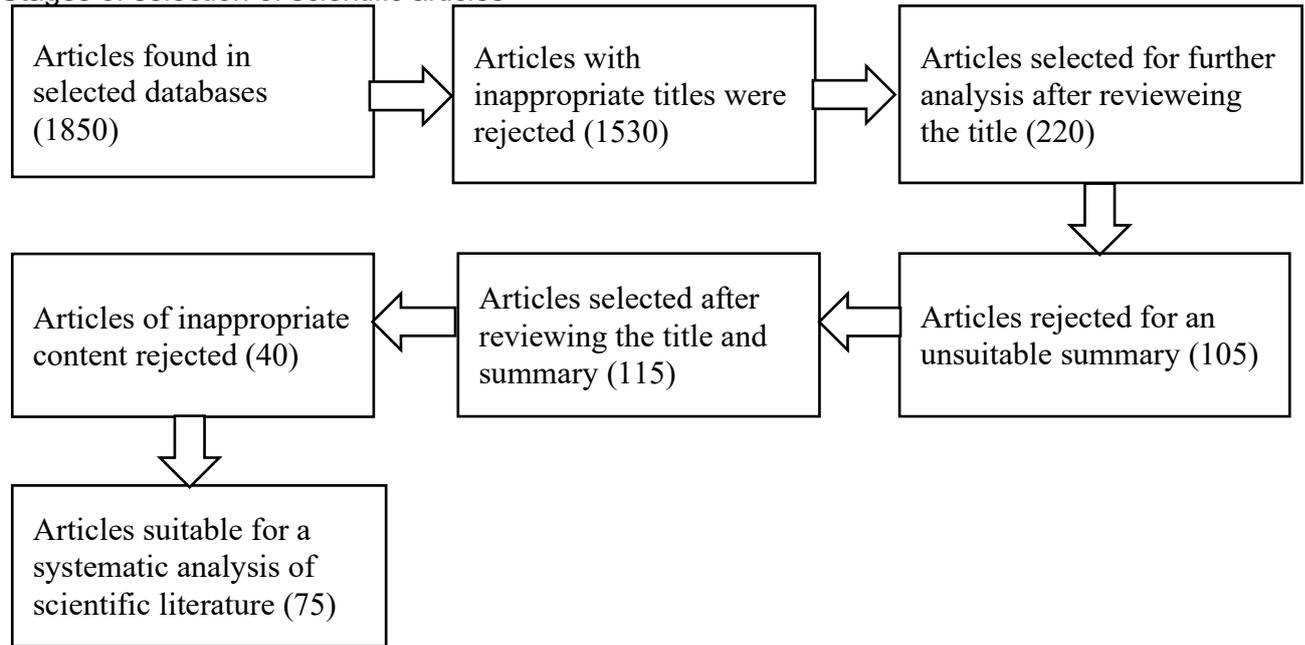


Figure 1

1.1. Second-hand fashion and its main consumption drivers

The demand for sustainable business practices in the fashion industry has increased over time, as consumers observe the negative impact of a broader fashion industry (Grappi et al., 2024; Murtas & Pedeliento). The COVID-19 pandemic left a significant positive mark on consumer attention towards the environmental protection too (Yang et al., 2024). Rather than focusing on the conditions of the fashion industry, Ertekin et al. (2020) interpret sustainability as a transformation of environmental and societal well-being, positioning second-hand fashion as a gateway to this 'new culture.' This aligns with Stern's (2011) observation that such sustainable choices are deeply rooted in ethicality, especially among younger consumers.

In 2023 second-hand fashion sales reached €26 billion, with 61% of European consumers purchasing second-hand items (Prisco et al., 2025). In Turkey alone, a 300% growth in second-hand fashion is estimated by the end of 2025, which equals to more than \$1,2 billion, driven mainly by sustainability values and beliefs of Generation Z (Göksel, 2021). This renewed popularity is evident even in markets, where consumers generally are hesitant to buy second-hand, such as China (Cervellon et al., 2012). The growth of second-hand fashion market naturally increases the economic welfare and interests in social policy, which can favour economic and social development, even if it doesn't increase manufacturing of new goods and instead competes with the unsustainable new clothing businesses (Thomas & Thomas, 2003). These facts, presented by various scholars, represent the significance of environmental concerns driving second-hand fashion market growth, which is forecasted to reach \$350 billion worldwide by 2028 (*ThredUp Resale Report*, 2024).

With the growing interest in sustainable and circular fashion, there has been a significant number of studies researching separate aspects of it. Several researchers note that, as a result of negative environmental impact of the fashion industry, fashion companies are already trying to develop more sustainable business models, such as selling their brand's used clothes on their own websites, as is now done by Levi's, Patagonia, Zalando, Marks & Spencer and this list constantly grows (Grappi et al., 2024). While brand knowledge in second-hand fashion remains under-researched, existing studies highlight it as a factor in purchasing second-hand (Baruönü, F. Ö. 2025), which motivates brands to open a new section in their websites for branded second-hand products (Grappi et al., 2024) to increase reach and visibility.

The demand for circular fashion allows for the creation and growth of second-hand fashion platforms like Vinted, Depop, FreeUp, which are named as good second-hand fashion retail examples in a significant number of articles (Ek Styvén & Mariani, 2020). In 2024, Vinted reached €65 million profit (Rekvizitai.Lt, 2025), and the largest US B2B second-hand retailer, ThreadUp, forecasts the US consumers spending 40% of their holiday budget on second-hand in 2025, both of which are examples of a large and growing global second-hand fashion demand. Despite the example of some successful businesses, second-hand fashion market is still considered niche, mostly present in a form of flea-markets, online marketplaces, while most of second-hand businesses struggle with profitability due to a large amount of required manual labour (Hultberg, 2025). Additionally, scholars argue, that maintenance of the second-hand business require more flexibility and knowledge, compared to other retail businesses (Hedegård, 2023). The small second-hand fashion businesses add value to the circular economy, however in order for them to really make an environmental and system change and challenge the industry, they must grow (Ferasso et al., 2020).

Apart from the specific platforms, Polisetty et al. (2025) highlight the importance of social media, especially Instagram. Instagram is not only a thrift-shopping source but also a platform to validate the shopping choices of consumers - specifically Generation Z - which is a great marketing option based on Theory of Planned Behavior (Ajzen, 1991) – the consumers can not only buy the products, but also get influenced by the social norms of the platform's community.

When it comes to traditional fashion industry drivers, they are typically “price, trends, and consumer preferences” (Abdelmeguid et al., 2024). However, in sustainable or second-hand fashion, Abdelmeguid et al. (2024), together with other scholars (Ek Styvén & Mariani, 2020; Prisco et al., 2025), highlight sustainability as being motivated by negative environmental metrics and rejection of overconsumption. The sustainability claims of the fashion brands and consumer attitudes towards purchasing decisions are discussed in various

literature, including the impact of consumer's cultural background and environmental concerns (Lee et al., 2023).

In addition to sustainability, Frahm et al. (2025) mention eight other main drivers for second-hand consumption: social interaction, treasure hunting, uniqueness, product quality and aesthetics, nostalgia, distancing from consumerism and the economy driver. While none of these drivers are newly researched, other researchers tend to explore them in isolation, whereas Frahm et al. (2025) examined them collectively. All eight drivers are components of three frequently mentioned reasons for buying second-hand fashion items – economic, critical, hedonic/recreational - and various combinations of it (Baruönü, 2025; Ek Styvén & Mariani, 2020; Prisco et al., 2025; Silva et al., 2021). Ferraro et al. (2016) also added a fourth aspect – fashionability - and highlighted three second-hand purchaser profiles based on psychographic characteristics: Fashionable Hedonists, Infrequent Fashionistas and Treasure Hunting Influencers. The reason for this profiling is that it can more easily determine how second-hand fashion retailers can focus their efforts to maximize visibility (Ferraro et al., 2016). All the mentioned profiles can be influenced by primary second hand reasons, including the economic reason, although the economic driver is still occasionally seen with negativity.

1.1.1. Economic Motives

The economic factor, as discussed by Prisco et al. (2025) and other scholars, is related to bargain hunting and desire for more affordable clothing - oftentimes involving high-quality luxury items on a reduced price. However, some scholars observe that this motivation is sometimes accompanied by a desire to purchase a larger quantity for a lower price (Dekhili et al., 2025; Parguel et al., 2017), a trend that contradicts pro-environmental beliefs. Current literature isn't entirely united on the significance of economic motivation; while some studies exclude it as the main driver (Murtas & Pedeliento, 2025; Padmavathy et al., 2019), others highlight that hedonic and critical motivations are actually the strongest (Borusiak et al., 2020; Gullstrand Edbring et al., 2016).

Additionally, there are increasingly successful business examples that are attractive not only for their sustainable business practices but primarily for economic benefits. Companies such as "Rent the Runway" and "Borrowing Magnolia" benefit from the consumers whose main motivation is economic, as these businesses sell premium used clothes for up to 90% off the retail price or offer wedding gowns from former brides – providing a much cheaper alternative to new bridal wear and accessories (Ferraro et al., 2016). It is worth noting that, historically, the second-hand market was labelled as "low class" due to its association with lower income purchasers. However this perception has faded over time, and buying second-hand is now widely considered popular and fashionable (Baruönü, 2025).

Like many market segments, the second-hand fashion market is not an exception for price increases caused by political and economic uncertainties. Consumers, especially those seeking a better product for a lower price, tend to notice such changes quickly (Abdelmeguid et al., 2024). For instance, due to the impact of Brexit, some consumers claim that price hikes have made second-hand fashion a “privilege of the rich” (X. Fu et al., 2025). Nevertheless, within the global landscape, second-hand fashion - especially second-hand luxury – continues to be consumed largely due to its affordability (Ki et al., 2024), though environmental motives are reaching a similar level of importance. In response to this, Hedegård (2024) suggests that marketers should embrace the low-cost factor of the second-hand fashion and emphasize it in the marketing campaigns too. This approach can demonstrate to potential consumers that second-hand consumption can provide the desired aesthetics for a lower price compared to new fashion, as well as add to the environmental benefit.

1.1.2. Critical/Environmental Motives

Critical motives are tied to environmental concerns, mindfulness regarding natural resources, a product lifecycle, and participation in the circular economy. These motivations also include sustainability of garments and a decreased willingness to participate in overconsumption and the mainstream fashion market (Baruönü, 2025). Silva et al. (2021) concluded that the more a person is involved in second-hand fashion, the greater the impact sustainability has on their purchasing decisions.

Yang et al. (2024), who studied the impact of consumer’s environmental values, beliefs and norms towards second-hand fashion choices, highlight two important pro-environmental values that affect consumer subjective perception: biospheric and altruistic. Biospheric value is an understanding of a human being a part of the ecosystem, and altruistic value involves being aware of the impact of planet’s pollution and focusing on environmental issues (Yang et al., 2024). Both values can influence each other. In their paper, J. Yang et al. (2024) also mention that raising awareness about environmental harm can lead consumers to evaluate their own environmental impact and adopt pro-environmental choices. They imply that if marketers are mindful of these motivations, they can make consumers more aware of the actual value of second-hand fashion and even increase their readiness to pay more for second-hand clothes as a sustainable choice.

The consumers who are primarily focused on sustainability aspects while buying second-hand can be reached by the second-hand retailer through information about the store’s positive environmental impact. This can be achieved specifically by staff members talking about store’s social responsibility (Hedegård, 2024), as well as providing visual

information about environmental impact and store's gratitude towards consumers for shopping second-hand (Hedegård, 2024).

Existing literature also highlights the importance of company's visual storytelling in sustainable fashion and innovation, mission and emotional connection with the consumer, which leads consumers to more sustainable fashion choices and gets them inspired to make environmentally-friendly purchasing decisions (Abdelmeguid et al., 2024).

Oftentimes sustainable fashion is perceived as ethical and environmentally friendly; a sustainable item is seen as having no or lesser impact on the environment. This information reaches consumers through effective communication from the brand or retailer (Aakko & Niinimäki, 2022). However, there is very limited amount of research regarding environmental scepticism towards second-hand fashion, which is required for a more holistic overview of the matter.

1.1.3. Hedonic/Social Motives

Hedonic and recreational factors are linked to nostalgia, vintage, and joy of finding unique or even collectable fashion pieces (Prisco et al., 2025), as well as a sense of community and socializing (Baruönü, 2025; Ferraro et al., 2016). Consumers who are driven by hedonic motivation prefer stores to have a careful selection of items, rather than widely seen random assortments (Prisco et al., 2025). As per Fritz et al. (2017), branded and trendy items might not be of interest to such consumers since they are easily available in the market, produced in large quantities and lack authenticity. However, S. Gupta et al. (2019) argue that consumers with hedonic values actually tend to focus on fashion trends and buy more for a lower price, which brings them excitement and joy.

When it comes to social interactions, scholars note that thrift store communities give Generation Z respondents a sense of belonging and shared values - especially online, through social media and C2C second-hand fashion platforms. This is important for their social identity and how others perceive their lifestyle choices (Polisetty et al. (2025; S. Gupta et al., 2019; Baruönü, 2025; Ek Styvén & Mariani, 2020). Murtas & Pedeliento (2025) apply the same logic to a wider audience, noting that society's increased attention to environmental concerns leads individuals to buy second-hand and share these choices within their social circles. However, the topic of sustainability still brings uncertainty to many, and therefore interpersonal relationships play a major role in motivating the pro-environmental attitudes (TableDebates, 2009).

As per DeLong et al. (2005), who analyzed the behaviour of vintage fashion market and its experienced buyers, the sense of community is being created even by the shop's often

museum-like interiors and touchable fashion items. Kullak et al. (2023) discuss both online and physical fashion stores and conclude that physical stores are a great venue for social interactions and bonding with local community. While a high amount of social interaction is perceived positively (Kullak et al., 2023), it can sometimes lead to negative shopping experiences, such as poor customer service (Wei et al., 2024). Consequently, Wei et al., (2024) suggest an “*Offline Store Shopping Guide Service*” as a strategy intended for maintaining a high quality shopping experience. This is significant because a key motivation for shopping offline is the experience and positive distraction from the daily routines (Kullak et al., 2023), and is more desired for some consumers, who prefer to touch the items due to unknown quality of a second-hand piece. Hedegård (2024) agrees with the idea of a customized shopping service and staff engagement, additionally offering theme days, movie nights, and exhibitions for consumer engagement, inspiration, and sense of community.

1.1.4 Perceived Quality

Even with the second-hand fashion becoming increasingly fashionable, there is still some disagreement in the literature regarding perceived quality of second-hand fashion items. Some scholars state that second-hand clothes are often being seen as of inferior quality (Abdelmeguid et al., 2024; Murtas & Pedeliento, 2025), while others argue that the perceived quality of pre-owned items can sometimes be even better quality of new products (Baruönü, 2025). Clausen et al. (2010), in their research on eBay used goods, highlighted that respondents were not only interested in environmental aspects but also preferred a high quality older goods over lower-quality new products. In this context, the quality of used items was associated with hand-crafted production as opposed to modern mass production (Clausen et al., 2010; Frahm et al., 2025).

However, in the second-hand market, just as with new goods, price significantly influences the perception of quality; higher-priced goods are often perceived as luxurious, while lower prices might suggest an inferior quality (Abdelmeguid et al., 2024). Additionally, the country of origin can play an important role in perceived quality. Some consumers prefer second-hand products coming from Western countries, as the perceived quality is thought to be better there, compared to new items produced in their own country (Baruönü, 2025). To address these perceptions, Wei et al., (2024) suggest a “Product Quality Strategy” to enhance of brand image, build trust, and improve the overall visibility of the second-hand fashion market.

1.2. Fashion-Driven Identity Narratives in Second-Hand Fashion

“While some consider clothes as a basic need, others consider them a powerful form of self-expression” (Silva et al., 2021, p.4) and “a dynamic force that shapes cultures and societies and drives economic growth worldwide” (Abdelmeguid et al., 2024). During the emerging environmental crisis, eco-friendly behaviour is adopted not only by particularly environmentally conscious individuals but also by fashion-savvy consumers who expect fashion companies to participate in sustainability initiatives. This expectation for sustainability leads the consumer during the pre-purchasing phase (Cervellon & Vigreux, 2018), while they explore alternative fashion purchasing solutions.

The existing literature suggests that these solutions are tied to how the individual wants to be perceived by others. As noted by Ferraro et al. (2016), second-hand shopping is considered a part of modern consumer’s identity and can be driven by different motivations, such as desire for individuality or uniqueness (Baruönü, 2025). In this section the aspects of second-hand fashionability and style will be discussed in more detail, as well as vintage second-hand fashion and luxury goods.

By analyzing these different aspects it is possible to see how personal style (Gupta et al., 2019) and specific lifestyle and aesthetic choices, like minimalism (Polisetty et al., 2025) can change second-hand fashion from “low-class” to a popular fashion choice.

1.2.1. Second-Hand Fashionability

From the traditional two to four seasons, brands and retailers now introduce micro-season almost every week. This puts extreme pressure to society, where wearing the same item two days in a row is considered a poor fashion choice (Harris et al., 2016). This fashion evolution is designed to change rapidly, promoting a culture where clothes are bought and discarded easily (Musova et al., 2021). There is currently limited amount of research regarding how consumers follow current trends through second-hand fashion items, as literature often only briefly mentions that second-hand is becoming popular among fashionable consumers.

Tuttle (2014) notes that following the unsustainable fashion economy, a new trend in the second-hand fashion market is fashionability, rather than focusing solely on vintage, which is the more common perspective. As Tuttle (2014) points out, modern thrift stores are now searching for newer clothes and are much more selective than before, when the Salvation Army and Goodwill were the most popular and almost only choices. According to a study of Ferraro et al. (2016), 83% of second-hand fashion shoppers are motivated mainly by fashionability, and for the modern consumer, such shopping is considered a part of their identity. However, I. Kim et al. (2021) mention that aesthetics can be perceived as a risks in buying used clothes, as these items may simply no longer be fashionable.

Y2K fashion follows exactly what I. Kim et al. (2021) identify as a risk – old trends from the 90s and early 2000s becoming the new aesthetics (X. Yang, 2023). Y2K style regained popularity again during the unsettling times, such as COVID-19 pandemic and economic recession, when people began looking for a “future utopia” again. With marketing incentives, such as the Dior men 2019 fashion collection and Japanese artist Hajime Sorayama’s robot woman, Y2K returned to mainstream fashion (X. Yang, 2023). While Y2K is an aesthetic adapted from the past, it promotes decluttering and buying fewer new clothes, since these items are currently widely available. Although Y2K is the complete opposite of minimalism due to its shiny appearance, its underlying decluttering principle is very similar.

As consumers are looking for more meaningful ways of consumption, minimalism has emerged as a focus on sustainability, intentional living, and decluttering as a form of self-expression (Hüttel et al., 2020), especially by Generation Z (Polisetty et al., 2025). A carefully selected capsule wardrobe, utilizing unique second-hand quality and luxury items, would be an accurate representation on what sustainable minimalistic fashion looks like (Polisetty et al., 2025). Research by Polisetty et al., (2025) shows that minimalists have a greater need of self-expression and prefer unique, meaningful, and timeless clothes over fast-fashion pieces – prioritizing quality over quantity and “less is more” mindset. Second-hand fashion not only aligns well with their values but also motivates them due to its affordability, encouraging a careful consideration of new purchases and, therefore, environmentally friendly behaviour (Hüttel et al., 2020; Polisetty et al., 2025). According to this study, minimalists are heavily influenced by online communities and social networks where minimalistic behaviour is discussed and promoted. Respondents in the Polisetty et al. (2025) study confirm that engagement with Instagram thrift stores and similar communities provides consumers with a sense of belonging to a specific group.

Similar to Polisetty et al. (2025), Pangarkar et al. (2021) explore the habits of inconspicuous minimalists who are not necessarily focused on second-hand fashion alone, but are driven by ecology and reduced consumerism while searching for unique, high-quality, and sometimes luxury fashion pieces. Minimalism is often about the reduction of consumption, but it is also viewed as a specific aesthetic and lifestyle (Polisetty et al., 2025). As per the study by Zahid et al. (2023), the ego and the need for self-expression among Generation Z consumers significantly impact their willingness to choose minimalistic fashion.

The promotion of various fashion styles, such as minimalism, timeless wardrobe selections and overall fashionability in second-hand fashion market are currently overshadowed by vintage and uniqueness, which are more applicable to the consumers who are interested into niche styles. In order to broaden the consumer circle and overcome the stigmatization of this market, a wider research into various styles and consumer’s perception of those in second-hand fashion field is necessary. Therefore this thesis hypothesizes:

H1a: Second-hand retailers' verbal promotion of classic styles positively impacts consumer intention to purchase second-hand fashion items.

H1b: Second-hand retailers' verbal promotion of trendy styles positively impacts consumer intention to purchase second-hand fashion items.

H1c: Second-hand retailers' visual promotion of capsule wardrobe and classic styles positively impacts consumer intention to purchase second-hand fashion items.

H1d: Second-hand retailers' visual promotion of trendy and street style clothes positively impacts consumer intention to purchase second-hand fashion items.

1.2.2. Style vs. Fashion

Apart from specific fashion styles, scholars identify a demand for pieces that make consumer feel distinctive from others – allowing them to find one-of-a-kind pieces, express individuality and interest in fashion (Baruönü, 2025; Steward, 2020), while person's style defines their clothing selections (Chakraborty et al., 2020). Such distinction often provides the consumer with a sense of status and uniqueness (Steward, 2020). Gupta et al. (2019) developed a study investigating the promotion of a style orientation, which is essential determining the difference between style and fashion and how both influence the decision to participate in second-hand consumption. As per their study, style orientation reflects “people's long-term identities [...] and is not about responding to the latest trends” (Gupta et al., 2019, p. 189), as opposed to fashionability, which is focused on current trends. The study shows, that style-oriented individuals are more interested in sustainable fashion, because they have a personal connection with their clothes and are willing to keep it wearable for as long as possible (Gupta et al., 2019), while fashion-oriented individuals will buy more, in order to stay trendy in a fast-moving fashion trends and have new experiences (Harris et al., 2016).

Interestingly, Gupta et al. (2019) mention that young consumers, who are still discovering their identity, tend to buy more and care less about the sustainability. This particularly contradicts the findings of Prisco et al. (2025), who state that Generation Z individuals are particularly interested in the environmental impact of the fast-fashion industry and act accordingly. While Gupta et al. (2019) highlight that style-oriented individuals prefer second-hand stores, it is notable that 83% of respondents in the study by Ferraro et al. (2016) claim that their primary motivation for shopping second-hand is fashionability. Furthermore, the study of Polisetty et al. (2025) showed that value and style found through thrift stores are important aspects for Generation Z; consequently, more than half of the respondents in their research were purchasing luxury fashion goods particularly through online thrift stores.

While these style-oriented consumers look for their fashion identity through their clothing, the research of Cervellon et al. (2012) suggests that this drives their individuality and a desire to find unique pieces, as well as vintage fashion pieces.

1.2.3. Vintage Fashion

The desire for uniqueness and style, which as well complements the current trends, is evident in vintage fashion market. Cervellon et al. (2012), among other researchers, explore the trend of vintage fashion, which drives consumers to buy used fashion pieces due to nostalgia and already mentioned desire for uniqueness. In their research, the authors distinguish second-hand fashion from vintage by explaining the distinction through different drivers: second-hand is often driven by frugality, while vintage - by individuality (Cervellon et al., 2012). Vintage pieces, typically produced between 1920s and the 1980s, are often more expensive due to their age and rarity (Cervellon et al., 2012) especially if the item is unworn or has a designer label (Cornett, 2010 as cited in Ferraro et al., 2016).

Vintage is experiencing significant market growth, with specialized shops and various thrift stores introducing specific vintage categories (ThredUp, 2024). As per the study of (Polisetty et al., 2025), 29% of second-hand fashion buyers are driven by nostalgia, while only a small amount of consumers choose thrift stores for their regular clothes. With this logic as a marketing strategy, second-hand fashion shops transform into "vintage markets" (X. Fu et al., 2025). Such naming is present even in charity shops, where vintage amuses and motivates their consumers to buy and even brings more volunteers for charity and fashion reasons (X. Fu et al. (2025). Additionally, the increased amount of vintage shops enables the choice of various styles, such as combined vintage, which incorporates retro wardrobe into the modern fashion, or trash vintage with mismatched, often too big vintage clothes (Ugrekheldze, 2024). Not only trash vintage, but overall vintage fashion can be seen as a boycott against fast-fashion, while it presents exclusivity and meaningful self-expression (Ugrekheldze, 2024).

The uniqueness of vintage requires the tailoring of marketing communication strategies (Phau et al., 2025). Phau et al. (2025) here highlight careful curation of the pieces, highlighting exclusivity, and implementing membership and loyalty programs, as well as providing a personalized experience to make consumer feel special, taken care of, like they are shopping for unique luxury pieces. Other strategies discussed in various articles include community building (Baruönü, 2025), creating online auctions, highlighting sustainability (Phau et al., 2025) and separating the clothing collections through styles, eras, brands and enabling an optimal digital search.

1.2.4. Fashion Luxury

The consumption of luxury items, often including vintage designer pieces, is a research focus of numerous scholars (Murtas & Pedeliento, 2025; Varshney et al., 2024), due to its affordability and the consumer's need for status. Varshney et al. (2024) calls luxury brand's connection with the consumer as (high) "aspirational value", which is related to the brand's unique, high-priced, and high-quality pieces with rich stories and old legacies, such as Chanel. While consumers are moving towards more sustainable fashion choices, luxury brands are no exception (Turunen & Henninger, 2022); however, not all the luxury brands are willing to move towards the same goal (Diderich & Theodosi, 2021).

Some brands, like Oscar de la Renta or Burberry, allow their items to be sold on second-hand fashion platforms or even in their own websites (Varshney et al., 2024), which increases brand's visibility and reach. However, others are more concerned that selling pre-owned items could threaten their exclusivity and reputation, as it would make products affordable to a wider audience. Additionally, the implementation of circular model can be too expensive (Diderich & Theodosi, 2021). There is a currently limited research on message appeals specifically for second-hand luxury (Nguyen & Nguyen, 2025); however it is known that hedonic and utilitarian message appeals work well for new luxury goods, which are consumed mainly due to their quality and exclusivity (Amatulli et al., 2020).

The willingness to appear as belonging to a higher social status is represented by the currently trendy "Old Money" aesthetics. This style focuses on classical timeless materials and represents an exclusive "generational wealth" status, making it perfect for a second-hand target audience (The Peacock Consignment Boutique, 2025). These are the clothes which were fashionable a century ago and remain fashionable today (Berlinger, 2025), indirectly promote anti-consumerism by their versatile clothing selection. Second-hand luxury is a more affordable alternative to new items and can allow for achieving the same status as newly bought luxury. However, the strategies for presenting second-hand luxury remain to be explored further (Murtas & Pedeliento, 2025). In this context, fashion blogging is emerging as a returning marketing strategy (Vogue Australia, 2023), helping consumers with styling, selecting quality pieces, and recognizing counterfeit products.

The look of the physical store is at great importance as well, while some consumers suggest that the in-store experience can be unpleasant (Silva, S. C. et al. (2021). Conversely, other express the preference of clean, spacious store design and exclusive placement of items (Das et al., 2025; Bagozzi et al., 2025). Currently, the main attention in second-hand fashion marketing is given to the physical store design due to the slower development of online second-hand market compared to traditional fashion. However, with the increasing demand for an online presence, that attention is to be shifted to the online retail (Zechiel et al., 2026).

1.3. Visual aspects in the second-hand fashion communication

Visual aspects in the traditional fashion play a crucial role in advertising, however visual aspects particularly in second-hand fashion market are under-researched, as most scholars only mention them rather than researching them as a primary communication tool (Hiller Connell, 2010). Effective visual communication serves in the consumer decision making process, where visual cues bring more certainty about the product (Yao & Bao, 2024). An image alone is no longer enough, as consumers value authenticity; consequently, a social media post featuring an authentic opinion is more valued than just a plain image (Calaza et al., 2023). Therefore social media influencers and their authentic content have become an undeniable part of fashion industry (Murtas & Pedeliento, 2025).

According to the scholars, there are also unmotivating factors towards the second-hand fashion, linked to visual communication: second-hand store's visual appearance, which can make the shopping experience tiresome (Connell & Connell, 2010), and a lack of second-hand product information in any format (Laitala & Klepp, 2018). However there is a number of effective visual communication methods used in the overall market, which will be discussed in the following chapters and tested in the research part. One of which is a Social Media marketing.

1.3.1. Social Media and Authenticity Aspect

In the era of social media, user-generated inspirational content shapes consumer purchasing habits and plays a major role in influencing second-hand fashion consumption (Calaza et al., 2022). One of social media trends, which emerged in 2016 and became extremely popular during COVID-19 pandemic, is live streaming (Chen, 2021), which helps building customer relationships, as it fosters engagement and trust (K. H. Kim & Kim, 2020). J. Kim et al. (2020) also confirm, that social capital in video content influences consumer purchasing intentions and adds to hedonic consumer values, which are vital in second-hand fashion (Prisco et al., 2025). Finally, consumers who value authenticity in their style can be engaged with the creativity workshops and DIY courses, which help to stimulate individual creativity (Hedegård, 2024).

Yao & Bao (2022) confirm that more verbal and visual product information helps sellers to promote products in various platforms, not only social media, though the effect is moderated by product condition; specifically, more visual cues bring more certainty to the purchasing decision. This opens a discussion about what imagery is needed for selling second-hand items - more images might show more defects of a used good, while less images can draw the consumers against buying second-hand for lack of information (Yao & Bao, 2022). However the

consumers aim for authentic and transparent businesses and ways of buying, therefore authenticity plays an important role in fashion marketing, leading to a significant amount of studies researching content creators' impact in consumer behavior (Choi, A., 2020; Yoo, J. J. 2023; Kapoor, P. S. et al. 2022). The use of Sustainable Fashion Influencers can help in establishing consumer's trust, as they are seen as more authentic than the ones, who promote new clothing purchases (Sekar, 2025). This desire for authenticity is researched and confirmed in Choi (2020) study, where consumers are inspired by self-modelling influencers, as it encourages them to create their own personal styles. Since second-hand fashion is often about expressing personal style (Gupta, S. et al., 2019), these self-styling influencers can significantly impact consumer's willingness to buy.

When it comes to the content differences between bigger businesses and decentralized second-hand fashion platforms, e.g. local thrift-shops, these decentralized platforms were using more community-based content, while physical stores were using more information-based content (Turunen & Gossen, 2024). In the research some companies also used content with information about environmental impact of second-hand fashion, however the information was more general and not focused on a specific shop's environmental impact (Turunen & Gossen, 2024), therefore the usage of factual information has a room for additional research.

Nevertheless, a study of 1,000 respondents in the US showed, that 41% of consumers do not trust the information on social media (Rand, 2025). While this number of sceptical social media consumers varies from source to source, it generally remains high (Kemp, 2019). Conversely, other research shows, that 45% of social media users still use it several times a day, meaning that brand's visibility - even if not always trusted - stays high (Rand, 2025). Therefore, fashion companies must adjust and gain consumer trust by proving their authenticity and human focus (Calaza et al., 2022), as well as utilize more spontaneous user-generated content (Kothari et al., 2025), which can be achieved with the help of the influencers, who are becoming the voice of many second-hand fashion retailers, particularly luxury sector (Kapoor et al., 2023).

1.3.2. Influencer Marketing

As per research by Murtas & Pedeliento (2025), social media influencers represent a key marketing tool when there is a precise alignment between the influencer and the target demographic. This aligns with findings that identify influencers and their authentic content as an undeniable part of the fashion industry Murtas & Pedeliento (2025). The global Influencer marketing size value in 2025 is \$23,59bn and is projected to more than triple by 2032 (Fortune Business Insights, 2025), as Influencers are seen as major players in consumer decision-

making (Sekar, 2025). Influencers, also known as “greenfluencers” (influencers promoting sustainable products and business practices), are oftentimes seen as reliable and trusted recommenders.

Casaló et al. (2020) highlight 2 important characteristics of influencer’s success - authenticity and uniqueness - noting that less attention is paid to high-end content quality and quantity. From the company’s perspective, when working with influencers, it is crucial to provide creative freedom and ensure a good match between the company’s and influencer’s values. This results in an authentic and organic collaboration, rather than a relationship based solely on compensation (Casaló et al., 2020). Microinfluencers, even with minimal reach, are perceived as more authentic, persuasive and connected to the audience (Park et al., 2020). However sustainability messages and opinions in luxury fashion, coming from mega-influencers, are seen as more impactful in consumers’ willingness to buy, than coming from the smaller ones, since mega-influencers oftentimes dictate fashion (Nguyen & Nguyen, 2025). Nguyen & Nguyen (2025) explain this by the negative impact, which would be done to the influencer, if they expressed the opinion they do not believe and cannot sell in a way, that consumers would believe and follow. The authors also see the impact of mega-influencers positive, because they might be able to break the negative stereotypes of second-hand fashion consumption and promote the environmental impact (Murtas & Pedeliento, 2025; Nguyen & Nguyen, 2025).

Influencer appearances can impact brand’s or retailer’s visibility through offline and online fashion events and sponsored posts, as well as creating an influencer community in order to generate likes and followers (Quelhas-Brito et al., 2020). A UK-based second-hand fashion platform Depop uses influencers for style inspirations, sustainability promotion, simplicity and transparency (Page & Hur, 2023). This is measured as effective due to the positive follower response, engagement in sustainable behavior and engagement in community and trust building (Page & Hur, 2023), where community is evidently one of the strongest second-hand fashion drivers (Baruönü, 2025).

1.3.3. Second-Hand Fashion Imagery and Messaging

Most of the sustainable fashion images are taken indoors, which can be explained by the fact, that Instagram is becoming a platform for the users to sell while staying at home, which became a habit during and after the restriction of COVID-19 pandemic (Skinner et al., 2023). Turunen & Henninger (2022) divided social media posts into 4 categories, according to their message and aim: “call-to-action content”, “informative content”, “inspirational engagement & community building content”, and “awareness-rising content”. As per their research, inspirational content was the least found, but exactly this content brings most reach

to the sellers. Buyers tagging the sellers creates a sense of community, where users can engage with each other, with the brand, as well as participate in activities, such as various lotteries (Turunen & Gossen, 2024). Social media marketing messages like “buy now” and limited time of the story visibility create the sense of urgency (Turunen & Henninger, 2022). In the researched literature Turunen & Gossen (2024) also highlight the importance of sustainability messages in the content, e.g. showing Instagram videos with tips for long-lasting clothing selection and timeless styling.

H2: Consumers, who follow influencers promoting sustainable and/or second-hand fashion have a higher intention to purchase second-hand fashion items.

For effective targeting of the audience, it is worth noting 2 different sustainable fashion consumer mindset types, noted by Bai et al. (2024) – consumers with Public Self-Awareness and consumers with Private Self-Awareness. The consumer with Public Self-Awareness care more interested in ads with styling options and generally care more about how they look (Bai et al., 2024), so selling the whole style can be not only cost- and time-effective, but also attractive to this type of consumers (Turunen & Gossen, 2024). Private-Self-Awareness calls more for durability and clear product advantages (Bai et al., 2024), where sustainability and product functionality messaging is crucial for an effective marketing strategy (Turunen & Gossen, 2024). Both consumer types are based on the needs, which are applicable for second-hand fashion, mentioned before – hedonic (style) and utilitarian (quality) (Baruönü, 2025; Ek Styvén & Mariani, 2020; Prisco et al., 2025; Silva et al., 2021). The same product can oftentimes be presented to both types and needs, however the presentation of it should be tailored differently (Bai et al., 2024). The consumer with Public Self-Awareness/hedonic needs will positively respond to emotional marketing, such as highlighting style, elegance, pleasure, and Private-Self-Awareness/utilitarian needs will call for craftsmanship and quality (Amatulli et al., 2020). As in traditional fashion, second-hand fashion consumers positively react to styling tips - visuals with unusual styling combinations and innovative products can be an inspiring marketing strategy specifically for more creative consumers (Hedegård, 2024).

1.3.4. Brand logos in Second-hand Fashion

Brand knowledge isn't a widely researched topic in the second-hand fashion field, however one of the few is a study by Baruönü (2025), who researches exactly that. In their article they make an assumption that since the brand knowledge and relationship influence the purchasing intentions in traditional fashion, it should be critical in the second-hand fashion too (Baruönü, 2025). The study reveals that brand's verbal and visual communication of its values can make a positive impact in the purchasing decision, especially for the less-known brands. Brand can also represent certain trust and quality (Silva et al., 2021), which can bring

more confidence in consumer's purchasing decisions (Ozdamar Ertekin et al., 2020). Baruönü (2025) note the importance of the sellers and their image/style, to which the consumer might be willing to identify with. In addition to that, brand can also be a factor for validating the purchasing decision, since in some cases of rare items it can even bring a higher value in the future (Silva et al., 2021). As per Park et al. (2020) study results, brand plays an important role in the purchasing intention in the thrift stores, since finding certain well-known brands can be seen as a motivation to buy in a thrift store. However the reputation of the second-hand fashion retailer is at the same importance (Grappi et al., 2024). Brand's sustainability efforts directly correlate to brand trust and therefore purchasing intention (Neumann et al., 2021). Brand's emotional marketing also positively contributes to brand value and competitiveness (Hutchins & Rodriguez, 2018).

Brand logos is one of the visual communication aspects, directly connected to mass- and high-end new and circular fashion, often serving as a sign of quality and authenticity (Xiao et al., 2025). Xiao et al. (2025) looks at the brand from the perspective of innovation and note that the stability and lack of innovation on a brand's logo perspective is seen rather positively by the consumers. The stability of nostalgic brands' logos brings consumer's stability in unstable times, as well as positions the brand as stable, as opposed to changing brand logo, representing brand's inconsistency (Xiao et al., 2025).

In the last 15 years utilization of clothes has decreased by around 36% and quality is remaining as one of the most important purchasing decision making aspects (Aakko & Niinimäki, 2022). Brand logo is a representation of brand values and perceived quality and its change can correlate with its quality changes, specifically decreased quality, too (Turunen & Gossen, 2024; Xiao et al., 2025).

Baxter & Ilicic (2018) research logos from a different – storytelling aspect. Human brain can create the movement off the static images, which encourages brands to have active dynamic logos for the consumers to read the brand's story (Baxter & Ilicic, 2018). A colour of the logo matters too, as consumers positively respond to green logos, based on research by Lee et al. (2020). The storytelling, shape and colour help brands connect with the consumer through a logo and often influences the purchasing decision (Liang et al., 2024).

When it comes to the perception between fast-fashion and luxury logos in the Instagram content, there are significant differences between what fast-fashion and luxury brand consumers want. In the traditional new fashion, highlighting luxury brand logos and showing images with brand logos and names lead to higher user engagement, while completely opposite was discovered with fast-fashion brands, where consumer preferred not to see any logos, but rather see the designs and styles (Yoo, 2023). It is generally known, that new items of fast-fashion brands have negative environmental impact (European Parliament,

2020) and second-hand clothes are considered a sustainable choice (Kaminskiene et al., 2025), often without considering the distinction of fast-fashion or high-fashion items.

The available studies around brand logos are mainly focused on traditional fashion methods, rather than brand logos in second-hand fashion. Since the thrift-stores are selling clothes from different brands, which can determine the quality of the garment, brand logo aspect might still remain relevant.

The main negativity towards fast-fashion comes from huge environmental damage, ethical concerns (Haque & Lang, 2025) and proneness to greenwashing (Haque & Lang, 2025), however in the existing literature this is mainly studied to the consumption of the new fast-fashion items. There is a universal opinion, that fast-fashion quality is low (Colasante & D'Adamo, 2021), but fast-fashion clothes are still present in the second-hand fashion market among other, even high-fashion, brands. Evidently there is a research gap regarding the perception of fast fashion brand logos in second-hand fashion market. Therefore the following hypothesis will be tested:

H3: Fast-fashion brand logos have negative influence in consumer engagement with second-hand fashion items.

1.4. Consumer Emotions and Brand Image in Second-Hand Fashion

Since 2000, the second-hand fashion market has transitioned from being stigmatized in the twentieth century - when cheaper mass-produced items came into market and second-hand shops served low-income consumers – to becoming popular and sustainable business practice (Weinstein, 2014). This shift has allowed second-hand fashion market to gain popularity and become fashionable, however this consumption is rarely driven by the pure necessity (Polisetty et al., 2025) and is mainly focused on intangible attributes, such as importance of the brand, uniqueness, authenticity and consumer emotions towards it (Park et al., 2020). Therefore, brand's and retailer's storytelling, communication of its values and transparency are relevant in minimizing consumer's churn and increasing their trust (Abdelmeguid et al., 2024). In the scientific literature of both traditional and second-hand fashion, brand image is mentioned as a factor influencing consumer engagement with the brand or a business (Wei et al., 2024). According to the research by Wei et al. (2024), some of the most important strategies for positive image are *Corporate Culture Strategy* and *Life Attitude Strategy*, both of which are completely dependent on the company's own sustainability and company's culture communication strategies (Wei et al., 2024), which have a great influence in second-hand consumer's decision to buy.

Consumer emotions play a critical role in second-hand consumption (Seinauskiene et al., 2025). One of the classifications of emotions, introduced by Tangney et al. (2007), are

“self-conscious” emotions, like guilt and embarrassment, and “other-focused moral emotions”, like elevation and gratitude. Consumer emotional intelligence impacts consumer’s decision making and can lead to more sustainable choices, if the goal for sustainable consumption is clear to them (Seinauskiene et al., 2025). Emotionally intelligent consumers get more satisfaction and appreciation from buying used clothes, also are more resistant to irrational fears, such as poor hygiene and contamination of unknown diseases through the second-hand clothes (Seinauskiene et al., 2025). While some consumers who are willing to buy immediately, put more attention to the convenience and brand knowledge, those who think about their future purchases, think about sustainability more (Seinauskiene et al., 2025). The emotional aspects, such as nostalgia and aim for unique, one-of-a-kind fashion pieces, social responsibility, perception of the item’s brand, social influence and WOM, as well as perception of the wardrobe renewal through second-hand are playing a leading role in the willingness to engage with second-hand fashion.

This section will present an overview of nostalgia as a second-hand fashion motivation, consumers desire to find second-hand treasures for their entertainment, the importance of social responsibility, message framing and the importance of WOM.

1.4.1. Nostalgia and Product History

Numerous research highlight nostalgia, as a big driver of second-hand fashion (Cervellon et al., 2012; Sihvonen & Turunen, 2016). Sedikides et al. (2008) defines nostalgia as longing for past lifestyle and describe it as a positive feeling. Xiao et al. (2025) highlights the importance of nostalgia in fashion – it brings a sense of security to the consumers, especially in the uncertain 21st century. In the existing literature there are two main types of nostalgia – personal nostalgia, connected to person’s own memories, and historical nostalgia, where the person imagines past times before its birth as prosperous and longs to connect with it (Frahm, Mugge, et al., 2025; Iverson, 2010).

Nostalgia and a desire to know product’s history in fashion brings new technologies used by some second-hand retailers, such as RFID, through which consumers can find out about item’s history, imagine the times or places where the item was present, and increase curiosity, willingness to buy (Ferraro et al., 2016) and pleasure (Guiot & Roux, 2010). Knowledge of the previous owner can be inspirational, especially if the item was used by a celebrity (Baruönü, 2025). Additionally, it increases consumers trust before purchasing the item, while lack of knowledge is named as one of the blockers in second-hand fashion purchasing (Guan et al., 2024). A similar method of item’s storytelling is an NFC chips, which can tell not only the basic information, like washing instructions, but also brand story, product origin and particularities of its manufacturing (Varshney et al., 2024). The presence of

product's history can reduce consumer's concerns and negative attitude towards used fashion items and increase the purchasing intentions (Kim et al., 2021).

Even with the presence of RDIF and NFC technologies, lack of knowledge about item's past life remains as one of the main blockers for buying second-hand. This causes uncertainty and scepticism, especially if the item is bought online, without having an opportunity to touch the product before buying (Silva et al., 2021).

The majority of the Generation Z respondents in Polisetty et al. (2025) study shop online and only 6,5% were willing to touch the garment, which lead them to shop in-store. However Silva et al. (2021) presents an opposite opinion - most of the second hand purchases are still happening offline, in order to evaluate its quality by touching. In the age of online retailing, the fashion consumers are missing the feel of the item, its design and sometimes feel disappointed by the garment received due to the lack of touch (Ornati & Cantoni, 2020). Therefore a technology of haptic interaction experience was created and discussed in various literature. It allows the consumers to artificially sense the touch, feel of the materials and doesn't require the garment itself to have any integrated technology, in order to be used for haptic interaction (Ornati & Cantoni, 2020). The cost of the haptic wearable isn't expensive during the research, however it can reach up to \$300 for real-world use (Jumet et al., 2023) and can be seen as too expensive for the consumers, who are seeking cheaper quality alternatives through the second-hand fashion. While these technological advancements aim to reduce the uncertainty associated with used goods, for another segment of consumers, this same lack of information partly contributes to the excitement of finding unique and sometimes rare items.

1.4.2. *Desire for Treasures and Uniqueness*

As per Murtas & Pedeliento (2025), consumers see second-hand fashion items not only as a more sustainable fashion choice, but also as a treasure, especially if it is a luxury item (2024) or a well-known fashion brand's product (Park et al., 2020). The aim for uniqueness in Park et al. (2020) study is described as a desire for a piece which is not owned by anyone else and the thrift stores are a face of something untraditional. In their work they add an aim for vintage as an intangible purchasing attribute, where the consumers have a general believe that thrift stores are filled with old historical vintage clothes, even if it is not always the truth, and can satisfy the needs for their personal aesthetics (Park et al. 2020). For this particular treasure hunting audience, marketers are suggested to embrace it, promote the thrill of treasure hunting, make shopping an exciting discovery experience (Frahm, Boks, et al., 2025). Together with the aim for uniqueness and nostalgia, Baruönü (2025) adds treasure hunting to the recreational second-hand purchasing motives. With buying new (to them) fashionable

item's, consumers also feel excited (Gupta et al., 2019) and thrilled by their bargain hunting (Park et al., 2020). The items from the thrift stores are not only perceived as unique, but can also be perceived as of a better quality than the new fast fashion items (Fitzgerald, 2015, as cited in Park et al., 2020) as well as luxury for a lower price (Aakko & Niinimäki, 2022). The thrift store consumers are also driven by the ecological factors, such as saving planet's resources from manufacturing new clothes, as well as social responsibility, and instead using already made garments, helping the society and the environment, since the thrift stores were initially created for the charity reasons (Park et al., 2020).

1.4.3. Social Responsibility

The social connection, society problems and responsible citizenship are personal drivers for second-hand consumers, who care not only about the environment, but rather have a responsibility to their community (Park et al., 2020).

One of the aspects of human emotions is willingness to share and give (Laitala & Klepp, 2018), which is one of the reasons to buy in thrift stores, which benefits to charities, sustainable development and waste reduction (Seo & Kim, 2019). This can be seen from various perspectives, such as donating or clothes swapping, where users are giving their pre-loved items, or taking the pre-loved items from others for sustainability purposes (X. Fu et al., 2025). Glaveli (2021) and Abd-El-Salam & Mohamed (2020) both investigate consumer's loyalty and trust in the companies which engage in corporate social responsibility and both came to the same outcome – engagement in corporate social responsibility does positively affect loyalty to the company, however it does not affect company trust that much.

Hutchins & Rodriguez (2018) highlight an importance of emotional intelligence not only within the company, but also in its marketing communication. Their research shows, that social media here plays a crucial role - it can give the business valuable insights into consumer's emotions and translate the emotions of the business to its consumers by showing the customers what actually matters to them (Hutchins & Rodriguez, 2018). By translating these emotions and social values through digital platforms, retailers establish a foundation for their own image, as well as promotion of their brands' images and influence in the market.

1.4.4. Emotional Message Framing and Social Influence

The management of consumer perception can be achieved through the careful selection of emotional appeals and message framing. Emotional messages can be framed in two ways – positive marketing messages (Grappi et al., 2024) and the messages addressing

consumer's emotions (Hutchins & Rodriguez, 2018). The positive messages are more influential in second-hand fashion, as they are seen as inspirational, as opposed to negative messages, which highlight the negative aspects of not choosing the particular product (Grappi et al., 2024). In the study by Grappi et al. (2024) positive messages were determined as more effective in second-hand consumption, as they create the opportunity for sustainable behaviour. However the negative messages can be effective in creating responsible behaviour and are more effective in the direct personal consequences (e.g. drunk driving) rather than more abstract ones (e.g. buying eco-friendly products) (Amatulli et al., 2019). Positive messages positively impact consumers to buy via online second-hand stores and spread WOM (Word of Mouth) about it (Amatulli et al., 2019).

Second-hand fashion is also very much tied to belonging to the community, therefore the WOM promotion and demotion is a part of it (Agag et al., 2024). In the previous literature eWOM (Electronic Word Of Mouth) is mentioned as an effective way (Anastasiei & Dospinescu, 2019), as it is perceived as an unbiased and credible information source (Al Halbusi & Tehseen, 2018). There is no extensive research on WOM particularly in second-hand fashion, however a study by Cuong (2024) is a strong start. In their study Cuong (2024) determines, that eWOM has effect on consumer Subjective Norms, Attitude towards behavior and Perceived Behavioral Control. These aspects are the main ones, which shape consumer's behavior, in the Theory of Planned Behavior (Ajzen, 1991). The more consumers share about their second-hand purchases, the more impact this makes into the choices of others, because an individual may feel pressured to engage in second-hand purchases too (Yang et al., 2024). Mohammad et al. (2021) study concluded, that eWOM can positively impact the evaluation of second-hand fashion, which then leads to second-hand fashion purchases. Bai et al. (2024) here suggests companies to create content, which encourages consumers to share it and with that increase company's visibility and therefore a positive WOM. The study by Wei et al. (2024) as the most impactful enhancement to brand's image and positive WOM mentions a *Public Praise Strategy* – a very cost-efficient marketing strategy, which imposes lower risk and is highly effective. Another strategy, highlighted in the same study, is *Consumer Engagement Strategy*, which invites consumer to participate in brand's social media activities and has a strong connection to *Public Praise Strategy* (Wei et al., 2024).

1.5. Consumer Scepticism towards Second-Hand Fashion and Brand Trust

The scepticism in new and circular fashion practices has increased in recent years, with consumers having more accessibility to the knowledge of harmful fast fashion manufacturing practices and greenwashing than before (Mo et al., 2018; Prisco et al., 2025). As per Leonidou & Skarmeas (2015), "Green scepticism" is defined as consumer's doubt

towards the environmental benefits or the environmental performance of a green product. It motivates consumers to seek for more information, can negatively impact WOM consumers' purchasing intentions (Leonidou & Skarmeas, 2015).

As opposed to scepticism, trust is defined as confidence towards the company based on fulfilling their promises and satisfying their needs and is related to brand loyalty (Neumann et al., 2021). Consumers expect brands and retailers to be authentic, sustainable and reliable; therefore consumers are always in a search for trustful businesses (Calaza et al., 203). Trust is also one of the main drivers towards sustainable fashion consumption and consequently, a lack of trust can limit the adoption of it (Apaolaza et al., 2023)

One of the biggest drivers for second-hand fashion consumption - an economic factor, particularly a lower price - is also a reason of consumer scepticism towards used clothes, when lower price can mean a lower social class (Koay et al., 2023; Muthu & Gardetti, 2020). Some consumers also highlight that the efforts to find a suiting second-hand item takes more time than the amount of money such purchase saves (Frahm, Boks, et al., 2025)

In the second-hand fashion adoption cultural norms in terms of second-hand fashion acceptability in one's culture plays an important role (Murtas & Pedeliento, 2025) and is sometimes connected with a lower socioeconomic power and therefore a feeling of embarrassment (Silva et al., 2021). Another factor is the uncomfortable shopping experience with crowded shops and random item selection, which can be overwhelming (Silva et al., 2021), however as per DeLong et al. (2005) some consumers exclusively like such, sometimes even, museum-like environment. In addition to the random selection, consumers say it is hard to find the right sizes or any product information, which is sometimes even a stronger detractor than the price (Laitala & Klepp, 2018). There are several studies determining that around half of the consumers, depending on the country, would buy a new item if a wanted second-hand item is not available (Nørup et al., 2019), which can be due to a lack of styling suggestions provided, which hinder consumer's willingness to choose a different item.

The embarrassment of buying used goods is especially present in luxury fashion market, which is seen as exclusive and of a higher social status, so wearing used luxury can contradict with the desire for uniqueness, class and newness (Silva et al., 2022). As per Silva et al. (2022), the destigmatization is an important task for the marketers, who need to achieve a better acceptance of used fashion items and change the consumer behaviour towards it.

To manage these negative emotions and scepticism, Joro & Antola (2023) suggest that second-hand fashion items can be perceived as new if the stores use similar business and marketing strategies as the ones used by new clothing businesses. This includes implementing a return policy, to remove barriers against shopping second-hand, mentioned by Ul Hasan et al. (2023), or making the clothes look fresh and presentable, "new-like". The

return policies are already present in some second-hand fashion businesses, such as peer-to-peer platforms and curated second-hand fashion stores, however the majority of second-hand businesses do not have such policies (Turunen & Gossen, 2024). This can be due to hygiene concerns, which are already significant in the second-hand fashion market and trying on the used item again can strengthen this fear (Silva et al., 2021), as well as high maintenance costs of second-hand business (Persson & Hinton, 2023).

One of the digital marketing strategies, presented by Joro & Antola (2023) and supported by other scholars (Yao & Bao, 2022), is providing an extensive product information and visuals and therefore simulating the experience of buying new fashion. For second-hand luxury fashion, accurate and trustworthy authentication of items while buying online is another strategy that can make buying used clothes feel like buying a new item from a trusted store (Joro & Antola, 2023).

This section will discuss the second-hand fashion barriers, such as quality perception, greenwashing and possible anticipated regrets of second-hand purchases.

1.5.1. Trust in Quality

The perceived quality of used items is debatable by various scholars, but the leading factors of consumer scepticism in the existing literature is item's condition, hygiene and even a risk of contamination after already being used (Laitala & Klepp, 2018; Sandes & Leandro, 2016; Silva et al., 2021). Another risk, mentioned by the authors, is an item being counterfeit, however this is seen more in the consumers who have less or no second-hand purchasing experiences. Consumer scepticism and a fear of counterfeit items are to motivate the luxury brands to protect their brand names better and earn consumer's trust in their second-hand products (Liu et al., 2025). Trust in the second-hand fashion vendors is especially important to the frugal consumers (Fernando et al., 2018). Another reason, which makes the consumer question the second-hand fashion business, is the price, similar to the price of a new item (Frahm, Boks, et al., 2025; Laitala & Klepp, 2018).

The communication aspect is also worth noting here, since consumers are not informed about the underlying costs of the non-profit-organizations, which include the sorting and discarding of around 70% donated clothes, which are unusable anymore due to their low quality (Persson & Hinton, 2023), however the information about it would validate the increasing costs of the second-hand fashion items to the consumers.

Multiple scholars argue, that the perceived quality of second-hand items is seen as worse and drives the consumers against buying used clothes (Abdelmeguid et al., 2024; Clausen et al., 2010), which can be partially explained by the research of (Persson & Hinton,

2023), where non-profit-organizations are receiving a huge amount of poor quality clothes. However the perceived low quality is contradicted by multiple other research papers, which highlight the second-hand fashion quality being equal or higher to new items (Clausen et al., 2010; Frahm, Mugge, et al., 2025).

1.5.2. Greenwashing

The existing distrust in second-hand fashion comes not only from the items itself, but also from overexaggerated or misleading green marketing, which has its own term - "greenwashing" (Szabo & Webster, 2021), or "corporate hypocrisy", called by Wagner et al. (2020). Greenwashing is determined as one of the 5 major topics in the study of Jain et al. (2025) and is described as a risk for building consumer trust. The research of (Thorisdottir et al., 2025) only confirm this opinion and adds, that even the companies, which indeed are choosing sustainability, their failure to transparency still brings consumer suspicion. There is however a limited amount of studies focusing on greenwashing in second-hand fashion. Green advertising can be distrusted and seen as unattractive due to various reasons, such as being ambiguous, cynical and confusing (Mo et al., 2018). Vague and unspecific sustainability claims can be perceived more as greenwashing, rather than real positive aims to the environmental changes (Apaolaza et al., 2023). A major retailer of various goods, including fashion items, promised to become carbon neutral by 2040 and is advertising their green initiatives, however it is not clear what positive impact it has made already, while continuing to sell in full power and promising its consumers speedy deliveries, not to mention Amazon's other unsustainable businesses, such as AWS (Pop et al., 2025). Greenwashing is becoming a threat to green advertisement and sustainable fashion marketing, since consumers are well-informed about any unsustainable behaviours and this makes the whole fashion industry susceptible to false green advertisements, however the main scepticism still lays on sustainability claims made by fast-fashion companies (Li et al., 2025). In the majority of existing literature the second-hand fashion is seen as the most sustainable choice (Kaminskiene et al., 2025), but with popular brands and retailers selling their used clothes on their websites there is still a lack of transparency and proof on how these circular initiatives are contributing to less production and sustainability (Remake, 2021). While environmental actions can take time, the companies might hide under uncertain timeframes, which makes the problem more complex (Ioannou et al., 2022). The study by Thorisdottir et al. (2025) , apart from already discussed misleading sustainability claims, also mention recycling discounts, where the users are rewarded with a discount at a certain shop, if they return their used clothes, however these clothes might not always be recycled. The advertising of sustainability and promotion of circular fashion makes consumers think that they are making a positive change, however H&M's and ASOS's (which

encourage giving back used clothes to the same retailer for recycling) clothes are most commonly found in the Chile and Kantamanto landfills (Elliott, 2022). The H&M's recycling system is still under the investigation, as well as sustainability of the company's "conscious choice" and misleading "environmental scorecards" (Business & Human Rights & Resource Centre, 2022). When being aware of such examples, consumers start doubting if advertised sustainable actions are really sustainable (Neumann et al., 2021). Fast-fashion brand's and retailers sustainability initiatives are questionable, because first, it poses the brand/retailer as sustainable and therefore increases the purchasing of its new items, second, purchasing of a used item gives consumer a "moral credit", so justifies an additional purchase of a new item and third, it justifies the cost of a new item, because the used item was cheaper (Mizrachi & Sharon, 2025).

Some companies do use content with information about environmental impact of second-hand fashion, however the information is rather general and not focused on a specific shop's environmental impact (Turunen & Gossen, 2024). Therefore, following hypothesis will be tested:

H4: Factual environmental information about second-hand store's environmental impact positively impacts consumer's intention to buy, when mediated by Subjective Norms.

The environmental labels were recommended by Parguel et al. (2017), but its impact in consumer behavior was not tested.

In the times of social media, company's collaborations with influencers can be extremely beneficial, however not carefully curated content can bring to a backlash (Casaló et al., 2020). Casaló et al. (2020) in their study mention the negative implications due to non-disclosure of the company-relationship, which can be legal lawsuits, negative perception of the brand and negative eWOM.

The majority of second-hand sales are still done C2C, where the trust is essential (Schibik et al., 2025). As per Schibik et al. (2025) study, trust in the seller (a person) had direct impact into the buyer satisfaction and the chances that they will repurchase from the same seller. Mayayise (2024) in their research mostly point out the seller's reputation and aspects of their credibility as important to the whole buyer/seller relationship, additionally, the functionality of the platform, in which this relationship happens, plays a significant role too.

1.5.3. Valuation Regret

Another trust concern is a valuation uncertainty, researched in Guan et al. (2024) study, where it is determined that consumer's anticipated regret comes from a lack of listed product information. This uncertainty involves the fear of counterfeit or unexpectedly poor quality products, as well as dissatisfaction that the product size will be determined only when

the product is received, due to lack of information beforehand (Guan et al., 2024). In order to earn consumer's trust and increase their willingness to buy, companies can implement blockchain technologies, which can trace all the owners of the item and confirm its uniqueness (Ahmed & MacCarthy, 2023). Considering consumer scepticism and regret towards the price, (Guan et al., 2024) suggest putting attention to the pricing, especially when the prices of new and second-hand products can be very similar. One of a ways to achieve this can be testing of various discounts and investigating its effect on the consumer's purchasing behavior (X. Yang et al., 2022). Guan et al. (2024) highlights two kinds of regrets, connected to second-hand fashion: *high price regret*, when the consumer realizes, that the product, which they bought new, could have been bought second-hand for a much better price; and a *misfit regret*, when consumer's purchased second-hand item is in a very poor quality.

Laitala & Klepp (2018) researched the opinions for and against second-hand fashion purchasing and their opinion in a way summarizes the pros and cons – the majority of consumer consideration aspects can be seen as negative or positive, e.g. product quality better vs. worse in second-hand fashion; second-hand fashion shows lower social status vs. is a way to maintain high social status.

UI Hasan et al. (2023) compared consumer's attitude towards online mass-market second-hand fashion retailers and online luxury second-hand fashion retailers. When comparing consumer reviews, both retailer kinds were evaluated totally opposite – luxury retailers were evaluated positively and traditional retailers – negatively. One of the reasons of such results, also supported in multiple other articles, was the sizing (I. Kim et al., 2021b; Laitala & Klepp, 2018), and inability to return (UI Hasan et al., 2023) or exchange the item (Frahm, Boks, et al., 2025). These operational barriers and the resulting negative consumer opinion highlight a critical seed for second-hand retailers to strategically manage their market image through targeted emotional communication (Abdelmeguid et al., 2024; Murtas & Pedeliento, 2025).

1.6. Theoretical Background

For the purpose of an effective and detailed consumer behavior study in second-hand fashion field, this work applies theoretical triangulation - 2 complementary theories: Theory of Planned Behavior (TPB) and Stimulus-Organism-Response (SOR) theory. TPB can be incorporated into SOR theory as aspect of the Organism (Attitude, Subjective Norm, Perception of Behavioral Control), which complements SOR by adding the TPB predictors into the Organism and therefore enhancing the understanding on why an Organism is lead to behave in a certain way. Annex 1 represents the systematization of the literature in second-hand fashion field and its contribution to each of the research framework components.

Research Model

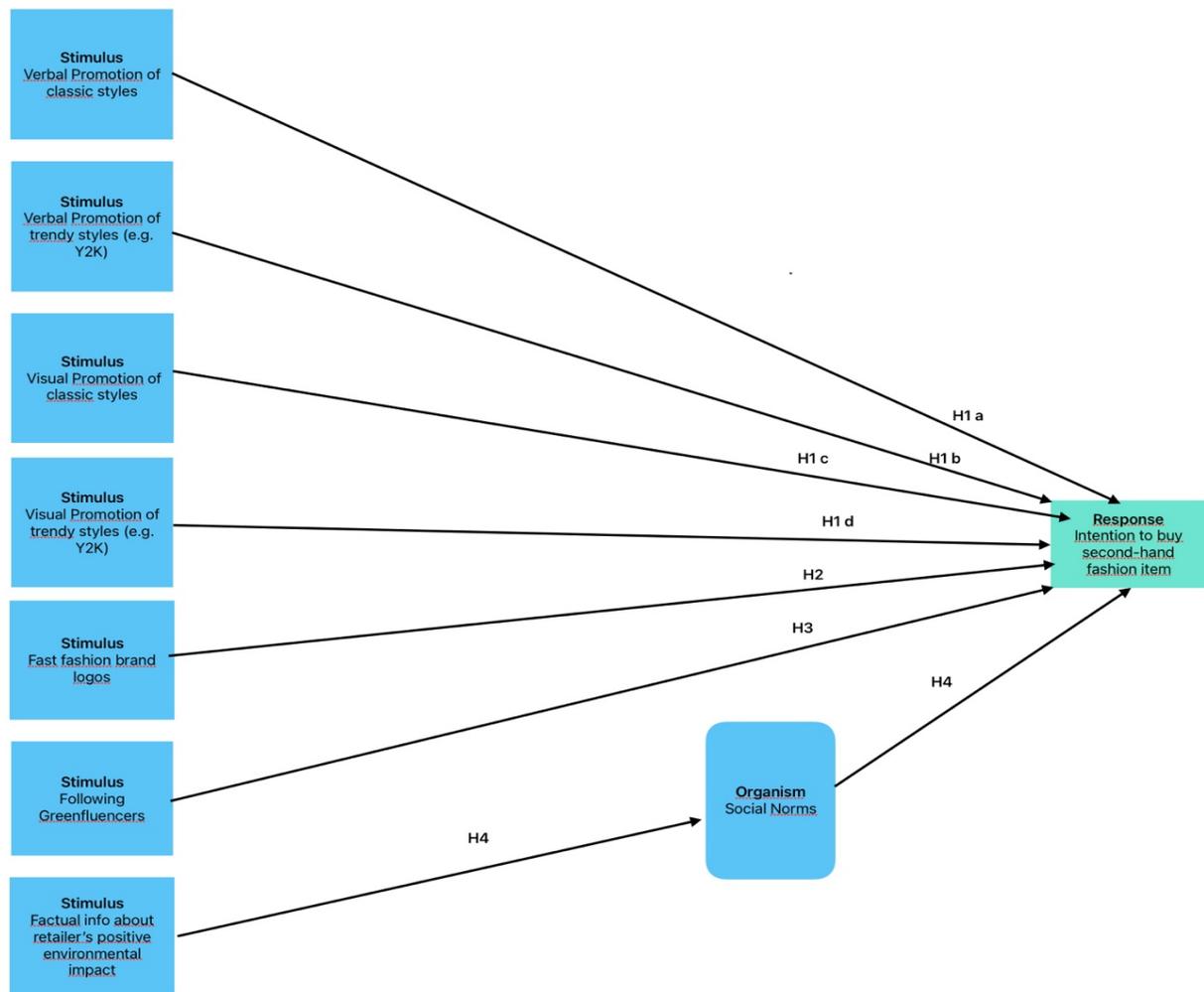


Figure 2

1.6.1. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was developed to improve the Theory of Reasoned Action (TRA), which was too limited due to inability to effectively handle behaviors over which people have incomplete volitional – non-motivational factors (Ajzen, 1991).

TPB addresses these factors by adding *Perceived Behavioral Control* which captures non-motivational aspects, such as availability of resources and opportunities (e.g. having time, money, or skills (Ajzen, 1991).

In the TPB the *Behavioral Intention* (BI) is crucial, because without the intention, the individual most likely will not carry the tested behavior (Ajzen, 1991). BI is composed of 3 conceptually independent predictors: *Attitude Toward the Behavior*, *Subjective Norm* and *Perceived Behavioral Control* (Ajzen, 1991).

Attitude Toward the Behavior (ATB) is formally defined as the degree to which an individual holds a favorable or unfavorable evaluation of performing the behavior in question

(Ajzen, 1991). This construct is fundamentally obtained from behavioral beliefs, which link the behavior to specific outcomes, including anticipated costs or benefits (Ajzen, 1991).

The Subjective Norm (SN) is a social factor defined as a perceived social pressure to perform or not to perform the behavior (Ajzen, 1991). Subjective Norms are determined by normative beliefs, which concern the likelihood that important individuals or groups (e.g. friends, family) approve or disapprove of the behavior (Ajzen, 1991). The subjective norm is influenced by the strength of these normative beliefs combined with the individual's motivation to comply with those specific individuals (Ajzen, 1991).

Perceived Behavioral Control (PBC) refers to the perceived ease or difficulty of performing the behavior of interest (Ajzen, 1991). It is assumed to reflect person's past experience with the behavior, as well as their anticipation of the upcoming obstacles (Ajzen, 1991). PBC is rooted in control beliefs, which deal with the presence or absence of persons' existing resources and opportunities (e.g. time, money, or skills) - the more resources individuals believe they possess, the greater their perceived control (Ajzen, 1991). PBC connect both internal and external factors, that facilitate the performed behavior (J. R. Fu et al., 2006).

Current literature, studying consumer behavior towards sustainable consumption and second-hand fashion oftentimes uses the TPB, in order to test consumer intentions (Cuong, 2024a; Medalla et al., 2020; Ong & Koay, 2025). One of the reasons for its wide use is its robust framework in understanding and predicting consumer behaviors, understanding how they act, think and feel among multiple fields, including complex sustainability consumption (Syed et al., 2024). In sustainability consumption the theory is useful for understanding attitudes towards sustainable products, social pressure and Perceived Behavioral Control over making sustainable choices (Syed et al., 2024).

It is worth noting, that papers, which use TPB in sustainable consumption field, oftentimes involve other theories too, for enhancing the theory and involving additional factors, such as moral, ethical and environmental motives (Syed et al., 2024). As per Syed et al. (2024) analysis of various sustainability researches, other theories, sometimes used with TPB are Social Cognitive Theory (SCT), Value-Belief-Norm Theory (VBN), Diffusion of Innovation Theory.

1.6.2. Stimulus-Organism-Response theory

Another theory, used in the research of consumer behavior towards second-hand fashion is Stimulus-Organism-Response (SOR) theory (Cuong, 2024), which is based on environmental psychology (Jun & Yoon, 2024) and follows a path where external *Stimuli* influence an internal *Organism*, which examines the Stimuli by using their emotional and

intellectual abilities and then elicits a behavioral (Mehrabian & Russel, 1974). SOR suggests that person's internal feelings and behaviors are influenced by the conscious or unconscious interpretation of the external environmental factors, called *Stimuli* (BPS Kota Yogyakarta, 2020). This influence further triggers a *Response* - a decision-making (Hochreiter et al., 2023), e.g. purchasing intention.

1.6.3. TPB incorporation in SOR

TPB is a psychological and sociological concept and focuses internally on cognitive and social factors of the individual and how these determine their intention (Cuong, 2024), when SOR models a causal relationship which starts with an external influence, outside of the individual's environment (Azizah et al., 2024). Incorporating TPB in SOR model detalizes the internal causal process by using Attitudes, Subjective Norms and Perceived Behavioral Control as components of the *Organism*. There is a lack of studies which combine both theories for examining consumer behavior of second-hand fashion, however this method can provide a complete and effective framework in consumer behavior research (Cuong, 2024).

2. RESEARCH METHODOLOGY

The objective of this thesis is to determine the impact of fashionability, identity, visual communication, emotion, and scepticism in consumer behavior in the second-hand fashion market. This is achieved through a quantitative study by using a questionnaire method on the respondents between 18 and 45 years old. The research is designed based on TPB and SOR models, used in similar studies in consumer behavior field.

A quantitative research method was chosen, based on the best practices, gathered through the analysis of the research articles, where quantitative survey methods were mainly used for consumer purchasing behavior measurements (Annex 1). In addition to the survey method being the most commonly used in the studied literature, it also serves as a way to gain a better understanding into consumer behaviors and opinions, while additionally including demographic data. Moreover, it is a suitable tool for systematic studies of motivations, attitudes and intentions (J. R. Evans & Mathur, 2018). Specifically an online questionnaire is chosen for its ease to fill out and distribute, flexibility in question types and formats, as well as distribution speed and wide reach (J. R. Evans & Mathur, 2018.), when 90,4% of households in Lithuania have access to the internet (Valstybės Duomenų Agentūra, 2024).

The study presents a triangulated theoretical approach while combining TPB and SOR model. This integration allows for comprehensive analysis of how external stimuli influence the Organism (a consumer) and triggers the behavioral responses – purchasing intentions.

The target audience was chosen based on the generations, which are mentioned as mostly technologically-savvy in the existing literature – Generation Y (Millennials) and Generation Z, which currently is between 18 and 45 years old. The survey is distributed only to the respondents who are currently living in Lithuania, in order to fill out the gap of second-hand purchasing research specifically in Lithuania, which is currently heavily under-researched.

The research methodology contains the methodological overview of hypothesis structure and testing, deeper research method overview, survey design creation and sample size determination. This is followed by data sorting of survey results, as well as SPSS calculations and survey result analysis and hypothesis testing.

2.1. Hypothesis Testing through SOR model and TPB

The hypothesis testing in this study is determined based on the variables, which are suitable either for TPB, or a SOR model.

The hypothesis H1a, H1b, H1c, H1d will be tested based on SOR model, where retailer's visual and verbal promotion act as Stimulus, a Consumer is an Organism and the intention to buy serve as a Response.

As per Butt & Muhammad (2025) study, brand aspects, such as brand coolness, can be effectively used as Stimulus in order to test brand advocacy and purchasing behavior. Therefore the display of brand logos at second-hand fashion retailers' in H3 will serve as Stimulus according to the SOR model in this thesis, while an intention top purchase will serve as a Response.

H2 is tested similarly to H1 and H3, where following influencers will be places as Stimulus and an intention to buy – as a Response.

Consumer responses to factual sustainability information was tested in sustainable packaging field, where the factual sustainability information served as a Stimulus (Kıymalıoğlu et al., 2024). While testing H4, TPB is incorporated into SOR, in order to determine if social norms play any role in consumer's decision making when the factual information is present. Shop's positive environmental impact serves as Stimulus, where the consumer's social norms serve as Organism, hypothetically having impact into consumer's intention to buy as a Response.

2.2. Research Design and Instrument

Based on the best practices of other researchers in second-hand fashion consumer behavior field (Baruönü, 2025; Polisetty et al., 2025; Seinauskiene et al., 2025), this study uses a survey method, widely used for understanding the characteristics, motives and believes of the target population conducted through a 5-point Likert scale, as well as multiple choice questions. The main reasons for using a (online) survey method are time efficiency and anonymity (Papamichael et al., 2024), the safety of the participants and researchers during the pandemic or any other unforeseen circumstances (Yang et al., 2024), as well as wider reach, especially among Generation Z individuals (Prisco et al., 2025), cost efficiency and ease of analysis (Wu et al., 2022).

Different researchers use different types of Likert scale (5-point (Baruönü, 2025; Polisetty et al., 2025) or 7-point (Frahm, Mugge, et al., 2025; Prisco et al., 2025; Seinauskiene et al., 2025), however the 5-point Likert scale is used in sustainable consumer behavior studies the most (Baruönü, 2025; Ong & Koay, 2025; Polisetty et al., 2025) and will be used in this study too. Likert scale can capture human opinions in a standardized manner, which allows detailed data collection and analysis and also allows a variety of opinions instead of only binary choices (Koo & Yang, 2025).

The target population will be the individuals, living in Lithuania. Lithuanian second-hand fashion market is still under-researched, although one of the biggest second-hand retailer Vinted was created and is thriving in Lithuania. Lithuania is still in “the early stages of adopting sustainability-driven fashion consumption” (Venciute et al., 2025, p. 906), however the consumer engagement in sustainable fashion is increasing, especially by Generation Z (Venciute et al., 2025). Small sustainable fashion brands are emerging, however the consumers are still more attracted to fast-fashion and aren't always aware of the environmental challenges (Bartkutė et al., 2023).

When it comes to e-commerce, Lithuania is one of the fastest-growing online retail markets in the European Union, however the fast fashion still dominates its market, therefore the second-hand fashion marketers' goal here would be to convert the interest in sustainability into actually purchasing sustainable fashion (Venciute et al., 2025), second-hand fashion included.

The age of the target population is from 18-45 years old. 18 years is a legal start of adulthood and 45 years is a currently distinguished maximum age of a Millennial consumer. In order to narrow down the research population, only the answers from the individuals between 18 to 45 will be counted in the study, because these age groups are considered the most digitally literate (Akello, 2024) and the researched behaviors in this study occur in a digital space.

2.3. Sample Size

The sample size for survey research method varies from 94 (Niinimäki, 2022) to 400 (Venciute et al., 2025) and even 1847 (Yang et al., 2024). This study will use a non-probability sampling method, due to the limited access to the whole country population and due to the method's usage for researching specific topics, where the population must meet the specific criteria (Ungvarsky, 2025). The survey will capture the individuals in Lithuania between 18 and 45 years old. The total population of this age group (N) is 1.466.474 as of beginning of 2025 (Registru Centras, 2025).

The sample size will be calculated based on the most used Cochran's formula for finite population: $n_0 = \frac{Z^2 * p * (1-p)}{e^2}$. Cochran's formula is widely applied for the surveys when the population is large (S. K. Ahmed, 2024). $Z^2 = 1,96$, due to a commonly used confidence level of 95% (a certainty that Type I error will not occur) (Tenny & Abdelgawad, 2023). $p = 0,5$ represents an estimated population proportion, which is unknown. $e = 0,05$ margin of error. The total sampling population based on Cochran's formula is 384 respondents. The number

of respondents is similar compared to the existing literature from the second-hand and sustainable fashion fields, published in 2020-2025 (**Error! Reference source not found.**).

Researcher Names and Year	Sample Size (N)
Niinimäki (2022)	94
Musová, Musa et al. (2021)	468
Kim, Jung, & Lee (2021)	850
Cuong (2024)	286
Bai, Chen, & Geng (2024) (Study 1 & Study 2)	498
Yang, Al Mamun, Reza et al. (2024)	1847
Prisco, Ricciardi, Percuoco & Basile (2025)	457
Grappi, Bergianti, Gabrielli & Baghi (2024) (Study 1 & Study 2)	270
Kim, Woo, & Ramkumar (2021)	238
Vlačić et al. (2020)	127
Park, Kwon, Zaman, & Song (2019)	303
Frahm, Mugge, & Laursen (2025)	864
Khan et al. (2021)	314
Papamichael, Voukkali, Economou et al. (2024)	650

Table 1

2.4. Survey Development

The research instrument chosen for this study is a structured online questionnaire. The survey was designed to measure the main Theory of Planned Behavior (TPB) constructs, such as Attitude Towards the Behavior, Subjective Norm, Perceived Behavioral Control, as well as S-O-R construct of Willingness to Purchase Second-Hand fashion.

Before creating a widely distributed online questionnaire, a pilot questionnaire with only open questions (Annex 2) was sent to 10 respondents, in order to test the main reasons and motivations to buy, as well as general purchasing behavior of second-hand fashion. This method is suggested by Ajzen (2019), in order to find any unexpected trends, which can be used in a final questionnaire, as well as sort out any topics which seem irrelevant to the pilot questionnaire respondents. However, the pilot questionnaire showed similar results to which were presented in the literature analysis – scepticism due to quality and hygiene, willingness to buy due to lower cost and uniqueness. After gathering this data, a final closed-ended questionnaire was developed.

The final survey consists of multiple choice questions and Likert scale questions. This structure allows for the determination of respondents' clothing purchasing habits, environmental concerns, and engagement with second-hand fashion (past, present, and future), as well as the measurement of their perception of various marketing messages.

To ensure content validity, the measurement scales were adapted from the existing scientific literature. The questions for measuring Attitude, Subjective Norms and Perceived Behavioral Control were adapted from the TPB questionnaire best practices (Ajzen, 2019). The questions testing S-O-R were developed based on the existing hypothesis and the constructs researched in this thesis. The items measuring responsiveness to visual and verbal marketing messages (classic, trendy aesthetics) were developed based on the research, conducted by Geninatti Cossatin et al. (2024). Questions regarding the environmental beliefs were adapted from the study by Ek Styvén & Mariani (2020). The questions regarding WOM, trust in second-hand fashion and greenwashing were adapted from the researches conducted by Haque & Lang (2025) and IImalhaq et al. (2024).

Since the target population consists of the residents of Lithuania, the original questionnaire was developed in Lithuanian. However an English version was also made available to the respondents, who live in Lithuania, but do not speak Lithuanian. The questions about the age are for understanding if the respondent fits into the target population, which is 18-45 years old individuals. Although the reviewed literature does not specifically link consumer's second-hand purchasing behavior with their residential location (big city/smaller city/village), this was included to test potential correlations in terms of geography.

Additionally, while X. Fu et al. (2025) suggests, that second-hand fashion is becoming something what only "rich" consumers can afford, most literature mentions lower price as one of the drivers of second-hand fashion consumption. Therefore this thesis will analyze income in relation to second-hand fashion choices more granularly. The full list of survey questions, supporting each variable, can be found in the Annex 3.

2.5. Data Sorting and Descriptive Analysis

An online survey was distributed through various Facebook and Instagram groups, as well as through a direct engagement online and offline, which helped to gather 440 respondents. For the purpose of foreign language speakers two surveys were distributed – one in Lithuanian and one in English. According to the sampling criteria, only the responses from the individuals, who are currently living in Lithuania and are between 18 and 45 years old, are going to be tested. Therefore 51 responses were not eligible due to the age or residency outside of Lithuania, as well as unwillingness to disclose their age. After the data sorting, the survey data of 389 respondents was left, where required sample size was 384

respondents. All survey questions were mandatory, in order to avoid blank answers and zero values, which can corrupt the data, however the income, age and gender questions had an option to not disclose.

Missing values were calculated in a CSV formatted document, where it was determined that no missing values are present, due to all survey questions being marked as mandatory. The unengaged responses were tested while calculating Standard Deviation for all variables, which revealed, that no unengaged responses (missing values below 0.5), were present in the collected data.

The majority of respondents, 300, which equals 77,1%, fall into 26-45 years old group and 89 respondents, which represents 22,9%, are younger – 18-25 years old. All other age groups were sorted out of the presented data. The age group of 18-25 represents the respondents of the Generation Z and 26-45 years old – Millennials.

The survey results show, that 91% of the respondents, generally care about the environment and only 3,1% claim not to care, when the rest doesn't have an opinion.

77,6% of the respondents claim that they do care about negative environmental impact caused by the fashion industry, 13,1% respondents don't have an opinion and 9,3% don't care about this.

The majority of respondents claim that they often think about the environment while buying second-hand clothes, while 25,7% think very often. 19,8% think about it rarely and 10% don't think about the environment while buying new clothes at all.

The vast majority - 94,6% of respondents - have already purchased second-hand item(s) before and only 4,4% did not.

Figure 3 shows the frequency of the respondents' second-hand purchasing. 22,8% have bought second-hand clothes more than 10 times in the last 12 months, 14,7% said that in last 12 months they bought second-hand clothes 6-10 times. The biggest group of 24,9% said they purchased second-hand clothes 3-5 times in last 12 months. 22,9% said that in last 12 months they bought second-hand clothes 1-2 times and 14,9% said they haven't bought any second-hand clothes in this period of time.

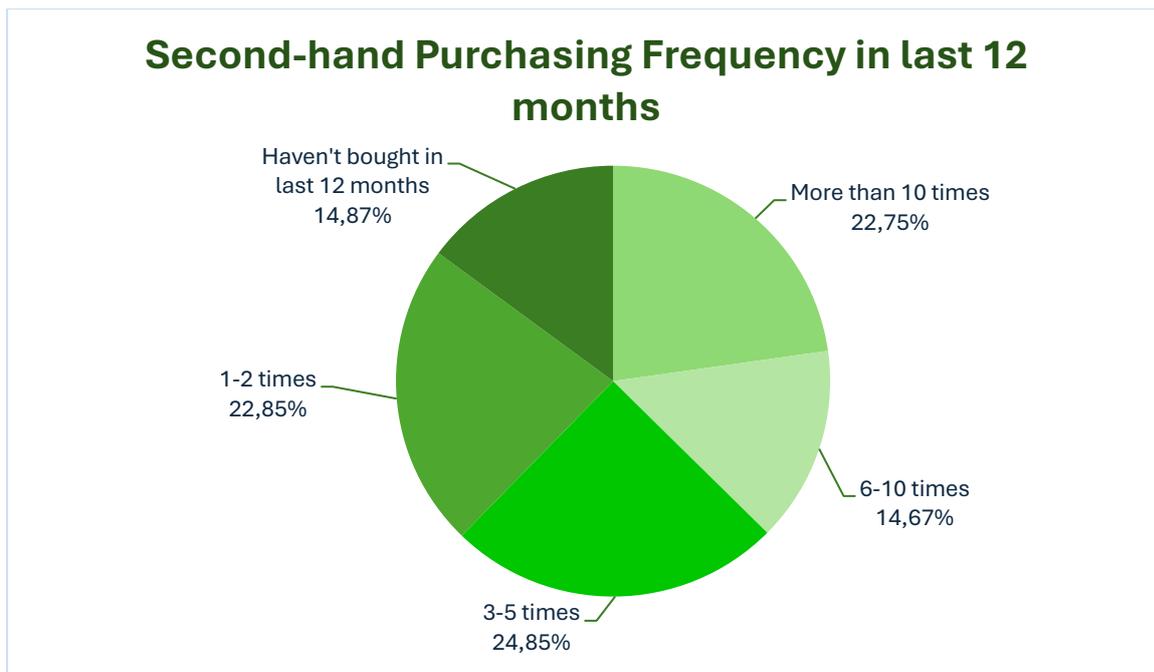


Figure 3

Figure 4 shows the layout of reasons to buy second-hand clothes. Here the respondents were able to choose multiple options, therefore a new variable needed to be created for the representation of the frequencies of a multiple-answer question. The majority of the respondents – 76,1% - mentioned money as the reason for their second-hand purchases. The second most common reason, chosen by 66,6% was the opportunity to purchase unique fashion items. 47,8% find the environmental impact as an important reason for second-hand fashion purchases. 20,1% or 78 respondents name fashion as one of their main reasons and 2,3% named social contact while buying. Only 2,1% chose social status as the main reason. Others either don't buy, or chose „other“ reason.

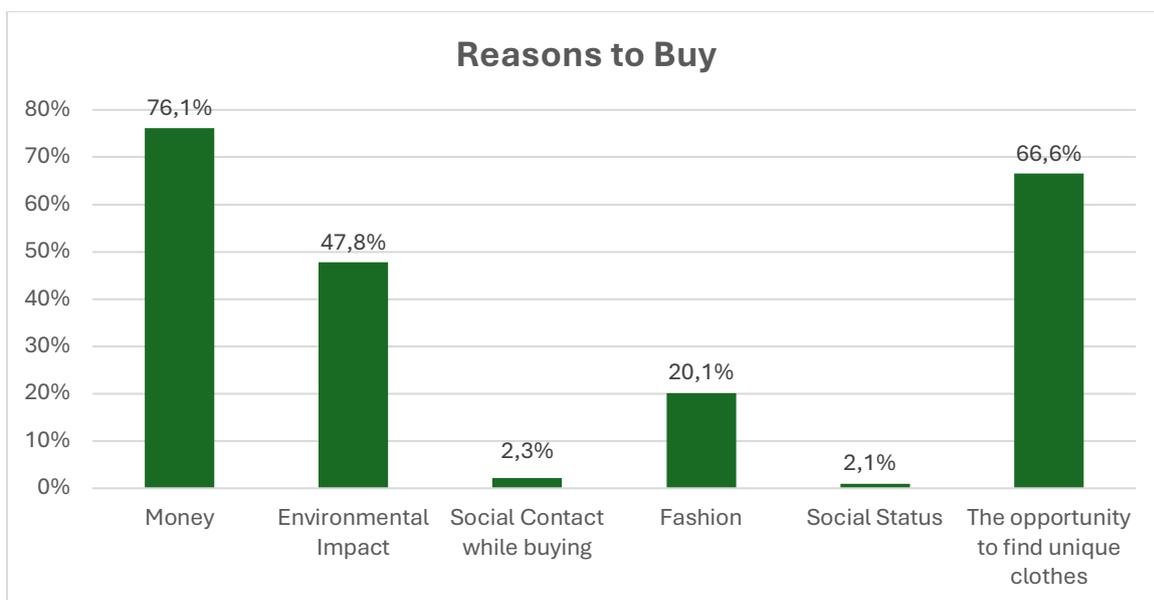


Figure 4

Both Subjective Norms questions show a statistically significant reliability of 0,739, as both of them were responded similarly. While the Likert Scale was measured the other way around, where 1 meant Strongly Agree and 5 meant Strongly Disagree, the variables needed to be reverse-coded for an accurate mean calculation and further analysis. The mean of Social Norm variable (2 questions combined) is 3,9, which indicates that the majority of respondents have a social circle of people, who agree with second-hand purchases. The results are displayed in Figure 5.

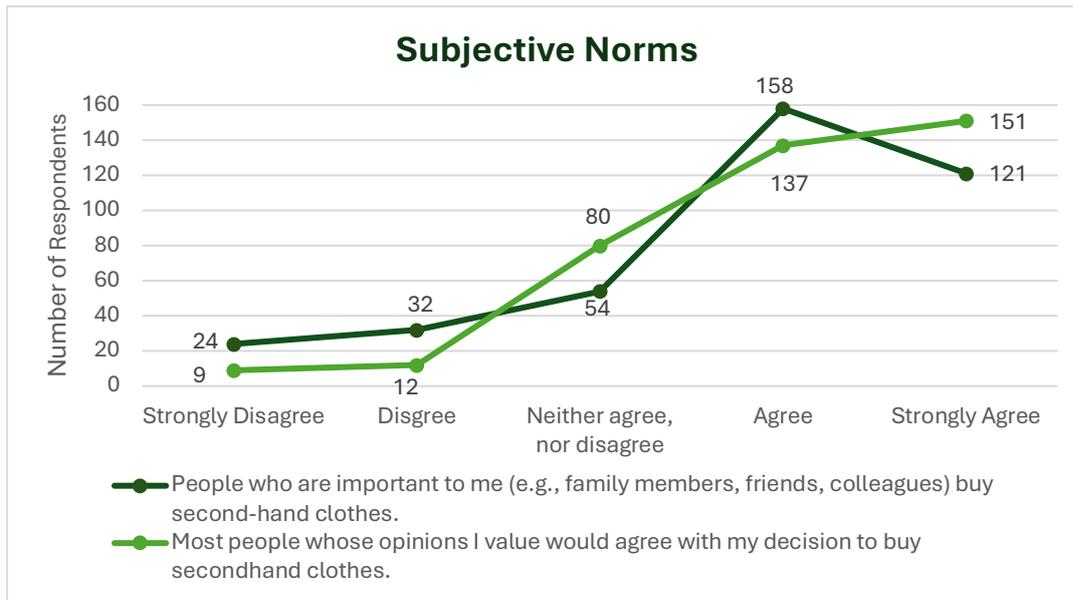


Figure 5

To the Perceived Behavioral Control questions on whether the consumers know where to buy second-hand clothes and if second-hand fashion purchases are entirely their decision, the respondents mainly answered positively, which is shown by the mean of 4,6 for both answers. It indicates that the existence of the second-hand fashion market in Lithuania is generally well known and the vast majority of people living in Lithuania know where to buy second hand clothes. These consumers are also able to make their own decision on buying second-hand clothes, however Subjective Norms in this research show, that the consumers are also surrounded mostly by people who are perceiving second-hand fashion rather positively.

Figure 6 represents the purchasing intention, which was tested by asking the respondents whether they plan to buy second-hand clothing over the next 12 months, or not. The mean of the answers is 4,8, indicating that the majority is planning to buy second-hand in an upcoming year. However, this measurement is slightly lower than the above Subjective Norm and Perceived Behavioral Control questions, which indicates that even if the consumers

and their close circle are looking at second-hand fashion positively, these consumers are not necessarily thinking of buying in the near future.

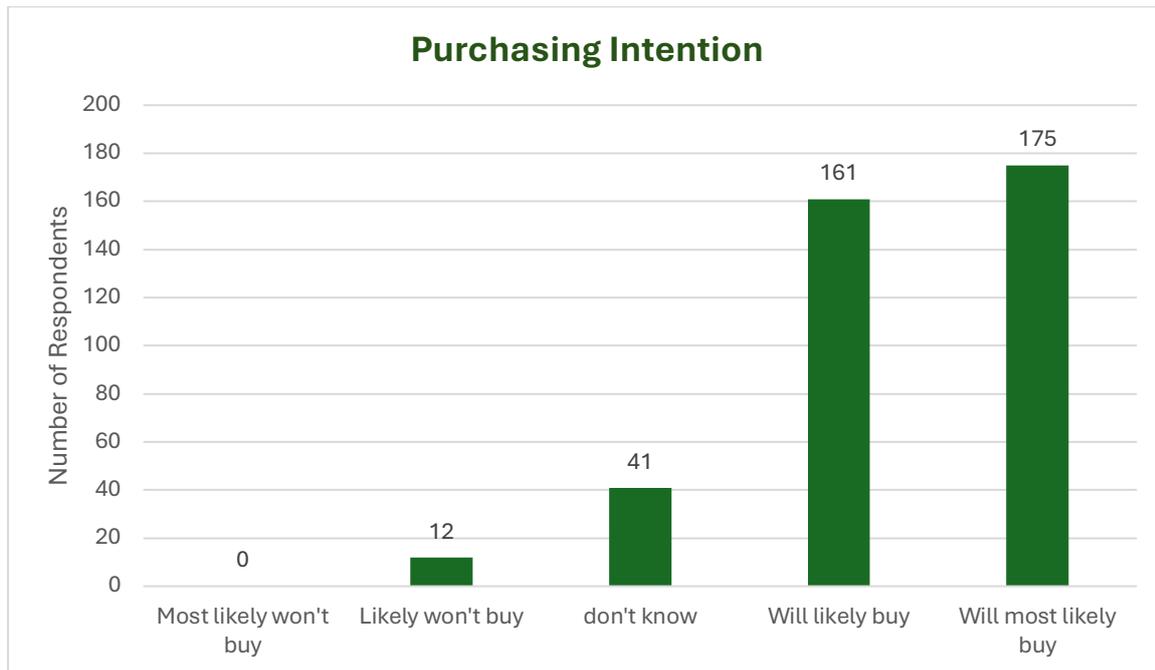


Figure 6

When asked about the purchasing frequency, 36% claim that they buy second-hand clothes more often than the new ones and 45,2% say that they do not buy second-hand clothes more often than the new ones. 11,3% don't know and 7,5% say that they don't buy second-hand clothes at all.

Figure 7 represents what style the respondents identify themselves with. The respondents were able to choose multiple answers, therefore a new variable needed to be created for the representation of the frequencies. The biggest group of respondents, 53,9%, named their style as Classic and 23,8% named it as fashionable. 16,3% identify their style as unique and 13,2% – as vintage. The colourful style was mentioned by 12,4% and luxurious – by 6%. 17,6% didn't know what style they identify themselves with and 12,4% didn't find a suitable option in the provided ones and therefore chose "Other".

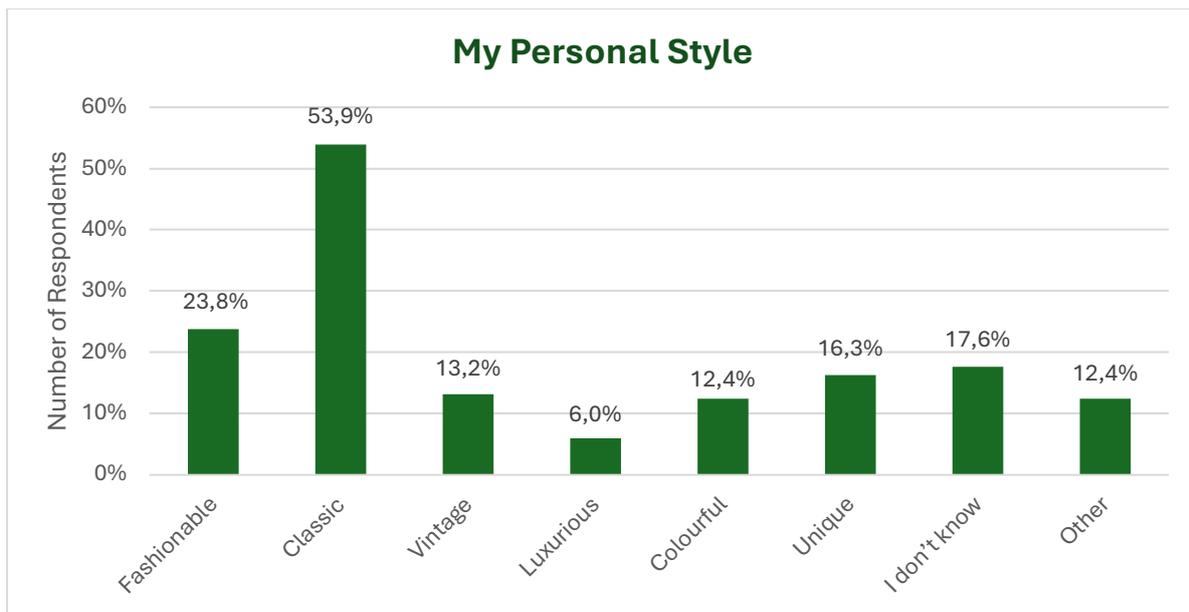


Figure 7

Figure 8 represents the distribution of consumer's opinions across verbal and visual advertising, showing that the majority of the respondents are interested in the presented visual and verbal promotions.

The respondents were asked about verbal promotion of classic and trendy styles if it was presented by the second-hand fashion retailer. 232 respondents would very likely buy if they knew that they could purchase classic, versatile and timeless pieces. 123 said that they would likely purchase and 8 said that they would very unlikely purchase if they knew this information. 26 didn't have an opinion about this statement.

When it comes to verbal promotion of the trendy styles, 240 said they would very likely buy at the second-hand retailer's if it promoted trendy clothes. 102 said that they would likely purchase and 3 said they are unlikely to purchase. 13 said that they are very unlikely to purchase and 31 said that they don't have an opinion.

Similarly, a visual promotion of an AI-generated image was presented to the respondents for testing their intention to buy if they saw a marketing image of a classic style. 211 said that they would very likely buy if such visual promotion was present. 76 claim that they would likely buy and 27 said they would buy unlikely. 20 said they would buy very unlikely and 55 said they don't know.

The visual promotion of trendy styles presented a more equal distribution of the respondents' opinions, where 134 said they would buy very likely if such image was presented to them by a second-hand fashion retailer and 84 said they would buy likely. 58 would buy unlikely and 43 would buy very unlikely. 70 don't have an opinion.

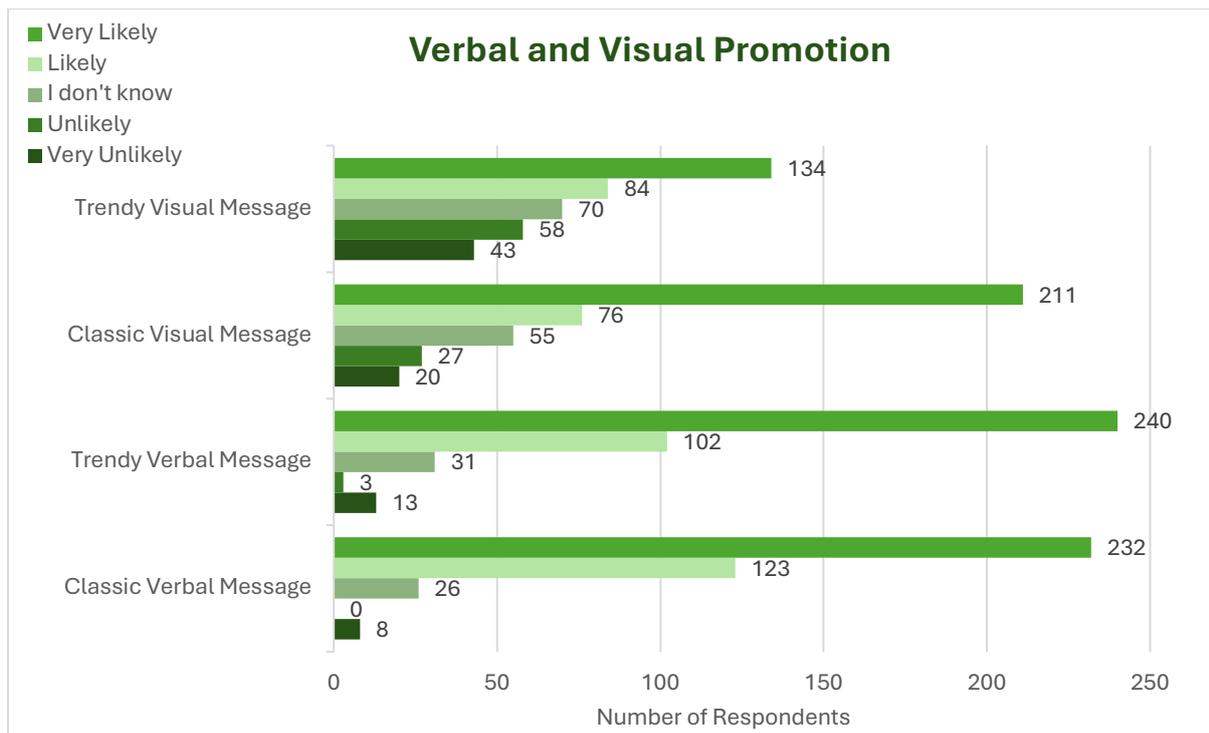


Figure 8

The respondents were also asked to choose the most suitable option, which represents their mindfulness about the brand logo while buying second-hand. 37% said that they would buy clothes made by a fast-fashion brand, if these clothes looked good and of a good quality and 34,2% don't care about the brands at all while buying second-hand clothes. 13,4% said they wouldn't buy second-hand clothes if they were made by a fast-fashion brand and 9,8% would buy only designer or high-fashion brands. 2,8% wouldn't buy second-hand clothes at all and the same amount of respondents said that none of the statements above are suitable for their opinion.

Factual environmental information was tested with a help of an AI-generated image for a better understanding, however the image was not a subject of the question. The mean is 3,6, which is rather positive and means that the retailers' factual environmental information is generally important to the consumers.

When it comes to social media, the majority of respondents (63,8%) get inspiration from social media, 29% don't and 7,2% don't know.

50,6% of respondents follow influencers, who promote sustainable and/or second-hand fashion and 41,9% don't. 7,5% don't know.

In order to test the scepticism towards the green promotion and an impact of greenwashing, respondents were asked about their opinion of a statement "I trust fashion companies that openly advertise their environmental benefits". The mean of all the answers to this statement is 3,2, indicating that the majority of the respondents are not very sure about their trust in green claims, although they care about factual environmental information.

2.5.1. Reliability Analysis

Table 2 presents the variables which contain 2 items and calculates their reliability. The reliability of the Subjective Norms variable is 0,739, which shows that the variable is reliable. Perceived Behavioral Control, has the reliability of 0,696, which is extremely close to 0,7 and can be already considered reliable for the exploratory research. Verbal Style Promotion is calculated as the most reliable variable with 3 items and Cronbach's Alpha of 0,763. All other variables serve as single item variables. The Visual Style Promotion contains 2 questions, but cannot be considered as one variable due to very low reliability score.

Scales	Item Scale	Cronbach's Alpha
Subjective Norm (SN)	2	0,739
Perceived Behavioral Control (PBC)	2	0,696
Verbal Style Promotion	2	0,763

Table 2

2.5.2. Hypothesis Testing

In order to correctly test the hypothesis and relationships between variables, a mean, which represents the most central/average opinion, was calculated for all variables, which were measured by a Likert scale. Likert scale variables were coded incorrectly in the online survey, with 1 meaning "strongly agree" and 5 meaning "strongly disagree". Therefore these variables were reverse-coded, in order to avoid any discrepancies in the research results.

2.5.3 Multiple Linear Regression

The results from the Multiple Linear Regression analysis provide one of the most interesting findings in this study. While the existing literature (Abdelmeguid et al., 2024) claims, that visual storytelling is crucial in traditional fashion, especially brand's promotion, this study proves, that this is not a universal fact.

The analysis confirms (Figure 9), that verbal promotion of classic (Beta of 0,193) and trendy styles (beta=0,278) positively influence the consumer's intention to buy and therefore **H1a and H1b are approved**. This means, that no matter what style is showcased, the verbal message makes them feel confident about buying second-hand. This aligns with Guan et al., (2024) research, talking about consumer's unwillingness to buy and fear of anticipated regret, when the descriptive information is not present. If the retailer is willing to give the information about the styles, this gives confidence to the consumer that they can find more information as well. While the image can show the product, the information regarding the material, style and

fit is very important. By explicitly confirming the availability of certain aesthetics, the retailer eliminates the information gap (Guan et al., 2024).

In terms of visual promotion, trendy style has a strong impact to the intention to buy (beta=0,202), which **approves H1d**. This aligns with Gupta et al. (2019) findings, that young people are more likely to be attracted to trendy styles as a form of experimentation and discovering the identity. This also explains why both verbal and visual trendy styles are relevant to the consumers in this study.

However, the testing reveals no significant impact of visual promotion of classic styles to the intention to buy ($p=0,557$), therefore **H1c is rejected**. This concludes, that for this specific style visual promotion alone is not relevant, as opposed to textual information, mentioned above.

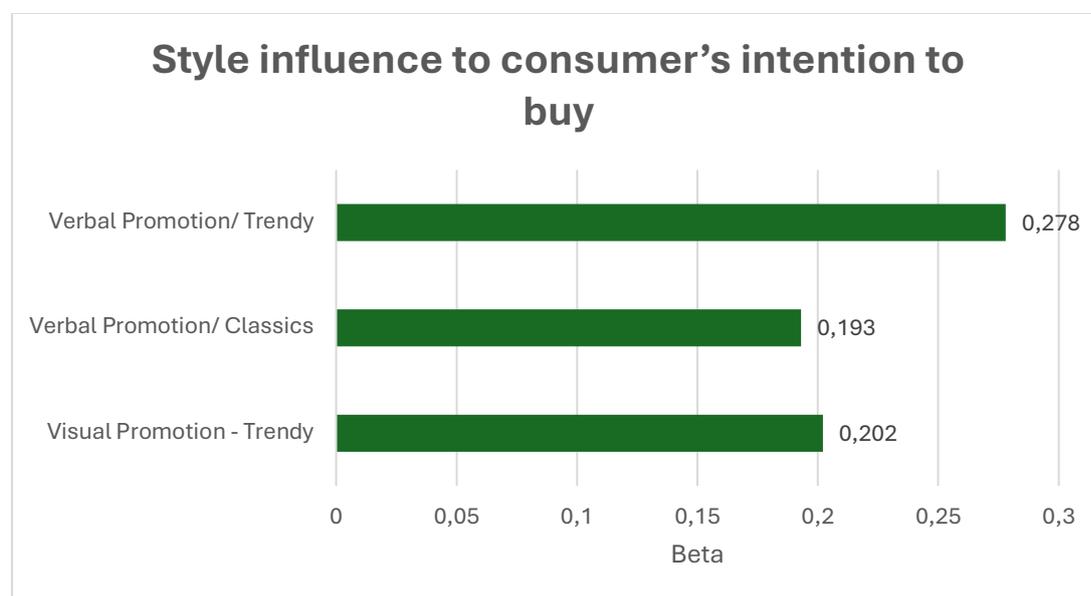


Figure 9

2.5.4. One-Way ANOVA

The impact of following social media influencers who promote sustainable and/or second-hand fashion to intention to buy was tested using one-way ANOVA, which is applied to categorical data. The analysis compared the purchasing intention across 3 different groups: those who follow influencers, who promote sustainable/second-hand fashion; those who don't follow such influencers; those who don't know.

The results, show the statistically significant difference in buying intention between each group. Particularly Tukey test indicates a significant difference between the consumers who follow and don't follow the influencers ($p<0,001$), while the not knowing of this fact has no significance towards the intention to buy. The positive mean difference of 0,41201 indicates,

that the consumers, who do follow the certain influencers, have a significantly higher intention to buy than the ones who don't follow.

Based on the significant differences between following and not following the influencers, the **H2 is accepted**.

2.5.5. Simple Linear Regression

Since the Logo variable consists of answers with nominal data, the Dummy variables were created for every answer, for testing each consumer opinion on the intention to buy with a help of Simple Linear Regression. The test revealed, that the brand-conscious consumers, such as the ones who avoid fast-fashion (Answer 1), are seeking designer labels (Answer 3), or buy fast-fashion in case of good quality (Answer 3), were not statistically significant predictors of purchasing intention, like „None of the above“ (Answer 6) too.

However consumers, who don't care about the brands at all (Answer 4), showed a positive intention to buy ($\beta=0,105$), although the significance towards the intention to buy is not very high ($p=0,039$).

The respondents, who say they wouldn't buy second-hand clothes at all, have a statistically significant relationship with the buy ($p<0,001$), but the relationship is very negative ($\beta= -0,352$). This means that the consumers, who say that they don't buy, are actually against buying second-hand clothes. Therefore the **H3 is partially rejected**.

These insights provide a critical view towards the importance of a brand logo and contradict the perception in the traditional fashion, where logo represents a status and quality (Yoo, 2023). Ignoring the brands completely is the only positive predictor of the purchasing intention, which brings the conclusion, that a second-hand consumer is rather practical and not status driven. The second-hand fashion buyer prefers functionality and item's condition, as opposed to the brand name.

Moreover, the lack of significance of the brand-conscious consumers and the intention to buy indicate, that these brand preferences do not have impact to the intention to purchase. The advertising of the brand logos can bring even an opposite effect, where a traditional second-hand fashion consumer will get annoyed of an increased amount of the information, which is simply irrelevant to them.

2.5.6. Mediation

For mediation analysis between factual environmental information and consumer's intention to buy Process Macros model 4 was used.

Table 3 represents the testing whether second-hand store's factual information about its positive environmental impact has any impact in the intention to buy through the mediation

of Subjective Norms. The direct effect of factual environmental information to intention to buy (beta = 0,1091) is statistically significant, which shows that facts about the environment can directly positively impact the intention to buy.

Factual environmental information has a direct statistically significant positive impact on Subjective Norms (beta=0,1775). This confirms that seeing factual data increases the consumer's perception of positive social pressure.

The Subjective Norms also have a very positive direct effect towards the intention to buy (beta=0,5925).

The indirect effect of factual environmental information through Subjective Norms towards the intention to buy second-hand clothes is statistically significant, while 95% Confidence interval doesn't include 0.

This proves, that facts do not only inform the buyer, but also increase the confidence that their social circle will approve their purchasing decision. Both these factors then positively impact the intention to buy directly and indirectly. According to the above tests, **H4 is accepted.**

Variable / Effect	Beta (coefficient)	SE (standard error)	T (test statistic)	P (probability value)	95% Confidence Interval	
					LLCI	ULCI
Fact_I → Int_B	,1091	,0351	3,1105	,0020	,0401	,1781
Fact_I → SN	,1775	,0264	4,8737	,0000	,1059	,2492
SN → Int_B	,5925	,0475	12,4679	,0000	,4991	,6859
Fact_I → SN → Int_B	,1052	,0276	-	-	,0703	,1930

Table 3

2.6. Interpretation of additional Research Findings

The data, received via the questionnaire, contained 33 questions, which allow for deeper research beyond the hypothesis testing. The questions indicate consumer's perceptions and opinions regarding the second-hand fashion, where the connection between those and the intention to buy, as well as current purchasing behavior will bring value to the current and future second-hand fashion research.

2.6.1. Environmental Aspects

Based on the existing literature (Prisco et al., 2025), the environmental concern is undoubtedly one of the main reasons of second-hand fashion purchases. The survey measures it from 3 different angles – respondents were asked if they care about an environment protection in general (91% care), if they are concerned about the negative environmental impact caused by the fashion industry (77,6% are concerned) and if they think about an environmental impact of fashion industry, while buying new clothes (25,7% think often and 44,5% think sometimes).

One-way ANOVA test confirmed, that all 3 environmental aspects have a statistically significant positive impact to consumer's intention to buy second-hand clothes ($>0,001$). This suggests, that environmental values really lead consumers towards a stronger willingness to buy second-hand clothes. In comparison, the consumers who claim that they don't care or think about the environment rarely, don't intend to purchase second-hand clothes, as per the conducted test.

Moreover, the frequency analysis shows, that 79% of the active consumers, who care about the environment while buying second-hand clothes, are already active second-hand fashion buyers.

2.6.2. Current and Intended Purchasing Behavior based on Income

The frequency of the behavior – how often one buys second-hand clothes in 12 months, was measured for confirming/rejecting the idea in the existing literature (Silva et al., 2021), that the more experience the consumer has with second-hand fashion, the more inclined they are to buy it. The testing was issued using bivariate correlation for relationship direction measurement, after reverse-coding the behavior frequency variable for a better interpretation of the results. The test confirms a significant correlation between both variables (0,643), which concludes, that the purchasing frequently is a strong predictor of the future behavior – the stronger current purchasing behavior, the stronger the intention to buy in the future.

In the current literature one of the main drivers for second-hand fashion purchasing is an ability to save money while buying second-hand (Baruönü, 2025; Frahm, Mugge, et al., 2025). The respondents in this study were asked about their income, in order to test what impact an income level has to the second-hand fashion purchasing intention and behavior (Table 4). The majority of respondents said that they earn 1001-2000 EUR after taxes, which reflects the average monthly salary in Lithuania. 30,1% earn more than 2001 EUR, 15,9% - 501 and 1000 EUR and the smallest amount earn up to 500 EUR a month. Despite second-

hand perception of the behavior of the ones with low income, this research didn't reveal any significant correlation between income and the frequency of second-hand fashion purchases ($p=0,133$), as well as no frequency between income and an intention to buy ($p=0,710$). These results confirm the existing literature, which claims that second-hand fashion isn't purchased by low-income individuals only (Baruönü, 2025) and is rather independent from the income.

Income	Frequency	Percent
0-500EUR	28	7,2
501-1000EUR	62	15,9
1001-2000EUR	154	39,6
more than 2001EUR	117	30,1
I don't want to disclose	28	7,2
Total	389	100,0

Table 4

The comfort of buying second hand is a debatable topic in the literature. Some literature say, that the consumers might feel uncomfortable buying second-hand clothes due to the physical shopping experience and the fact that the clothes were worn by someone else (Guan et al., 2024) and others claim this behavior simply not being acceptable in some societies. This research shows, that 86,6% of respondents would feel comfortable purchasing second-hand clothes, even if 4,4% of respondents never bought second-hand clothes, however 5,9% wouldn't be comfortable purchasing it at all. The comfort of buying second-hand clothes in terms of income in this study was tested with a Chi-Square, which shows no correlation between income level and feeling comfortable buying second-hand clothes. The comfort in buying second-hand clothes is slightly higher (by less than 10%) for the income level 0-500EUR/month, in comparison with others, however the 2 variables are not considered statistically significant with $p=0,698$. This leads to the conclusion, that income level does not play any role in the attitude towards second-hand fashion. Paradoxically, as the main reason to buy second-hand fashion, the respondents in this study chose "Money" the most.

2.6.3 Buying Frequency and Intention based on Platform Knowledge, Location, Age and Gender

While the study was conducted with the respondents, who are currently living in Lithuania, and were asked if they have knowledge about second-hand trading platforms, such as Vinted and Looptex, 99,7% of them responded positive. The Chi-Square Test, which was used due to both variables having categorical answers, revealed, that the likelihood that one of the 99,7% respondents is buying second-hand clothes (tested towards the previous purchasing behavior), is 94,6%. An almost universal knowledge of these platforms, especially Vinted, is not surprising, due to Vinted's effective advertising through social media, using very

simple language and easy-to-use application (Palomo-Domínguez et al., 2023). This also leads to a wider knowledge on where to buy second-hand clothes and therefore to a greater second-hand fashion consumption.

The place of residence was collected in the survey for the purpose of finding out if the respondents in smaller cities buy differently than in the bigger cities. 65% of the respondents are from the capital of Lithuania – Vilnius and 23,1% - from other big cities in Lithuania. 11,8% - from Lithuania’s smaller cities and villages, which is shown more granularly in Figure 10. A One-Way ANOVA revealed, that place of residence has a minor, but statistically significant influence towards the intention to buy ($p=0,019$) and an actual shopping behavior ($p=0,020$).

In order to check average shopping frequency, we must group small cities and villages (“Other places in Lithuania”) and big cities (“Vilnius”, “Kaunas”, “Klaipeda”, “Siauliai”), which are shown in Figure 10. Testing frequency based on means across every city separately will create a false answer in “Siauliai”, which has only 5 answers, which is too small of a sample size for accurate calculation of only “Siauliai”. The goal of the test was also to check the differences in buying towards big and small cities, therefore the grouping serves the purpose of this study. Based on the Independent samples T-Test, the mean for big cities is 3.0379 and for smaller cities and villages - 3,3261. This shows, that the consumers in bigger cities tend to buy sometimes (3-5 times a year), but the consumers in the smaller cities – more often, with the mean difference of 0.29.

The engagement in second-hand purchasing behavior has a slight difference between bigger and smaller cities, however when it comes to the intention to buy, there is almost no difference between the bigger cities (mean=4,2303) and smaller cities (mean=4,3696) – consumers from both cities have a high intention to buy.

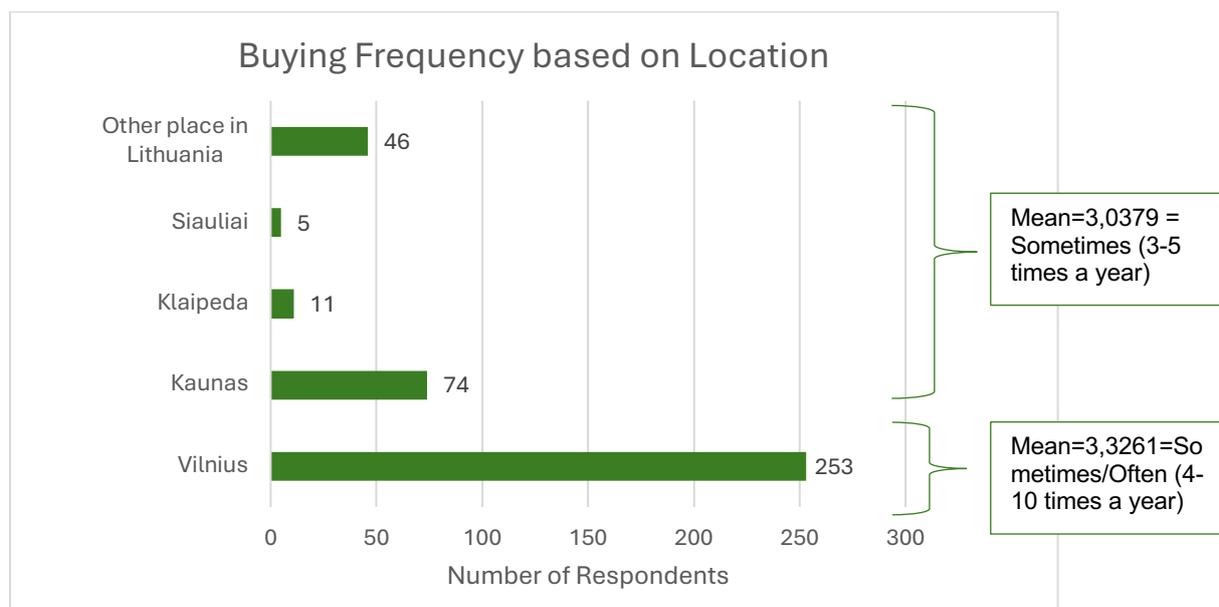


Figure 10

The study includes 2 groups of people based on the age - age from 18 to 25 and from 26 to 45. The ages represent 2 different generations – Generation Z and Millennials. The Independent Samples T-Test revealed no difference between an intention to buy and an age group ($p=0,206$), as well as no correlation between the age and an actual purchasing behavior ($p=0,360$). The 2 groups were chosen for the purpose of testing the contradiction in the existing literature, where Gupta et al. (2019) suggests, that young people do not care about environment that much and buy more, however Prisco et al. (2025) in the contrary names young people as the biggest supporters of positive environmental actions.

The research included the gender of the respondents too, in order to investigate if that makes any difference in the second-hand shopping behavior, however, as well as in reviewed literature, most of the respondents, 83%, are female and only 16,7% are male, which doesn't represent the nearly equal distribution for the differences between genders.

2.6.4. The Main Reasons to Buy

As already mentioned before, the money is a strong second-hand fashion driver, highlighted in the literature. The study confirms that with the question of main reasons to buy, the opinion of money-driven second-hand shopping wasn't confirmed in an actual income aspect (Paragraph 2.6.2.). Independent Samples T-Test was performed to actually test which reason have which impact to the intention to buy and current purchasing behavior of second-hand clothes (Table 5). The main reasons to purchase are Fashion and Environmental Impact, followed by the Opportunity to find Unique Clothes and then Money as the 4th most important driver. Social Contact and Social Status are the reasons which were chosen the least and the Independent Samples T-Test revealed, that these 2 reasons have no statistical significance to the intention to buy second-hand clothes. Social contact while buying doesn't impact the intention to buy, however the consumers, who note this as a main reason to purchase, are actually currently purchasing second hand clothes, which means that they don't plan, but already action the behavior, without admitting it.

This data not only again shows that consumers are buying second hand clothes due to the environment reasons, which complies with the existing literature, but also confirms this fact to the companies, who are already going towards second-hand promotion of their products or are already thinking about implementing these solutions. The economic ("Money") reason as a driver for actual purchasing behavior is mentioned in the existing literature as well (F. Evans et al., 2022), which marketers can embrace while promoting second-hand as something affordable. The need for more marketing solutions towards the more fashionable clothes is evident too, with consumers willing and buying used clothes due to fashion. While the second

most chosen reason to buy is an opportunity to find unique clothes, it opens up an opportunity for the businesses, as also suggested by Frahm, Boks, et al. (2025), to promote treasure hunting experiences, since consumers are evidently interested in it.

Reason to Buy	Mean (if selected)	Significance	Mean (if selected)	Significance
	Intention to Buy		Current Purchasing Behavior	
Money	4,4257	<,001	3,3345	<,001
Environmental Impact	4,6022	<,001	3,5968	<,001
Social Contact while Buying	4,6667	,228	4,0000	,040
Fashion	4,6026	<,001	3,6795	<,001
Social Status	4,7500	,169	3,8750	,094
The Opportunity to find Unique Clothes	4,4865	<,001	3,2625	<,001

Table 5

2.6.5. The Impact of Perceived Behavioral Control

The Regression Analysis (Figure 11) shows, that Perceived Behavioral Control has a significant impact towards the consumer's intention to buy second-hand clothes (Beta=0,443 and $p < 0,001$ for 2 PBC variables transformed into one PBC variable), as well as actual buying decision (Beta=0,228 and $p < 0,001$), which means, that if people are buying now, they will most likely buy.

However when combining both PBC variables (knowledge on where to buy second-hand clothes, when needed, and personal purchasing decision), the test reveals, that knowledge (Beta=0,328) has a strong effect when making purchasing decision, however the personal decision has no significant impact towards the purchasing behavior ($p = 0,226$, beta = -0,069). When testing towards the intention to buy, the result is similar – the knowledge where to buy second-hand clothes is strong ($p < 0,001$, Beta=0,420), however the personal decision making has no significance ($p = 0,111$, beta=0,085).

The Pearson's Test highlights this difference even more clearly, when testing both PBC variables separately, against the intention to buy and an actual behavior. The test reveals, that knowledge of where to buy second-hand clothes has a stronger impact on the intention to buy (Beta=0,465), than the ability to make own purchasing decisions (Beta=0,307). The test of variables separately against the actual purchasing behavior shows, that the knowledge of where to buy second-hand clothes is significant towards the actual purchasing decision ($p < 0,001$, Beta=0,292), while the personal decision to buy second-hand clothes alone has only a slight significance towards the actual purchasing behavior ($p = 0,039$, Beta=0,105).

Therefore a psychological aspect of the purchasing intention must be considered: if the consumers know where to buy, they will likely buy without giving much thought about their decision and its psychological drivers.

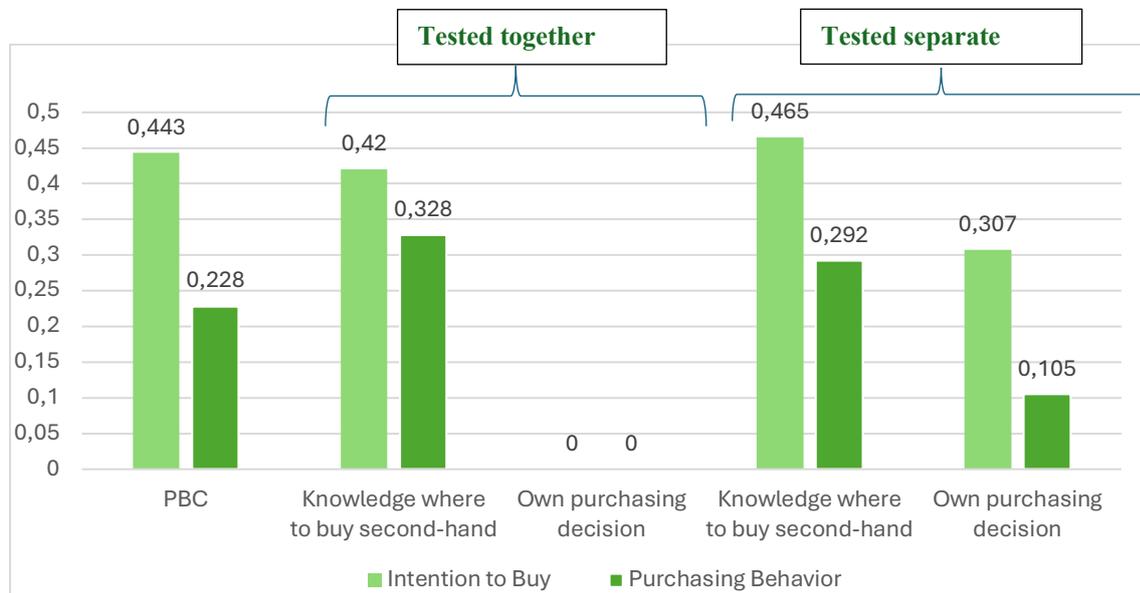


Figure 11

Similarly, the intention to buy and an actual purchasing behavior are impacted by the awareness, that the consumer can find second-hand clothes that fit their style. A Simple Linear Regression test reveals, that the relationship between awareness of finding one's own style and the intention to buy, as well as actual buying decision, is significant ($p < 0,001$ to both dependent variables). With that being said, if the consumer thinks that in the second-hand store they can find clothes, which fit their personal style, their intention to buy and the actual purchase of second-hand clothes is going to be very high. This also confirms, that the careful curation of the store's inventory and advertising the opportunity to create certain aesthetics with the store's second-hand products is important.

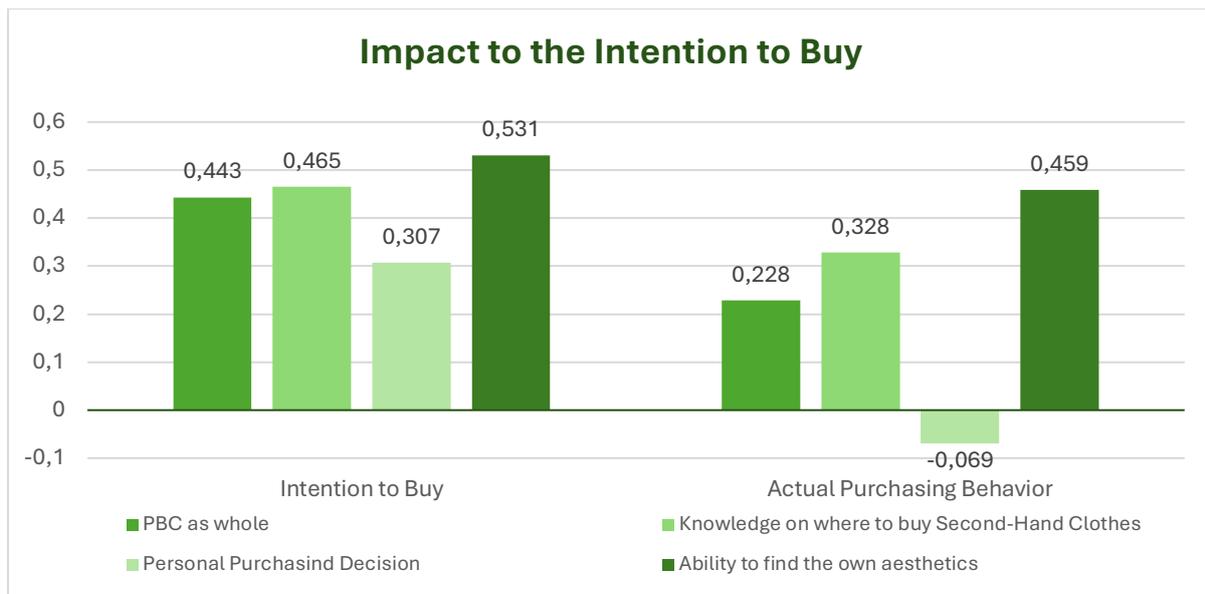


Figure 12

2.6.6. Self Identity towards Verbal and Visual Promotion

Table 6 represents the results of an Independent Samples T-Test, which measures the relationships between consumer's personal style and intention to buy second-hand clothes, as well as actual second-hand fashion purchasing behavior. This represents the consumer behavior differences based on their self-identity.

Consumers, who identify themselves as having a Vintage, Unique or Colourful style, have a significantly higher intention to buy ($p < 0,05$) and a higher probability of actually buying behavior ($p < 0,001$), compared to other groups. This aligns with the existing literature, suggesting that the consumers are oftentimes searching for exactly these items, when shopping second-hand (Frahm, Mugge, et al., 2025). This behavior is based mainly on treasure-hunting and self-expression through fashion, in contrary for buying based on only the need.

The findings also include a contradiction in fashionability aspect in the existing literature (Ferraro et al., 2016) and previous tests, which confirmed, that fashionability is among the most chosen reasons to buy. The T-Test in Table 6 concludes, that the consumers, who are actually identifying themselves as fashionable, are neither buying second-hand fashion now, nor are thinking about their future second-hand purchases. This finding is problematic, since the fashionable consumers don't incorporate second-hand fashion into their every day life and are buying second-hand fashion only when they see a fashionable piece, however they aren't actively looking for second-hand clothes when they need to shop. Therefore more advertisement regarding the fashion aspect is needed, in order to inspire the

consumers, who actually present themselves as fashionable, since fashionable second-hand clothes already exist, but fashionable people might not be aware of it enough.

Test also revealed, that consumers, who identify themselves as having a Classic, Luxurious or Other styles, neither intend, nor are already purchasing second-hand fashion. Classic style's impact to the current behavior is statistically significant, but low ($p=0,047$), and it doesn't correlate with the intention to buy at all.

This represents a marketing gap, where the only consumers, who are buying and planning to buy in the future, are of a Vintage, Unique and Colourful styles, however despite the efforts of advertising second-hand luxury, the consumers of the luxurious style are completely disengaged with second-hand fashion. However, as per findings regarding H1a, verbal promotion of classic styles drove intention to buy. These results can stem from a lack of actual promotion of classic styles and lack of correct targeting, however if the consumer sees such promotion, they might think about buying.

Personal Style	Significance	Mean (if style selected)	Significance	Mean (if style selected)
	Intention to Buy		Current Buying Behavior	
Fashionable	,445	4,1739	,446	3,1630
Classic	,640	4,2356	,047	2,9519
Vintage	,009	4,6078	<,001	3,8235
Luxurious	,451	4,0870	,918	3,0435
Colourful	<,001	4,7500	<,001	3,7708
Unique	,010	4,5556	<,001	3,6984

Table 6

For testing the impact of the respondents style towards their reaction to the verbal and visual classic and trendy style second-hand fashion marketing messages, the Pearson test and Simple Linear Regression were performed. The analysis revealed, that consumer's personal style has a significant responsiveness towards the various marketing messages. Some styles showed more responsiveness towards the particular messages (Figure 13), some showed less or none, or even responded negatively.

One style, which doesn't engage in second-hand fashion marketing in this study at all, is luxurious style. None of the marketing messages (visual, verbal, classic and trendy) showed any significance towards the respondents, who identify themselves as having a luxurious fashion style.

Although the second-hand fashion market is going towards curation of more fashionable styles, the consumers, who identify themselves as fashionable, positively respond

only to the visual marketing messages, highlighting the trendy styles, however textual trendy style promotion showed no importance to these specific consumers ($p=0,115$). Here again a paradox with fashionability style – it is one of the main reasons to buy, but it doesn't mean that fashionable people buy or are intended to buy second hand clothes and based on this test, are hard to attract with verbal advertising too.

Respondents with the classy styles naturally respond very positively towards the classic style visual messages ($p<0,001$), however classic verbal message doesn't have such strong significance ($p=0,025$). The self-identification with classic style has a very weak response to the trendy visual messages ($p=0,048$) and that response is negative ($\beta=-0,100$). This style showed completely no interest in trendy verbal messages ($p=0,491$).

None of the messages were about a vintage or nostalgic aesthetics, which might be a reason why the vintage style doesn't have any significance with these messages, except the verbal classic style promotion ($p=0,008$).

Colourful style doesn't have any significance towards the classical style promotions, neither verbal ($p=0,097$), nor visual ($p=0,981$), which isn't surprising knowing, that classical, timeless pieces, have a rather limited amount of colours and cuts, compared to a colourful style. These respondents rather choose trendy styles – both verbal ($p=0,008$) and visual ($p=0,002$).

Unique style, as expected, due to its great responsiveness to second-hand fashion, showed a significant response to the marketing messages, however not to the classical visual promotion ($p=0,432$), which can be caused by the same lack of colours and cuts, as unresponsiveness of the individuals with the colourful styles.

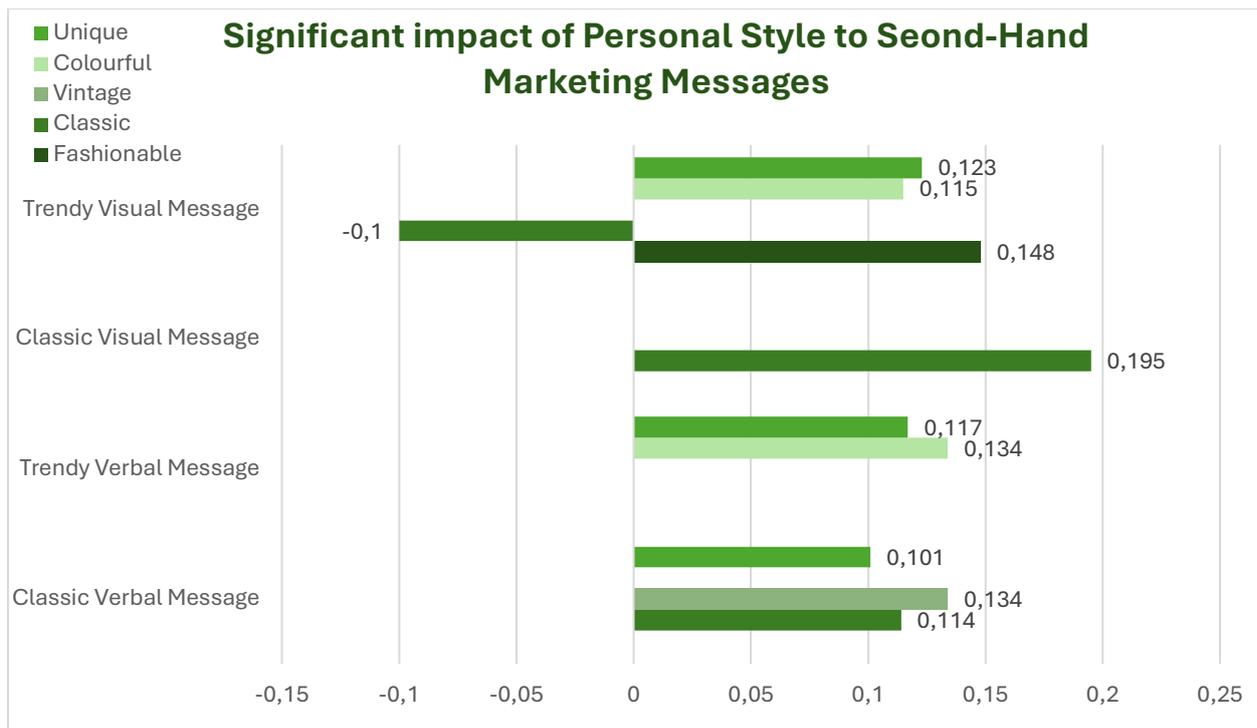


Figure 13

2.6.7. Style vs. Logo Comparison

A Chi-Square test and a Crosstabulation were conducted to analyze the relationship between consumer's self-identity and their brand preferences. This is an important outcome, which helps second-hand fashion businesses better align their brand curation, based on brand preferences and their target audience.

As shown in Table 7, the respondents, who identify themselves with fashionable, classic or vintage styles, are more pragmatic and prefer the quality and looks of the item and mainly don't care about the brands at all. They either prefer fast-fashion items of a good quality and appearance, or find brands completely insignificant. This shows, that these consumers mainly care about the quality and aesthetics, rather than a logo.

The consumers who identify themselves as having a luxurious style, mainly prefer only designer or high-fashion second-hand clothes. They also have the least percentage of not caring about the brands at all (8,7%). These consumers however neither buy, nor intend to buy second-hand clothes, as per previous tests. This finding clearly shows, that these respondents would rather buy second-hand designer clothes (34,8%) than not buy any second-hand clothes at all (8,7%), however their actual lack of buying and planning to buy is an opportunity for a better targeting and more effective advertising of new-looking used luxurious items, because these consumers are interested, but didn't take the first steps yet.

The respondents with a colourful and unique style claim not to care about the brands at all, similarly to fashionable, classic and vintage respondents. This concludes the finding and supports the existing studies (Baruönü, 2025), which say that consumers are driven by self-expression and uniqueness, as opposed to brand names.

Style	I wouldn't buy second-hand clothes made by fast-fashion brands	I would only buy second-hand clothes made by a designer or high-end fashion brand	I would buy second-hand fast-fashion clothes if they looked good and were of a good quality	I don't care about brands at all, when I buy second-hand clothes	I wouldn't buy second-hand clothes	None of the statements listed above
Fashionable	12%	10,9%	42,4%	28,3%	4,3%	2,2%
Classic	10,6%	13,0%	37,5%	33,7%	1,4%	3,8%
Vintage	21,6%	11,8%	31,4%	31,4%	2,0%	2,0%
Luxurious	21,7%	34,8%	21,7%	8,7%	8,7%	8,7%
Colourful	20,8%	10,4%	27,1%	37,5%	0,0%	4,2%
Unique	19,0%	7,9%	39,7%	31,7%	0,0%	1,6%

Table 7

2.6.8. Word Of Mouth (WOM)

In order to determine the second-hand promotion tactics, a Word-of-Mouth (WOM) was measured by asking the respondents, whether they recommend, discourage or don't talk about second-hand shopping. The results show, that most of the respondents (63,8%) actively recommend second-hand fashion purchases.

An independent samples T-Test revealed that the actual purchasing behavior (whether the consumer purchased second-hand clothes in last 12 months or not) is a strong driver for a positive WOM ($p < .001$; mean=3,5524). This means, that the consumers, who are buying, are also recommending. The test also shows, that only 4,4% of the recommenders didn't buy any second-hand clothes in the last 12 months, however this shows that they already have a good opinion about second-hand clothing even without or any recent purchases.

In contrast, a small group of discouragers (5 respondents) consists mainly of responders, who don't buy second-hand fashion at all (60%). This suggests, that the ones, who discourage others, have actually no recent experience with second-hand purchases at

all. This supports the existing literature, suggesting that the more inexperienced is the buyer, the more sceptical they are towards the second-hand fashion (Silva et al., 2021).

It is interesting, that 40% of the discouragers actually bought second-hand clothes previously, however the count of discouragers is only 5 (1,3% of all respondents), which makes it hard to rely on in real world.

While the WOM is a strong marketing driver and its positivity and constructiveness are at a great importance, the study continues searching for its positive and negative reasons.

Independent Samples T-Test analyses the trust in the fashion companies and trust in social media towards the WOM. The results reveal no significance between WOM and trust in the fashion companies ($p=0,462$) or trust in social media ($p=0,148$). However the environmental knowledge plays an important role to positive WOM, based on a strong significance ($p<0,001$) between the reaction to factual environmental information and WOM. Responders, who spread a positive WOM, tend to find the factual environmental information significantly more important (mean=3,7944) than the ones who are “passive” (mean=3,1838).

This proves, that consumers need evidence and facts, in order to trust the companies and spread a positive opinions regarding second-hand fashion.

Finally, WOM is significantly related to knowing where to buy second-hand clothes ($p=<,001$) – consumers, who know where to shop, are more likely recommending second-hand purchases. The majority (58,3%), who doesn't know where to shop, fall into the “passive” category – they don't spread any WOM. The “passive” respondents present the opportunity to be converted into the positive ones. These consumers should be targeted and educated on opportunities and places where to buy second-hand fashion, in order top spread a positive opinion.

2.6.9. Use of Social Media and Trust in Green Claims

Behavior frequency can be predicted by the fact that the respondent is following or is not following the social media influencers, who are promoting sustainable / second-hand fashion. One-Way ANOVA determined, that following mentioned influencers correlate with purchasing behavior and purchasing intention – consumers, who are following these influencers, are more inclined to buy and intend to buy second-hand fashion, versus the consumers who don't follow the influencers, who promote sustainable or second-hand fashion. However, getting fashion advise from social media, does not correlate with purchasing behavior ($p=0,760$) or intention to buy ($p=0,406$), which means that social media fails to inspire and promote second-hand fashion in a sales driving way. These results highlight the importance of businesses' engagement with “greenfluencers” and promotion of sustainability driven content, in order to drive more consumers towards it.

As per existing literature, consumer mistrust in green advertising is rising due to “greenwashing” – green claims which are misleading or untrue (Li et al., 2025). To test if green scepticism is actually impacting the second-hand fashion market, an Independent Samples T-Test was conducted. The analysis confirmed no statistically significant difference in actual purchasing behavior ($p=0,957$) or intention to buy second-hand clothes ($p=0,383$) between those who trust companies advertising green claims, and those who don’t trust. Surprisingly, the respondents, who trust such companies, buy and intend to buy at the same rate, as the ones who don’t. This is a contradictory finding, not supported by the literature in new fashion, which claims that trust in the company increases their purchasing intention (Neumann et al., 2021). This also shows, that consumers trust second-hand fashion, no matter the trust in the fashion companies or green claims. Consumers likely view second-hand fashion as a sustainable choice by itself, due to avoiding to buy new clothes and buying only what was already used by someone else. That perception is also supported by the literature (Ozdamar Ertekin et al., 2020), however requires a more critical view.

This is particularly interesting due to the acceptance of H4 and the fact, that consumers care about factual environmental information, which also drives their intention to buy and impacts WOM. These findings draw the conclusion, that the consumers don’t pay attention to the green advertising, however in order to drive sales and grow, trustworthy factual information must be provided.

2.7. Consumer segmentation

Based on the quantitative analysis of purchase drivers, self-identity and environmental values, 3 consumer profiles within the Lithuanian second-hand fashion market have been identified. These profiles align with the research findings, such as income, purchasing motivations, personal styles. These profiles allow more targeted marketing strategies, recommended in the practical implications of this thesis.

Profile A: Eco-conscious, mindful buyer

Buying Motivations: Money is their primary reason to buy second-hand clothes.

Believes: Always thinking about environmental impact of fashion industry while buying new clothes

Buying Frequency: Buying new clothes is a mindful decision for them. This consumer doesn’t buy new clothes often (3-4 times a year), but when actually needed and their first choice will be a second-hand over the new one.

Style: Classic, timeless style, doesn’t like clutter and overconsumption.

Psychographics: Their intention to buy is very much impacted by the factual environmental information (as per H4), while it gives them proof about the right intentions for their buying behavior.

Barriers: This consumer is anxious of misfit regret and inability to return items after purchasing, which would make them either throw away the item, or try to resell for less than what they initially paid for.

Marketing Strategy: Such consumer best responds to detailed information about the item, has a high need for item's images as supporting information.

Profile B: Thrift-Store Fashionista

Buying Motivations: The ability to find unique pieces, environmental concern. If they find a great piece online, which they cannot wear, they will buy for reselling purposes.

Believes: Thinks about fashion as an expression of their identity, as well as environment. Thrift-Store Fashionista would spread positive WOM about second-hand clothes to everyone, because they know very well which styles can be bought were and that this is an environment-friendly choice.

Buying Frequency: Often, when they see a unique piece online.

Style: Vintage and Unique. This consumer has a high creativity in styling.

Psychographics: Don't want to merge with the crowd and have a need to look and feel unique.

Barriers: This consumer would be rather hesitant to buy fast-fashion items or something which has a big logo on it and looks "mainstream".

Marketing Strategy: They would respond positively to visual and verbal storytelling (aligns with H1), as well as inspiration from influencers (aligns with H2).

Profile C: Second-Hand Fashion Scepticist

Believes and Buying Frequency: Little to no experience with second-hand fashion due to their scepticism towards it.

Style: Classic and Luxurious, high quality garments.

Psychographics: Very concerned about their social status and are hesitant to buy second-hand clothes due to that. A high concern about what their social circle, which doesn't engage in second-hand fashion, think of them.

Barriers: They think that second-hand items are unhygienic, worn out, of a bad quality and old. They don't think they can find anything suitable for their style and expectations. Their social circle might not approve of them buying second-hand clothes.

Marketing Strategy: Such consumer should be approached with the strategies which build trust in quality, second-hand fashion trendiness and luxury, as well as visual and verbal marketing of different classic styles. Exposure of second-hand luxury and its worth can interest this particular consumer.

LIMITATIONS

While the research presents a novelty in visual marketing and scepticism in second-hand fashion, it also meets some limitations. The search for the relevant literature confirmed a scarcity of existing research in visual marketing of second-hand fashion. The lack of scientific studies presented a difficulty for comparing and contextualizing the survey results against the established scientific works.

Additionally, while the study analyses greenwashing and brand scepticism, the current findings lack a critical view on these topics. The existing literature focuses primarily on scepticism in traditional fashion and presents the general idea of second-hand fashion as a sustainable business practice. Therefore, there is a lack of academic sources discussing the negative aspects of greenwashing specifically within the second-hand market. The lack of critical information poses a gap of resources regarding second-hand brand's/retailer's storytelling. Consequently, more exploration in what other messages can be presented is lacking.

Another limitation of the research is a presence of sampling and gender bias, as 83% of survey respondents are female. The questionnaire was distributed through various online communities, which may have limited the diversity of the responders' beliefs and opinions. Additionally, the researched age group (18-45 years old) represents only the consumers from Generation Z and Millennials and does not represent the older population.

Finally, the survey design presented the opportunity to research a substantial amount of topics, however a more targeted questionnaire, including multiple questions for the same variable, might have deepened the research and tested the variables in a more diverse way.

CONCLUSIONS

The goal of the thesis is to determine what roles the impact of fashionability, identity, visual communication, emotion, and scepticism play on consumer second-hand fashion purchasing behavior. In order to do so, a detailed literature analysis was conducted, highlighting the main motives to buy second-hand clothes, as well as earlier researched

blockers. The online survey results and its SPSS analysis enhanced the literature findings and provided new ideas, as well as room for suggestions for the marketers and future research.

1. Theoretical Literature Systematization

The systematization of the theoretical literature revealed, that the consumer behavior towards second-hand fashion is driven by 3 motivations – economic (price, bargain-hunting), critical (environmental concern, anti-consumerism of new items), hedonic (uniqueness, fashion, treasure-hunting, belonging to the group, nostalgia). The scholars are not united which motivation is the strongest. A significant amount of literature says that economic motivation is the main, while second-hand clothes are cheaper than new and historically second-hand fashion was seen as something that only lower-income individuals would consume. Others argue that environmental protection or uniqueness are stronger, while economical motivation is fading away with time.

While consumers are motivated to buy second-hand fashion and the marketing of it is becoming more important to the second-hand stores, there is still a lot of scepticism towards second-hand, such as greenwashing, perceived low quality, inability to return purchased items, as well as hygiene.

The amount of scientific literature in fashion and sustainable fashion manufacturing practices, as well as second-hand as whole, is significant, however, the amount of literature in second-hand fashion skepticism and promotion, especially visual, is very limited. The amount of information about hand fashion as a whole is sufficient, but the basis for practical implications is still lacking.

2. Brand Logo Influence on Second-Hand Purchasing Decision

One of the goals of this research was to determine what impact, if any, brand logo has to the second-hand purchasing decisions. The research revealed, that the majority of respondents mainly care about how the product looks like, no matter the logo, so the logo's perception is not important to the majority of the consumers, when buying second-hand. The hypothesis testing shows the same – logo has no impact neither in consumer's purchasing decision, nor in their intention to buy, therefore H3 was rejected. Additionally, the perception of the logo doesn't drive the main second-hand fashion audience, except the individuals, who identify themselves as having a luxurious style – these consumers explicitly perceive fast-fashion brand logos negatively.

3. Impact of Factual Environmental Information to the Consumer's Intention to Purchase

91% of the respondents in this study claim caring about the environment and more than 77% care about the negative environmental effect caused by the fashion industry. While

buying new clothes, around half of the respondents think about the environment and around half of the respondents choose second-hand for environmental reasons, which brings to the conclusion, that second-hand fashion has established itself as an environmentally-friendly choice. However the mistrust in the fashion companies is still strong, with the majority of the respondents saying that they don't trust green advertising, but the factual environmental information, which is lacking in most of the green advertising and even second-hand businesses, would not only increase their positive WOM, but also an intention to buy second-hand clothes. Therefore the H4 is confirmed – the presence of factual environmental information does have a significant positive impact in the intention to buy second-hand clothes.

4. Influence of Social Media and Visual Marketing towards Second-Hand Fashion

As per this research, social media influencers have a significant positive impact to the consumer's intention to buy second-hand clothes, confirming H2, however following any social media fashion advises does not.

As per survey research, the consumers were asked about their opinion towards visual and verbal marketing messages. The tests revealed, that the visual content, which highlights the trendy streetwear styles, has influence in the consumer's intention to purchase, confirming H1d, however the visual messages of classic style did not have any influence at all and rejects H1c. The effect of both classic and verbal marketing messages was significant towards the intention to buy, which confirms the researched literature, saying that verbal communication is important in terms of authenticity.

5. The Impact of Self-Identity Towards the Second-Hand Purchasing Attitude

As per the empirical research one of the main reasons to purchase second-hand clothing is consumer's fashion identity. Consumers with vintage, colourful and unique styles are both intending to buy and already buying second-hand. This leads to the conclusion, that the current second-hand market, which offers unique "treasures", is successfully satisfying their needs for self-expression.

However classic, fashionable and especially luxurious styles still aren't fulfilled by the currently available pre-loved items. Despite fashionability being a top driver for second-hand purchases, consumers, who identify themselves as fashionable, aren't currently engaged in it. This suggests that the second-hand fashion market currently isn't positioned as a source of current trends and fashionable aesthetics. The disengagement of the consumers with a luxurious self-identity suggests, that Lithuania's second-hand fashion selection still fails to show its quality and diversity to the individuals, who seek luxury, quality and status.

The study concludes, that second-hand fashion market in Lithuania is still mainly a source for individuals, who seek uniqueness, as opposed to consumers, who are looking for different, more classic and trendy aesthetics.

THEORETICAL RECOMMENDATIONS

In order to effectively continue the research in second-hand fashion market and widen its reach, significantly more literature is required for the following second-hand fashion marketing practices:

- **Literature in Style Promotion:** Existing studies mainly focus on vintage second-hand fashion, however the development of second-hand fashion cannot be limited to vintage only, in order for the industry to be attractive to the wider audience. Future research should include modern second-hand fashion, since the industry is growing and attracting non-vintage audience increases the growth even more. Therefore, separate studies in the fashion field about different fashion directions and self-expression aspects are needed, in order to understand various consumer types and specific needs.
- **Visual Marketing Research:** There is little to no research in visual aspects of second-hand fashion, as opposed to the new fashion. Scholars are encouraged to conduct more research on images of different style promotion, placement of the visuals in different platforms, as well as visual marketing across different age groups. It is suggested that researchers study how all 3 main second-hand fashion motivations can be reflected with a help of visual promotion and what impact this has on existing and future second-hand fashion consumers.
- **Verbal and Visual Promotion:** Further research is required on verbal and visual marketing communication. It would be valuable to investigate which messages are most suited for certain platforms and what effect it has in consumer's interest into second-hand fashion.
- **Consumer's Trust in Second-Hand Market:** While greenwashing and consumer's trust in fashion industry are widely investigated in the traditional fashion, little to no research in this field is done in the second-hand fashion. Further studies should take a critical look at second-hand as a sustainable fashion option and focus on misleading sustainability claims, inflated second-hand fashion prices, as well as some second-hand fashion retailers selling new items, instead of actually second-hand.
- **Brand Perception:** The impact of brand logos is a debatable topic, therefore further research, with a larger sample size, is needed, in order to find a definitive answer, if

brands are important in the second-hand fashion industry. Moreover, the research of the placement and promotion of the brands would be required.

While second-hand fashion is becoming more popular, especially among young people, the current lack of academic literature restricts its further development and creation of advertising strategies.

PRACTICAL RECOMMENDATIONS

Based on empirical and literature research findings, the following practical recommendations to the second-hand fashion businesses and marketers are proposed. The recommendations are focused on the majority of second-hand fashion businesses in Lithuania, which currently contain smaller thrift-stores or online platforms, which are willing to potentially expand their buyers' circle and grow their business. These strategies are designed to increase consumer engagement, purchasing intention and reach of second-hand fashion:

1. **Segmentation of Visual and Verbal Marketing and A/B testing:** While the research results regarding H1 confirmed, that visual promotion works well for trendy styles, but fails for classic styles, marketers are advised to split their visual marketing strategies. For the classic and timeless fashion pieces it is advised to prioritize verbal advertisement, describe the materials and style versatility, since visuals alone weren't found effective to this consumer segment.

In contrary, for trendy inventory (e.g. Y2K, streetstyle), a focus should be placed to visual advertising, which would be suitable for the Profile B. In order to ensure the effective split between both styles and refinement of marketing messages, A/B testing is suggested.

The researched literature mentions product's packaging as a part of visual storytelling, which can enhance the purchasing experience and company's trust. The promotion of unboxing, currently trendy with new items, is recommended for an increased thrill of receiving a desired, even collectable and unique piece, as well as a thrill in packaging itself, which is a cost-efficient, but effective advertisement.

2. **Inventory Curation and Quality Focus:** In order to satisfy consumers with different fashion aesthetics and prevent "misfit regret", mentioned in Profile A, a careful curation of fashion items should be created, as opposed to random selection. This approach assists consumers in locating items that align with their personal styles, reducing the search efforts. Additionally, a careful inventory selection can give consumers a confirmation, that they can find clothes according to their fashion aesthetics easily and therefore increase their intention to buy, as well as ensures the actual purchasing

decision, as per this research. Additionally, to manage the scepticism towards poor condition of second-hand fashion items, the implementation of quality assurance processes is advised. Here the descriptions of product's quality are to consider.

One of the major barriers for second-hand fashion purchasers is non-existent return policy, therefore the marketers can benefit from implementing return policy process – this can make them be seen as transparent and innovative business.

Return process implementation and increased efforts in sorting out the garments, in order to curate it better, might require the additional costs. While the ability to buy certain aesthetics is a strong driver for second-hand purchases, more motivation, such as environmental benefit, must be strongly communicated, in order for the consumers to see a need to pay a similar price for a pre-owned item, when they can buy a new fast-fashion piece for only slightly higher or even the same price. Another solution to an increased price concern can be selling of the whole style combination as opposed to single items, which can be effectively communicated by product visuals and greenfluencers, who serve as a styling inspiration.

3. **Social Media Community Building:** The quantitative study confirmed, that integrating influencer (“greenfluencer”) marketing enhances consumer's intention to buy second-hand fashion (H2), therefore businesses should add influencer marketing in their marketing strategy. Rather than general fashion advice, social media marketing strategies should be focused on community building and educational content, such as styling tips and garment care, as well as inspiration to search for second-hand fashion items. This content can help incorporate second-hand fashion into the everyday wardrobe, as well as present a treasure-hunting experiences, where consumers can see how other people find real fashion masterpieces in thrift stores. This approach establishes the authenticity required to positively impact consumer's Subjective Norms and encourage second-hand consumption through their social circle.
4. **Trust in Environmental Facts:** To increase consumer's trust in green advertising and sustainability claims, the presentation of factual information regarding store's and purchaser's environmental impact is proposed. As the study confirmed, factual information drives the intention to buy (H4), replacing generic sustainability claims. This specific data is recommended to attract sceptical consumers. Additionally, it is advised to deliver this information through trusted influencers, in order to showcase the authenticity and reliability of the information, as well as increase positive WOM. Not knowing item's history is a barrier for some consumers, which can be overcome by presenting item's history, if the item is historical. Such content, especially if presented on social media, can stimulate consumer's interest and gain trust in the second-hand retailer.

5. **Strategic Brand Management:** According to the researched literature, brand plays a significant role in purchasing decision of new clothes, however the survey results reveal, that brand's impact in second-hand fashion is debatable (rejected H3). Consequently, marketers are advised to focus on style curations and garment quality, instead of focusing on fast-fashion brand promotion. However second-hand luxury retailers must still be mindful of the brands sold, while Profile C luxury consumers are increasingly oriented into brands as a status symbol. For the consumers, who prioritize quality over the logo, a targeted advertising strategy, highlighting premium qualities and authentication is recommended, rather than focusing mainly on the brand name and logo. However, item qualities are important to the luxury consumers too, concluding that superior quality advertisement can be relevant to both groups of consumers – the ones who look for functionality and the ones who look for luxury. An enhanced search for the desired items and aesthetics could be enhanced with companies using SEO for the specific words, such as “Y2K”, “Old Money”, rather than brand names, which would simply merge with new fashion.

BIBLIOGRAPHY AND A LIST OF REFERENCES

- Ellen MacArthur Foundation (2017). *A New Textiles Economy: Redesigning Fashion's Future*. <https://www.ellenmacarthurfoundation.org/a-new-textiles-economy>
- Aakko, M., & Niinimäki, K. (2022). Quality matters: reviewing the connections between perceived quality and clothing use time. *Journal of Fashion Marketing and Management*, 26(1), 107–125. <https://doi.org/10.1108/JFMM-09-2020-0192/FULL/PDF>
- Abdelmeguid, A., Afy-Shararah, M., & Salonitis, K. (2024). Towards circular fashion: Management strategies promoting circular behaviour along the value chain. *Sustainable Production and Consumption*, 48, 143–156. <https://doi.org/10.1016/J.SPC.2024.05.010>
- Abd-El-Salam, E. M. (2021). Investigating loyalty through CSR: The mediating role of brand image and brand trust. *Journal of Customer Behaviour*, 19(3), 252–279. <https://doi.org/10.1362/147539220X16003502334226>
- Agag, G., Ali Durrani, B., Hassan Abdelmoety, Z., Mostafa Daher, M., & Eid, R. (2024). Understanding the link between net promoter score and e-WOM behaviour on social media: The role of national culture. *Journal of Business Research*, 170, 114303. <https://doi.org/10.1016/J.JBUSRES.2023.114303>
- Ahmed, S. K. (2024). How to choose a sampling technique and determine sample size for research: A simplified guide for researchers. *Oral Oncology Reports*, 12, 100662. <https://doi.org/10.1016/J.OOR.2024.100662>
- Ahmed, W. A. H., & MacCarthy, B. L. (2023). Blockchain-enabled supply chain traceability – How wide? How deep? *International Journal of Production Economics*, 263, 108963. <https://doi.org/10.1016/J.IJPE.2023.108963>
- Ajzen, I. (2019). *TPB Questionnaire Construction 1 CONSTRUCTING A THEORY OF PLANNED BEHAVIOR QUESTIONNAIRE*. https://www.academia.edu/6670952/TPB_Questionnaire_Construction_1_CONSTRUCTING_A_THEORY_OF_PLANNED_BEHAVIOR_QUESTIONNAIRE
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Akello, T. (2024). Digital Literacy and Media Consumption among Different Age Groups. *Journal of Communication*, 5(2), 14–27. <https://doi.org/10.47941/JCOMM.1973>
- Al Halbusi, H., & Tehseen, S. (2018). The Effect of Electronic Word-Of-Mouth (EWOM) On Brand Image and Purchase Intention: A Conceptual Paper. *SocioEconomic Challenges*, 2(3), 83–94. [https://doi.org/10.21272/SEC.3\(2\).83-94.2018](https://doi.org/10.21272/SEC.3(2).83-94.2018)
- Amatulli, C., De Angelis, M., & Donato, C. (2020). An investigation on the effectiveness of hedonic versus utilitarian message appeals in luxury product communication. *Psychology & Marketing*, 37(4), 523–534. <https://doi.org/10.1002/MAR.21320>
- Amatulli, C., De Angelis, M., Peluso, A. M., Soscia, I., & Guido, G. (2019). The Effect of Negative Message Framing on Green Consumption: An Investigation of the Role of Shame. *Journal of Business Ethics*, 157(4), 1111–1132. <https://doi.org/10.1007/S10551-017-3644-X/FIGURES/6>
- Anastasiu, B., & Dospinescu, N. (2019). Electronic word-of-mouth for online retailers: Predictors of volume and valence. *Sustainability (Switzerland)*, 11(3). <https://doi.org/10.3390/SU11030814>
- Apaolaza, V., Policarpo, M. C., Hartmann, P., Paredes, M. R., & D'Souza, C. (2023). Sustainable clothing: Why conspicuous consumption and greenwashing matter. *Business Strategy and the Environment*, 32(6), 3766–3782. <https://doi.org/10.1002/BSE.3335>
- VĮ Registrų centras (November 10, 2025). *Atvirų duomenų vizualika*. <https://www.registrucentras.lt/atviri-duomenys-ir-statistika/atviru-duomeny-vizualika>
- Bagozzi, R. P., Yap, S. F., Herjanto, H., & Franklin, D. (2025). An Experimental Investigation of Second-Hand Clothing Consumption. *Journal of Macromarketing*, 45(3), 350–369. <https://doi.org/10.1177/02761467251336991>

- Bai, Y., Chen, J., & Geng, L. (2024). Beyond buying less: A functional matching perspective on sustainable fashion product purchasing. *Journal of Environmental Psychology*, 95, 102283. <https://doi.org/10.1016/J.JENVP.2024.102283>
- Bartkutė, R., Streimikiene, D., & Kačerauskas, T. (2023). Between Fast and Sustainable Fashion: The Attitude of Young Lithuanian Designers to the Circular Economy. *Sustainability* 2023, Vol. 15, Page 9986, 15(13), 9986. <https://doi.org/10.3390/SU15139986>
- Baruönü, F. Ö. (2025). Examining the motives affecting the demand for second-hand fashion products in the context of brand knowledge presence. *Journal of Product and Brand Management*, 34(5), 707–719. <https://doi.org/10.1108/JPBM-10-2023-4778/1253987/EXAMINING-THE-MOTIVES-AFFECTING-THE-DEMAND-FOR>
- Baxter, S. M., & Ilicic, J. (2018). May the force drag your dynamic logo: The brand work-energy effect. *International Journal of Research in Marketing*, 35(3), 509–523. <https://doi.org/10.1016/J.IJRESMAR.2018.03.002>
- Borusiak, B., Szymkowiak, A., Horska, E., Raszka, N., & Zelichowska, E. (2020). Towards Building Sustainable Consumption: A Study of Second-Hand Buying Intentions. *Sustainability* 2020, Vol. 12, Page 875, 12(3), 875. <https://doi.org/10.3390/SU12030875>
- BPS Kota Yogyakarta. (2020). Kota Yogyakarta Dalam Angka 2020. *BPS Kota Yogyakarta*, 362. <https://archive.org/details/approachtoviro00albe>
- Business & Human Rights, & Resource Centre. (2022, September 4). USA: H&M faces “greenwashing” class-action lawsuit over alleged misleading & false marketing of ‘sustainable’ clothing line - Business & Human Rights Resource Centre. <https://www.business-humanrights.org/en/latest-news/usa-hm-faces-greenwashing-class-action-lawsuit-over-alleged-misleading-false-marketing-of-sustainable-clothing-line/>
- Butt, F. K., & Muhammad, L. (2025). Brand coolness, a trigger for brand associations, brand beliefs, and brand advocacy. *European Journal of Management and Business Economics*, 1–17. <https://doi.org/10.1108/EJMBE-03-2024-0107/1269978/BRAND-COOLNESS-A-TRIGGER-FOR-BRAND-ASSOCIATIONS>
- Calaza, M. G., Varela Casal, C., & Valencia, J. M. C. (2023). Second-hand selling apps and the notion of luxury: trend networking and circular economy. *International Journal of Fashion Design, Technology and Education*, 16(1), 70–78. <https://doi.org/10.1080/17543266.2022.2118376>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/J.JBUSRES.2018.07.005>
- Cervellon, M. C., Carey, L., & Harms, T. (2012). Something old, something used: Determinants of women’s purchase of vintage fashion vs second-hand fashion. *International Journal of Retail & Distribution Management*, 40(12), 956–974. <https://doi.org/10.1108/09590551211274946>
- Cervellon, M. C., & Vigreux, E. (2018). Narrative and Emotional Accounts of Secondhand Luxury Purchases Along the Customer Journey. *Palgrave Advances in Luxury*, 79–95. https://doi.org/10.1007/978-3-319-71985-6_6
- Chen, Q. (2022). Live Streaming – the New Era of Online Shopping. *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*, 203. <https://doi.org/10.2991/ASSEHR.K.211209.486>
- Clausen, J., Blättel-Mink, B., Erdmann, L., & Henseling, C. (2010). Contribution of Online Trading of Used Goods to Resource Efficiency: An Empirical Study of eBay Users. *Sustainability* 2010, Vol. 2, Pages 1810-1830, 2(6), 1810–1830. <https://doi.org/10.3390/SU2061810>
- Colasante, A., & D’Adamo, I. (2021). The circular economy and bioeconomy in the fashion sector: Emergence of a “sustainability bias.” *Journal of Cleaner Production*, 329, 129774. <https://doi.org/10.1016/J.JCLEPRO.2021.129774>
- Cuong, D. T. (2024). Examining how factors consumers’ buying intention of secondhand clothes via theory of planned behavior and stimulus organism response model. *Journal*

- of *Open Innovation: Technology, Market, and Complexity*, 10(4), 100393.
<https://doi.org/10.1016/J.JOITMC.2024.100393>
- Dekhili, S., Achabou, M. A., & Nguyen, T. P. (2025). When the pro-ecological intentions of second-hand platforms backfire: An application in the case of Vinted. *Journal of Cleaner Production*, 486, 144399. <https://doi.org/10.1016/J.JCLEPRO.2024.144399>
- DeLong, M., Heinemann, B., & Reiley, K. (2005). Hooked on vintage! *Fashion Theory - Journal of Dress Body and Culture*, 9(1), 23–42.
<https://doi.org/10.2752/136270405778051491>
- Kemp, S. (2019). Digital 2019: Q4 Global Digital Statshot. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2019-q4-global-digital-statshot>
- Ek Styvén, M., & Mariani, M. M. (2020). Understanding the intention to buy secondhand clothing on sharing economy platforms: The influence of sustainability, distance from the consumption system, and economic motivations. *Psychology & Marketing*, 37(5), 724–739. <https://doi.org/10.1002/MAR.21334>
- Evans, F., Grimmer, L., & Grimmer, M. (2022). Consumer orientations of secondhand fashion shoppers: The role of shopping frequency and store type. *Journal of Retailing and Consumer Services*, 67, 102991.
<https://doi.org/10.1016/J.JRETCONSER.2022.102991>
- Evans, J. R., & Mathur, A. (2018). *The value of online surveys: a look back and a look ahead*. <https://doi.org/10.1108/IntR-03-2018-0089>
- Statista Market Forecast (October 3, 2025). *Fashion - Worldwide*.
<https://www.statista.com/outlook/emo/fashion/worldwide?query=make+money+as+anartist&category=company-updates&srsId=AfmBOop-Ub2sC3xdIgwB09A49kZNGBKedhMiAcRpx23BrfOc1HSUMSbY>
- European Parliament (2020). *Fast fashion: EU laws for sustainable textile consumption*. <https://www.europarl.europa.eu/topics/en/article/20201208STO93327/fast-fashion-eu-laws-for-sustainable-textile-consumption>
- Elliott, J. (2020). Fast Fashion Resale Is the Industry's Latest Greenwashing Tactic. <https://remake.world/stories/fast-fashions-tapping-of-the-secondhand-market-is-its-latest-greenwashing-tactic/>
- Ferasso, M., Beliaeva, T., Kraus, S., Clauss, T., & Ribeiro-Soriano, D. (2020). Circular economy business models: The state of research and avenues ahead. *Business Strategy and the Environment*, 29(8), 3006–3024.
<https://doi.org/10.1002/BSE.2554;PAGE:STRING:ARTICLE/CHAPTER>
- Fernando, A. G., Sivakumaran, B., & Suganthi, L. (2018). Comparison of perceived acquisition value sought by online second-hand and new goods shoppers. *European Journal of Marketing*, 52(7–8), 1412–1438. <https://doi.org/10.1108/EJM-01-2017-0048>
- Ferraro, C., Sands, S., & Brace-Govan, J. (2016). The role of fashionability in second-hand shopping motivations. *Journal of Retailing and Consumer Services*, 32, 262–268.
<https://doi.org/10.1016/j.jretconser.2016.07.006>
- Frahm, L. B., Boks, C., & Laursen, L. N. (2025). It's Intertwined! Barriers and Motivations for Second-hand Product Consumption. *Circular Economy and Sustainability*, 5(1), 653–674. <https://doi.org/10.1007/S43615-024-00441-Y/TABLES/3>
- Frahm, L. B., Mugge, R., & Laursen, L. N. (2025). Walk a mile in someone's sweaty second-hand shoes: Differences in motivations and barriers for second-hand products. *Resources, Conservation and Recycling*, 219, 108307.
<https://doi.org/10.1016/J.RESCONREC.2025.108307>
- Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding – exploring antecedents and consequences of brand authenticity. *European Journal of Marketing*, 51(2), 324–348. <https://doi.org/10.1108/EJM-10-2014-0633>
- Fu, J. R., Farn, C. K., & Chao, W. P. (2006). Acceptance of electronic tax filing: A study of taxpayer intentions. *Information & Management*, 43(1), 109–126.
<https://doi.org/10.1016/J.IM.2005.04.001>
- Fu, X., Alevizou, P. J., Cheng, R., & Ma, K. (2025). Explore the meanings beyond motives behind second-hand clothing consumption practice: from the theory of practice

- perspective. *Journal of Fashion Marketing and Management*, 29(7), 1320–1342. <https://doi.org/10.1108/JFMM-05-2024-0196>
- Geninatti Cossatin, A., Mauro, N., & Ardissono, L. (2024). Promoting Green Fashion Consumption Through Digital Nudges in Recommender Systems. *IEEE Access*, 12, 6812–6829. <https://doi.org/10.1109/ACCESS.2024.3349710>
- Glaveli, N. (2021). Corporate social responsibility toward stakeholders and customer loyalty: investigating the roles of trust and customer identification with the company. *Social Responsibility Journal*, 17(3), 367–383. <https://doi.org/10.1108/SRJ-07-2019-0257>
- Grappi, S., Bergianti, F., Gabrielli, V., & Baghi, I. (2024). The effect of message framing on young adult consumers' sustainable fashion consumption: The role of anticipated emotions and perceived ethicality. *Journal of Business Research*, 170, 114341. <https://doi.org/10.1016/J.JBUSRES.2023.114341>
- Guan, Z., Yu, T., Dong, J., & Zhang, J. (2024). Impact of consumers' anticipated regret on brand owners' blockchain adoption in the presence of a secondhand market. *International Journal of Production Economics*, 271, 109197. <https://doi.org/10.1016/J.IJPE.2024.109197>
- Guiot, D., & Roux, D. (2010). A Second-hand Shoppers' Motivation Scale: Antecedents, Consequences, and Implications for Retailers. *Journal of Retailing*, 86(4), 355–371. <https://doi.org/10.1016/J.JRETAI.2010.08.002>
- Gullstrand Edbring, E., Lehner, M., & Mont, O. (2016). Exploring consumer attitudes to alternative models of consumption: motivations and barriers. *Journal of Cleaner Production*, 123, 5–15. <https://doi.org/10.1016/J.JCLEPRO.2015.10.107>
- Gupta, S., Gwozdz, W., & Gentry, J. (2019). The Role of Style Versus Fashion Orientation on Sustainable Apparel Consumption. *Journal of Macromarketing*, 39(2), 188–207. <https://doi.org/10.1177/0276146719835283>
- Haque, M. N., & Lang, C. (2025). Generation Z Perception Regarding Fast Fashion Brand Greenwashing Phenomena. *International Textile and Apparel Association Annual Conference Proceedings*, 81(1). <https://doi.org/10.31274/ITAA.18755>
- Harris, F., Roby, H., & Dibb, S. (2016). Sustainable clothing: challenges, barriers and interventions for encouraging more sustainable consumer behaviour. *International Journal of Consumer Studies*, 40(3), 309–318. <https://doi.org/10.1111/IJCS.12257>
- Hedegård, L. (2023). *Performing second-hand retail : organizing the material re-circulation of goods*. <https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1749329&dswid=1212>
- Hedegård, L. (2024). (Re)framing used goods: marketing strategies in second-hand retail. *International Journal of Retail & Distribution Management*, 52(13), 136–153. <https://doi.org/10.1108/IJRDM-05-2023-0300>
- Henninger, C. E., Bürklin, N., & Niinimäki, K. (2019). The Clothes Swapping Phenomenon: When Consumers become Suppliers. *Journal of Fashion Marketing and Management: An International Journal*, 23(3), 327–344. <https://doi.org/10.1108/JFMM-04-2018-0057>
- Hiller Connell, K. Y., & Kim Hiller Connell, C. Y. (2010). Internal and external barriers to eco-conscious apparel acquisition. *International Journal of Consumer Studies*, 34(3), 279–286. <https://doi.org/10.1111/J.1470-6431.2010.00865.X>
- Hultberg, E. (2025). Scaling circular business models: strategic paths of second-hand fashion retail. *Journal of Fashion Marketing and Management*, 29(2), 181–197. <https://doi.org/10.1108/JFMM-10-2023-0260/FULL/PDF>
- Hutchins, J., & Rodriguez, D. X. (2018). The soft side of branding: leveraging emotional intelligence. *Journal of Business & Industrial Marketing*, 33(1), 117–125. <https://doi.org/10.1108/JBIM-02-2017-0053>
- Hüttel, A., Balderjahn, I., & Hoffmann, S. (2020). Welfare Beyond Consumption: The Benefits of Having Less. *Ecological Economics*, 176, 106719. <https://doi.org/10.1016/J.ECOLECON.2020.106719>
- Göksel, B. (2022). İkinci el rüzgarı!. *Fast Company*. <https://fastcompany.com.tr/dergi/ikinci-el-ruzgari/>

- Ilmalhaq, A., Pradana, M., & Rubiyanti, N. (2024). Indonesian local second-hand clothing: mindful consumption with stimulus-organism-response (SOR) model. *Discover Sustainability*, 5(1), 1–19. <https://doi.org/10.1007/S43621-024-00481-2/TABLES/7>
- Statistics Report 2032 (October 17, 2025). *Influencer Marketing Platform Market Size*. <https://www.fortunebusinessinsights.com/influencer-marketing-platform-market-108880>
- Valstybės duomenų agentūra (2024). *Internet usage continues to grow – over 90% of Lithuanian households have its access*. <https://vda.lrv.lt/en/news/internet-usage-continues-to-grow-over-90-of-lithuanian-households-have-its-access/>
- Ioannou, I., Kassinis, G., & Papagiannakis, G. (2022). The Impact of Perceived Greenwashing on Customer Satisfaction and the Contingent Role of Capability Reputation. *Journal of Business Ethics* 2022 185:2, 185(2), 333–347. <https://doi.org/10.1007/S10551-022-05151-9>
- Jain, P., Jayant, A., & Yadav, D. (2025). Unveiling research trends in green advertising: a bibliometric and thematic analysis of the literature. *Management & Sustainability: An Arab Review*, 1–28. <https://doi.org/10.1108/MSAR-02-2025-0059>
- Joro, V., & Antola, S. (2023). As Good as New: Exploring the Drivers and Barriers of Second-Hand Clothing Consumption. *LAUREA LONG 1 2 | 2023*. <https://centralbaltic.eu/wp-content/uploads/2023/05/As-Good-as-New-Exploring-the-Drivers-and-Barriers-of-Second-Hand-Clothing-Consumption.pdf>
- Jumet, B., Zook, Z. A., Yousaf, A., Rajappan, A., Xu, D., Yap, T. F., Fino, N., Liu, Z., O'Malley, M. K., & Preston, D. J. (2023). Fluidically programmed wearable haptic textiles. *Device*, 1(3), 100059. <https://doi.org/10.1016/J.DEVICE.2023.100059>
- Jun, K., & Yoon, B. (2024). Consumer perspectives on restaurant sustainability: an S-O-R Model approach to affective and cognitive states. *Journal of Foodservice Business Research*. <https://doi.org/10.1080/15378020.2024.2396687;PAGE:STRING:ARTICLE/CHAPTER>
- Kaminskiene, Z., Barsyte, J., Dewitte, S., & Uzdavinyte, E. (2025). The meaningful, the open-minded or the greedy? Diverging effects of distinct traits on sustainable and circular consumption. *European Journal of Marketing*, 59(13), 419–451. <https://doi.org/10.1108/EJM-10-2023-0808>
- Kapoor, P. S., Balaji, M. S., & Jiang, Y. (2023). Greenfluencers as agents of social change: the effectiveness of sponsored messages in driving sustainable consumption. *European Journal of Marketing*, 57(2), 533–561. <https://doi.org/10.1108/EJM-10-2021-0776>
- Ki, C. W. (Chloe), Li, C., Chenn, A. S., Chong, S. M., & Cho, E. (2024). Wise consumer choices in online secondhand luxury (OSHL) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption. *Journal of Retailing and Consumer Services*, 76, 103571. <https://doi.org/10.1016/J.JRETCONSER.2023.103571>
- Kim, I., Jung, H. J., & Lee, Y. (2021a). Consumers' Value and Risk Perceptions of Circular Fashion: Comparison between Secondhand, Upcycled, and Recycled Clothing. *Sustainability* 2021, Vol. 13, Page 1208, 13(3), 1208. <https://doi.org/10.3390/SU13031208>
- Kim, J., Kang, S., & Lee, K. H. (2020). How social capital impacts the purchase intention of sustainable fashion products. *Journal of Business Research*, 117, 596–603. <https://doi.org/10.1016/J.JBUSRES.2018.10.010>
- Kim, K. H., & Kim, E. Y. (2020). Fashion marketing trends in social media and sustainability in fashion management. *Journal of Business Research*, 117, 508–509. <https://doi.org/10.1016/J.JBUSRES.2020.06.001>
- Kim, N. (Lauren), Woo, H., & Ramkumar, B. (2021). The role of product history in consumer response to online second-hand clothing retail service based on circular fashion. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102457>
- Kıymalı oğlu, A., Yetkiän Özbük, R. M., Aydın Ünal, D., Dirlik, O., & Akar, N. (2024). Unpacking Sustainable Packaging Through the Stimulus-Organism-Response Model: A

- Systematic Literature Review. *SAGE Open*, 14(4).
<https://doi.org/10.1177/21582440241302320>
- Koay, K. Y., Cheah, C. W., & Lom, H. S. (2023). Does perceived risk influence the intention to purchase second-hand clothing? A multigroup analysis of SHC consumers versus non-SHC consumers. *Journal of Product & Brand Management*, 32(4), 530–543.
<https://doi.org/10.1108/JPBM-11-2021-3721>
- Koo, M., & Yang, S. W. (2025). Likert-Type Scale. *Encyclopedia*, 5(1), 18.
<https://doi.org/10.3390/ENCYCLOPEDIA5010018/S1>
- Kothari, H., Choudhary, A., Jain, A., Singh, S., Prasad, K. D. V., & Vani, U. K. (2025). Impact of social media advertising on consumer behavior: role of credibility, perceived authenticity, and sustainability. *Frontiers in Communication*, 10, 1595796.
<https://doi.org/10.3389/FCOMM.2025.1595796/BIBTEX>
- Kullak, F. S., Baier, D., & Woratschek, H. (2023). How do customers meet their needs in in-store and online fashion shopping? A comparative study based on the jobs-to-be-done theory. *Journal of Retailing and Consumer Services*, 71, 103221.
<https://doi.org/10.1016/J.JRETCONSER.2022.103221>
- Laitala, K., & Klepp, I. G. (2018). Motivations for and against second-hand clothing acquisition. *Clothing Cultures*, 5(2), 247–262. https://doi.org/10.1386/CC.5.2.247_1
- Lee, E. J., Choi, H., Han, J., Kim, D. H., Ko, E., & Kim, K. H. (2020). How to “Nudge” your consumers toward sustainable fashion consumption: An fMRI investigation. *Journal of Business Research*, 117, 642–651. <https://doi.org/10.1016/J.JBUSRES.2019.09.050>
- Lee, J. L. M., Liu, V., & Cheng, C. (2023). Effect of green advertising attitude on collectivist consumer behavior: an integrative approach. *Asia Pacific Journal of Marketing and Logistics*, 35(12), 3008–3031. <https://doi.org/10.1108/APJML-05-2022-0437>
- Li, M., Cavender, R. C., & Lee, M. Y. (2025). Consumer Awareness of Fashion Greenwashing: Insights from Social Media Discussions. *Sustainability* 2025, Vol. 17, Page 2982, 17(7), 2982. <https://doi.org/10.3390/SU17072982>
- Liang, L., Zainal Abidin, S. B., Shaari, N. B., Yahaya, M. F. Bin, & Jing, L. (2024). Logo Impact on Consumer’s Perception, Attitude, Brand Image and Purchase Intention: A 5 Years Systematic Review. *International Journal of Academic Research in Business and Social Sciences*, 14(3). <https://doi.org/10.6007/IJARBS/V14-I3/20084>
- Liu, J., Zhu, Y., Liu, J., & Wang, P. (2025). Unraveling Tourist Behavioral Intentions in Historic Urban Built Environment: The Mediating Role of Perceived Value via SOR Model in Macau’s Heritage Sites. *Buildings* 2025, Vol. 15, Page 2316, 15(13), 2316.
<https://doi.org/10.3390/BUILDINGS15132316>
- Lu, J. J., & Hamouda, H. (2014). Current Status of Fiber Waste Recycling and its Future. *Advanced Materials Research*, 878, 122–131.
<https://doi.org/10.4028/WWW.SCIENTIFIC.NET/AMR.878.122>
- Diderich, J., Theodosi, N. (2021). Luxury Brands Reluctant to Join Resale Market Boom. *Women’s Wear Daily*. <https://wwd.com/fashion-news/designer-luxury/feature/luxury-brands-reluctant-to-join-resale-market-1234898376/>
- Mayayise, T. O. (2024). Investigating factors influencing trust in C2C e-commerce environments: A systematic literature review. *Data and Information Management*, 8(1), 100056. <https://doi.org/10.1016/J.DIM.2023.100056>
- Medalla, M. E., Yamagishi, K., Tiu, A. M., Tanaid, R. A., Abellana, D. P. M., Caballes, S. A., Jabilles, E. M., Himang, C., Bongo, M., & Ocampo, L. (2020). Modeling the hierarchical structure of secondhand clothing buying behavior antecedents of millennials. *Journal of Modelling in Management*, 15(4), 1679–1708. <https://doi.org/10.1108/JM2-08-2019-0207>
- Iverson, E. (2010). MILLENNIAL PERSPECTIVE: Vintage Fashion & The Twice-Around Economy. *Newgeography*. <https://www.newgeography.com/content/001343-millennial-perspective-vintage-fashion-the-twice-around-economy>
- Mizrachi, M. P., & Sharon, O. (2025). Secondhand fashion consumers exhibit fast fashion behaviors despite sustainability narratives. *Scientific Reports*, 15(1), 1–19.
<https://doi.org/10.1038/S41598-025-19089-1;SUBJMETA>

- Mo, Z., Liu, M. T., & Liu, Y. (2018). Effects of functional green advertising on self and others. *Psychology and Marketing*, 35(5), 368–382. <https://doi.org/10.1002/MAR.21092>
- Mohammad, J., Quoquab, F., & Mohamed Sadom, N. Z. (2021). Mindful consumption of second-hand clothing: the role of eWOM, attitude and consumer engagement. *Journal of Fashion Marketing and Management*, 25(3), 482–510. <https://doi.org/10.1108/JFMM-05-2020-0080>
- Murtas, G., & Pedeliento, G. (2025). Investigating the Customer Journey in Second-Hand Fashion Platforms: Implications for Luxury Brand Management. *Journal of Consumer Behaviour*, 24(2), 655–672. <https://doi.org/10.1002/CB.2442>
- Musova, Z., Musa, H., Drugdova, J., Lazaroiu, G., & Alayasa, J. (2021). Consumer attitudes towards new circular models in the fashion industry. *Journal of Competitiveness*, 13(3), 111–128. <https://doi.org/10.7441/JOC.2021.03.07>
- Muthu, S. S., Gardetti, M. A. (2020). *Sustainability in the textile and apparel industries : consumerism and fashion sustainability*. <https://www.semanticscholar.org/paper/Sustainability-in-the-Textile-and-Apparel-and-Muthu-Gardetti/255826165c176af7361470826441de7e849dd09b>
- Neumann, H. L., Martinez, L. M., & Martinez, L. F. (2021). Sustainability efforts in the fast fashion industry: consumer perception, trust and purchase intention. *Sustainability Accounting, Management and Policy Journal*, 12(3), 571–590. <https://doi.org/10.1108/SAMPJ-11-2019-0405>
- Nguyen, D. M., & Nguyen, T. (2025). Eco or ego? Promoting second-hand luxury consumption using message appeals. *International Journal of Retail & Distribution Management*, 53(9), 889–910. <https://doi.org/10.1108/IJRDM-11-2024-0620>
- Niinimäki, K. (2022). *Sustainable eco-luxury in the Scandinavian context*. 35–57. <https://doi.org/10.1007/978-3-031-06928-4>
- Ungvarsky, J. (2025). Nonprobability sampling. *Research Starters | EBSCO Research*. <https://www.ebsco.com/research-starters/social-sciences-and-humanities/nonprobability-sampling>
- Nørup, N., Pihl, K., Damgaard, A., & Scheutz, C. (2019). Replacement rates for second-hand clothing and household textiles – A survey study from Malawi, Mozambique and Angola. *Journal of Cleaner Production*, 235, 1026–1036. <https://doi.org/10.1016/J.JCLEPRO.2019.06.177>
- Ong, Z. Q., & Koay, K. Y. (2025). Understanding the role of minimalism in affecting individuals' intentions to donate second-hand clothing. *Journal of Social Marketing*, 15(23), 195–218. <https://doi.org/10.1108/JSOCM-05-2024-0123>
- Ornati, M., & Cantoni, L. (2020). Fashiontouch in e-commerce: An exploratory study of surface haptic interaction experiences. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 12204 LNCS, 493–503. https://doi.org/10.1007/978-3-030-50341-3_37
- Ozdamar Ertekin, Z., Atik, D., & Murray, J. B. (2020). The logic of sustainability: institutional transformation towards a new culture of fashion. *Journal of Marketing Management*, 36(15–16), 1447–1480. <https://doi.org/10.1080/0267257X.2020.1795429>
- Padmavathy, C., Swapana, M., & Paul, J. (2019). Online second-hand shopping motivation – Conceptualization, scale development, and validation. *Journal of Retailing and Consumer Services*, 51, 19–32. <https://doi.org/10.1016/J.JRETCONSER.2019.05.014>
- Page, E., & Hur, E. (2023). Effects of instagram influencers on the adoption of secondhand fashion consumption: Case studies of instagram influencers in depop. *Social Media and Online Consumer Decision Making in the Fashion Industry*, 75–91. <https://doi.org/10.4018/978-1-6684-8753-2.CH005>
- Pal, R., & Gander, J. (2018). Modelling environmental value: An examination of sustainable business models within the fashion industry. *Journal of Cleaner Production*, 184, 251–263. <https://doi.org/10.1016/J.JCLEPRO.2018.02.001>
- Palomo-Domínguez, I., Elías-Zambrano, R., & Álvarez-Rodríguez, V. (2023). Gen Z's Motivations towards Sustainable Fashion and Eco-Friendly Brand Attributes: The Case

- of Vinted. *Sustainability* 2023, Vol. 15, Page 8753, 15(11), 8753.
<https://doi.org/10.3390/SU15118753>
- Pangarkar, A., Shukla, P., & Taylor, C. R. (2021). Minimalism in consumption: A typology and brand engagement strategies. *Journal of Business Research*, 127, 167–178. <https://doi.org/10.1016/J.JBUSRES.2021.01.033>
- Papamichael, I., Voukkali, I., Economou, F., Liscio, M. C., Sospiro, P., Naddeo, V., & Zorpas, A. A. (2024). Investigation of customer behavior regarding circular fashion. *Sustainable Chemistry and Pharmacy*, 41, 101675.
<https://doi.org/10.1016/J.SCP.2024.101675>
- Parguel, B., Lunardo, R., & Benoit-Moreau, F. (2017). Sustainability of the sharing economy in question: When second-hand peer-to-peer platforms stimulate indulgent consumption. *Technological Forecasting and Social Change*, 125, 48–57.
<https://doi.org/10.1016/J.TECHFORE.2017.03.029>
- Park, H., Kwon, T. A., Zaman, M. M., & Song, S. Y. (2020). Thrift shopping for clothes: To treat self or others? *Journal of Global Fashion Marketing*, 11(1), 56–70.
<https://doi.org/10.1080/20932685.2019.1684831>
- Chakraborty, S., Hoque, M. S., Surid, S. M. (2020). A COMPREHENSIVE REVIEW ON IMAGE BASED STYLE PREDICTION AND ONLINE FASHION RECOMMENDATION. *Journal of Modern Technology and Engineering: Vol.5, No.3, 2020, pp.212-233*.
https://www.researchgate.net/publication/347936740_A_COMPREHENSIVE_REVIEW_ON_IMAGE_BASED_STYLE_PREDICTION_AND_ONLINE_FASHION_RECOMMENDATION
- Azizah, P. Z., Sulaiman, Z., Hasbullah, N. N., Tuan, J. L. Y. (2024). Thrifting Trends: A Conceptual Framework for Online Second-Hand Shopping Using SOR Theory. *International Journal of Academic Research in Business & Social Sciences*.
<http://dx.doi.org/10.6007/IJARBSS/v14-i12/24191>
- Persson, O., & Hinton, J. B. (2023). Second-hand clothing markets and a just circular economy? Exploring the role of business forms and profit. *Journal of Cleaner Production*, 390, 136139. <https://doi.org/10.1016/J.JCLEPRO.2023.136139>
- Phau, I., Akintimehin, O. O., Shimul, A. S., & Lee, S. (2025). Unlocking the motivations behind vintage luxury desire. *Spanish Journal of Marketing - ESIC*, 29(3), 351–370.
<https://doi.org/10.1108/SJME-06-2023-0167/FULL/PDF>
- Polisetty, A., Sowmya, G., & Pahari, S. (2025). Exploring minimalist fashion drivers for Gen Z: mixed-method insights. *Journal of Fashion Marketing and Management*, 29(5), 863–894. <https://doi.org/10.1108/JFMM-07-2024-0269>
- Pop, R., Achim, M. V., & Bota-Avram, C. (2025). The shifting landscape of greenwashing – insights from a bibliometric analysis. *Sustainable Finance Review*, 1–19.
<https://doi.org/10.1108/SFR-05-2025-0005>
- Prisco, A., Ricciardi, I., Percuoco, M., & Basile, V. (2025). Sustainability-driven fashion: Unpacking generation Z's second-hand clothing purchase intentions. *Journal of Retailing and Consumer Services*, 85, 104306.
<https://doi.org/10.1016/J.JRETCONSER.2025.104306>
- Quelhas-Brito, P., Brandão, A., Gadekar, M., & Castelo-Branco, S. (2020). Diffusing fashion information by social media fashion influencers: understanding antecedents and consequences. *Journal of Fashion Marketing and Management: An International Journal*, 24(2), 137–152. <https://doi.org/10.1108/JFMM-09-2019-0214>
- Rand, S. (2025). *Social media sentiment: an erosion of consumer trust | Attest*.
<https://www.askattest.com/blog/research/social-media-sentiment>
- Remake. (2021). *Remake*. <https://remake.world/wp-content/uploads/2022/03/2021-Remake-Fashion-Accountability-Report.pdf>
- Sandes, F. S., & Leandro, J. C. (2016). Exploring the motivations and barriers for second hand product consumption. *Congresso Latino Americano de Varejo e Consumo (CLAV)*. <https://conferencias.fgv.br/clav/article/view/611>

- Schibik, A., Strutton, D., & Thompson, K. N. (2025). Hidden-in-plain-sight: validating assortative selection processes inside consumer-to-consumer exchanges. *European Journal of Marketing*, 59(5), 1195–1226. <https://doi.org/10.1108/EJM-06-2023-0498>
- Sedikides, C., Wildschut, T., Arndt, J., & Routledge, C. (2008). Nostalgia. *Current Directions in Psychological Science*, 17(5), 304–307. <https://doi.org/10.1111/J.1467-8721.2008.00595.X>
- Seinauskiene, B., Salciuviene, L., Dovaliene, A., Gadeikiene, A., Banyte, J., & Lukauskas, M. (2025). The role of emotional intelligence and perceived value: predicting consumer online purchase and rental of second-hand clothing. *Journal of Fashion Marketing and Management*, 29(6), 1002–1025. <https://doi.org/10.1108/JFMM-04-2024-0146/FULL/PDF>
- Sekar, S. B. (2025). Schema congruity in sustainable fashion influencers' promotion of secondhand fashion. *Journal of Fashion Marketing and Management*, 29(7), 1195–1220. <https://doi.org/10.1108/JFMM-08-2024-0325>
- Seo, M. J., & Kim, M. (2019). Understanding the purchasing behaviour of second-hand fashion shoppers in a non-profit thrift store context. *International Journal of Fashion Design, Technology and Education*, 12(3), 301–312. <https://doi.org/10.1080/17543266.2019.1611945>
- Sihvonen, J., & Turunen, L. L. M. (2016). As good as new – valuing fashion brands in the online second-hand markets. *Journal of Product & Brand Management*, 25(3), 285–295. <https://doi.org/10.1108/JPBM-06-2015-0894>
- Silva, S. C., Duarte, P., Sandes, F. S., & Almeida, C. A. (2022). The hunt for treasures, bargains and individuality in pre-loved luxury. *International Journal of Retail & Distribution Management*, 50(11), 1321–1336. <https://doi.org/10.1108/IJRDM-10-2021-0466>
- Silva, S. C., Santos, A., Duarte, P., & Vlačić, B. (2021). The role of social embarrassment, sustainability, familiarity and perception of hygiene in second-hand clothing purchase experience. *International Journal of Retail & Distribution Management*, 49(6), 717–734. <https://doi.org/10.1108/IJRDM-09-2020-0356>
- Skinner, E. A., Le Busque, B., Dorrian, J., & Litchfield, C. A. (2023). #sustainablefashion on Instagram: A content and network analysis of user-generated posts. *Journal of Consumer Behaviour*, 22(5), 1096–1111. <https://doi.org/10.1002/CB.2182>
- Rand, S. (2025). Social media sentiment: an erosion of consumer trust. *Attest*. <https://www.askattest.com/blog/research/social-media-sentiment>
- Stern, P. C. (2011). Contributions of Psychology to Limiting Climate Change. *American Psychologist*, 66(4), 303–314. <https://doi.org/10.1037/A0023235>
- Steward, S. (2020). What does that shirt mean to you? Thrift-store consumption as cultural capital. *Journal of Consumer Culture*, 20(4), 457–477. <https://doi.org/10.1177/1469540517745707>
- Syed, S., Acquaye, A., Khalfan, M. M., Obuobisa-Darko, T., & Yamoah, F. A. (2024). Decoding sustainable consumption behavior: A systematic review of theories and models and provision of a guidance framework. *Resources, Conservation & Recycling Advances*, 23, 200232. <https://doi.org/10.1016/J.RCRADV.2024.200232>
- Szabo, S., & Webster, J. (2021). Perceived Greenwashing: The Effects of Green Marketing on Environmental and Product Perceptions. *Journal of Business Ethics*, 171(4), 719–739. <https://doi.org/10.1007/S10551-020-04461-0>
- Tangney, J. P., Stuewig, J., & Mashek, D. J. (2007). Moral emotions and moral behavior. *Annual Review of Psychology*, 58(Volume 58, 2007), 345–372. <https://doi.org/10.1146/ANNUREV.PSYCH.56.091103.070145/CITE/REFWORKS>
- Tenny, S., & Abdelgawad, I. (2023). Statistical Significance. *Annual Review of Statistics and Its Application*, 7, 1–10. <https://doi.org/10.1146/annurev-statistics-031219-041051>
- TableDebates (2009). *The diffusion of environmental behaviours: the role of influential individuals in social networks*. <https://www.tabledebates.org/research-library/diffusion-environmental-behaviours-role-influential-individuals-social-networks>

- Miyashita, N. (2023). The Return Of The Fashion Newsletter And Blog. *Vogue Australia*. <https://www.vogue.com.au/culture/features/rise-of-fashion-blog-newsletter/news-story/b64ca533f478bcb7de131169f8311a63>
- Tuttle, B. (2014). The Rise of Snobby Secondhand Fashion Retail. <https://business.time.com/2014/02/25/the-rise-of-snobby-secondhand-fashion-retail/>
- Thomas, V. M., & Thomas, V. (2003). Demand and Dematerialization Impacts of Second-Hand Markets. *Journal of Industrial Ecology*, 7(2), 65–78. <https://doi.org/10.1162/108819803322564352>
- Thorisdottir, T. S., Johannsdottir, L., Pedersen, E. R. G., & Niinimäki, K. (2025). A boundary perspective on sustainable business models: insights from the Nordic fashion industry. *Journal of Fashion Marketing and Management*, 1–24. <https://doi.org/10.1108/JFMM-05-2024-0190/1271778/A-BOUNDARY-PERSPECTIVE-ON-SUSTAINABLE-BUSINESS>
- ThredUp Resale Report (2024). https://cf-assets-tup.thredup.com/resale_report/2024/ThredUp_2024_Resale%20Report.pdf
- Turunen, L. L. M., & Gossen, M. (2024). From Preloved to Reloved: How Second-Hand Clothing Companies Facilitate the Transaction of Used Garments. *Journal of Sustainability Research*, 6(1), 1–22. <https://doi.org/10.20900/JSR20240002>
- Turunen, L. L. M., & Henninger, C. E. (2022). The Hidden Value of Second-Hand Luxury: Exploring the Levels of Second-Hand Integration as Part of a Luxury Brand's Strategy. *Palgrave Advances in Luxury*, 13–33. https://doi.org/10.1007/978-3-031-06928-4_2/FIGURES/1
- Ugrekhelidze, I. (2024). Vintage revival: Exploring nostalgia and retro aesthetics in contemporary fashion. *Interdisciplinary Cultural and Humanities Review*, 3(2), 35–44. <https://doi.org/10.59214/CULTURAL/2.2024.35>
- ul Hasan, H. M. R., Lang, C., & Xia, S. (2023). Investigating Consumer Values of Secondhand Fashion Consumption in the Mass Market vs. Luxury Market: A Text-Mining Approach. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/SU15010254>
- Varshney, U., Karamchandani, A., Kundu, T., & Kapoor, R. (2024). Profit or prestige? Strategies for luxury brands to navigate the second-hand market using blockchain technology. *Transportation Research Part E: Logistics and Transportation Review*, 191, 103726. <https://doi.org/10.1016/J.TRE.2024.103726>
- Venciute, D., Lukosiute, N., Correia, R., Meneses, R., & Kuslys, M. (2025). Leveraging sustainability cues in fashion advertising: comparative insights from Lithuania's slow and fast fashion markets. *European Business Review*, 37(5), 898–932. <https://doi.org/10.1108/EBR-01-2025-0013>
- Rekvizitai.lt (October 19, 2025). *Vinted*, UAB. <https://rekvizitai.vz.lt/imone/vinted/>
- Wagner, T., Korschun, D., & Troebels, C. C. (2020). Deconstructing corporate hypocrisy: A delineation of its behavioral, moral, and attributional facets. *Journal of Business Research*, 114, 385–394. <https://doi.org/10.1016/J.JBUSRES.2019.07.041>
- Wei, L., Hong, Y., & Zeng, X. (2024). Exploring the influence of content marketing strategies on the expansion of the fashion second-hand market: a theoretical prediction study. *Journal of Fashion Marketing and Management*, 28(5), 950–979. <https://doi.org/10.1108/JFMM-09-2023-0232>
- Weinstein, J. F. (2014). *Reframe, Reuse, Re-Style: Deconstructing the Sustainable Second-Hand Consumer*. <https://doi.org/10.14418/WES01.1.1033>
- Berlinger, M. (2025). What Is 'Old Money Style'—and Why Is Gen Z So Obsessed With It?. GQ. <https://www.gq.com/story/old-money-style-aesthetic-explainer-1>
- Wu, M. J., Zhao, K., & Fils-Aime, F. (2022). Response rates of online surveys in published research: A meta-analysis. *Computers in Human Behavior Reports*, 7, 100206. <https://doi.org/10.1016/J.CHBR.2022.100206>
- Xiao, C., Wang, C., & Zhou, Y. (2025). The solid past: visual stability of brand logos on consumer attitudes toward nostalgic brands. *Journal of Product and Brand*

- Management*. <https://doi.org/10.1108/JPBM-12-2023-4893/1300368/THE-SOLID-PAST-VISUAL-STABILITY-OF-BRAND-LOGOS-ON>
- Yang, J., Al Mamun, A., Reza, M. N. H., Yang, M., & Aziz, N. A. (2024a). Predicting the significance of consumer environmental values, beliefs, and norms for sustainable fashion behaviors: The case of second-hand clothing. *Asia Pacific Management Review*, 29(2), 179–194. <https://doi.org/10.1016/J.APMRV.2024.01.001>
- Yang, X. (2023). Retro Futurism: The Resurgence of Y2K Style in the Fashion Field. *SHS Web of Conferences*, 167, 02003. <https://doi.org/10.1051/SHSCONF/202316702003>
- Yang, X., Hua, G., Cheng, T. C. E., Zhang, L., Zhang, Y., & Xu, Y. (2022). Buy two and get X% off: Quantity discount under consumers' anticipated regret. *International Journal of Production Economics*, 250, 108624. <https://doi.org/10.1016/J.IJPE.2022.108624>
- Yao, A. Y., & Bao, Y. (2024). Leveraging visual cues and pricing strategies: An empirical investigation of the pre-owned luxury market. *Journal of Global Fashion Marketing*, 15(2), 286–301. <https://doi.org/10.1080/20932685.2022.2085609>
- Yoo, J. J. (2023). Visual strategies of luxury and fast fashion brands on Instagram and their effects on user engagement. *Journal of Retailing and Consumer Services*, 75, 103517. <https://doi.org/10.1016/J.JRETCONSER.2023.103517>
- Zahid, N. M., Khan, J., & Tao, M. (2023). Exploring mindful consumption, ego involvement, and social norms influencing second-hand clothing purchase. *Current Psychology*, 42(16), 13960–13974. <https://doi.org/10.1007/S12144-021-02657-9/TABLES/5>
- Zechiel, F., Blaurock, M., & Büttgen, M. (2026). What does it take to buy in brick-and-mortar secondhand fashion stores? A non-user segmentation with recommendations considering current secondhand retail trends. *Journal of Retailing and Consumer Services*, 88, 104501. <https://doi.org/10.1016/J.JRETCONSER.2025.104501>

ANNEXES

Systematization of Second-Hand Fashion Drivers and Barriers in the SOR and TPB Framework

Theme	Author	Research Method	Framework Component	Research Purpose
Scepticism	Constantinos, Skarmeas, 2015	Online survey	Organism	Internal green skepticism triggered by perceived corporate history.
Second-hand purchasing motives	Ferraro, Sands, Brace-Govan, 2016	Online survey	Organism	Internal fashionability motives drive 83% of second-hand shoppers.
Second-hand purchasing motives	Gullstrand Edbring, Lehner, Mont 2016	Semi-structured interviews; Online survey	Organism	Barriers to alternative consumption: Hygiene, lack of ownership, and complexity.
Second-hand purchasing motives	Harris, Roby, Dibb, 2016	Semi-structured interviews	Organism	Sustainability alone cannot shift behavior; requires normalized design and streamlined purchasing.
Second-hand purchasing motives	Sandes, Leandro, 2016	In-depth interviews	Organism	Internal barriers (contamination/low quality) vs. economic drivers.
Visual/ Social Media Promotion	Evans, Phua, Lim, Jun, 2017	Survey, Experiment	Stimulus	Effect of different disclosure languages (e.g., #ad vs. paid partnership) towards consumers' ad recognition and attitudes.
Sustainability Concerns	Parguel, Lunardo, Benoit-Moreau, 2017	Survey	Organism	Materialism and environmental values drive impulse buying.
Brand Knowledge and Trust	Fritz, Schoenmueller, Bruhn, 2017	Survey	Stimulus	Brand authenticity cues act as a stimulus for internal relationship.
Sustainability Concerns	Pal, Gander, 2018	Literature Review	Context	Models environmental value in the fashion supply chain.
Second-hand purchasing motives	Laitala, Klepp, 2018	Online survey	Organism	Internal barriers (hygiene/stigma) vs. motives (price/uniqueness).
Green Advertising	Mo, Liu, Liu, 2018	Experiment	Stimulus	Functional vs. Emotional ads act as stimuli for different cultures.

Fashionability	Gupta, Gwozdz, Gentry, 2019	Online survey	Organism	Internal style orientation leads to sustainable behavior.
Community	Henninger, Bürklin, Niinimäki, 2019	In-depth semi-structured interviews, observations of swap-shop events	Context	Analyzes social and economic drivers of clothes swapping.
Second-hand purchasing motives	Padmavathy, Swapana, Paul, 2019	Survey	Framework	Developed a scale for internal motives (Critical, Economic, Hedonic).
TPB in Second-hand research	Gkargkavouzi, Halkos, Matsiori, 2019	Survey	Framework	Integrating self-identity into environmental behavior models.
Brand Knowledge and Trust	Seo, Kim, 2019	Online survey	Organism	Internal recreational motivations are stronger than economic ones.
Second-Hand fashion luxury	Amatulli, De Angelis, Peluso, Soscia, Guido, 2019	In-field experiment, Online experiment	Organism	Negative message framing and the role of shame.
Visual/ Social Media Promotion	Kim, Kim, 2020	Observations, interviews, survey data, visual frame analysis, fMRI investigation	Context	Identifies trends (ethical concerns) in social media marketing.
Second-hand purchasing motives	Medalla, Yamagishi, Tiu, Tanaid, Abellana, Caballes, Jabilles, Himang, Bongo, Ocampo, 2020	Interviews; Survey	Organism	Internal budget constraints and values drive millennial thrifting.
Green Advertising	Lee, Choi, Han, Kim, Ko, Kim, 2020	Neuromarketing fMRI experiment	Framework	Visual logos act as stimuli that reduce internal evaluative effort.
Second-hand purchasing motives	Ek Styvén, Mariani, 2020	Online survey	Organism	Internal economic and sustainability motives are main predictors.

Second-hand purchasing motives	Borusiak, Szymkowiak, Horska, Raszka, Zelichowska, 2020	Online survey	Framework	Tests TPB; confirms internal moral obligation as a strong predictor.
Second-hand purchasing motives	Park, Kwon, Zaman, Song, 2020	Online survey	Organism	Internal hedonic ("Treating self") vs. altruistic motives drive thriving.
Visual Storytelling	Eldesouky, 2020	Descriptive research method	Stimulus	Visual stimuli are processed 60,000x faster than text; drive 94% more views.
Community	Steward, 2020	Ethnographic observation and interviews	Organism	Analyzes thrift store consumption as cultural capital.
Fashionability	Hüttel, Balderjahn, Hoffmann, 2020	Online survey	Organism	The internal shift to "having less" is driven by well-being goals.
Second-Hand fashion luxury	Amatulli, De Angelis, Donato, 2020	Experiment	Stimulus	Hedonic vs. Utilitarian message appeals act as triggers.
Visual/ Social Media Promotion	Quelhas-Brito, Brandão, Gadekar, Castelo-Branco, 2020	Interviews; Survey	Stimulus	Influencer fashion leadership acts as a stimulus for follower bonds.
Visual/ Social Media Promotion	Ornati, Cantoni, 2020	Experiment	Stimulus	Influencer fashion leadership acts as a stimulus for follower bonds.
Product History	Kim, Woo, Ramkumar, 2021	Online survey	Organism	Awareness of product history triggers internal trust and hedonic benefits.
Scepticism	Silva, Santos, Duarte, Vlačić, 2021	Online questionnaire	Organism	Internal feelings of social embarrassment and hygiene predict experience.
Brand Knowledge and Trust	Glaveli, 2021	Survey	Stimulus	CSR initiatives act as a stimulus triggering trust and loyalty.
Sustainability Concerns	Neumann, Martinez, Martinez, 2021	Online survey	Organism	Internal trust is a direct predictor of intention in circular models.
Second-hand purchasing motives	Kim, Jung, Lee, 2021	Online survey	Organism	Internal emotional value is the strongest predictor of attitude.

WOM	Mohammad, Quoquab, Mohamed Sodom, 2021	Survey	Organism	Internal engagement mediates the link between e-WOM and behavior.
Second-Hand fashion luxury	Turunen, Henninger, 2022	Content analysis of secondary data: brand communication via website and media presence/press	Organism	Internal risk management determines how brands integrate resale.
Second-Hand fashion luxury	Niinimäki, 2022	Online Survey, Content Analysis	Stimulus	Material cues (natural fabrics) act as stimuli for luxury/sustainability perception.
Quality	Aakko, Niinimäki, 2022	Integrated literature review	Stimulus	Technical cues (flaws, brand, price) act as stimuli for quality perception.
Community	Kullak, Baier, Woratschek, 2023	Semi-structured in-depth interviews	Framework	Framework for online vs. in-store fulfillment (Jobs-to-be-done).
Second-hand purchasing motives	Zahid, Khan, Tao, 2023	Online survey	Organism	Internal mindfulness and ego-involvement drive intention to buy.
Second-Hand fashion luxury	ul Hasan, Lang, Xia, 2023	Web-scraping technique	Organism	Distinguishes between internal values in luxury vs. mass-market resale.
Second-Hand fashion luxury	Calaza, Varela Casal, Valencia, 2023	Bibliographic review/media analysis	Organism	Internal reflections ("Deliberate luxury") provide authenticity in resale.
Fashionability	Yang, 2023	literature review and secondary data analysis	Organism	Explores the resurgence of Y2K style as a unique aesthetic and identity driver for Gen Z.
Visual/ Social Media Promotion	Page, Hur, 2023	Case Study	Stimulus	Impact of social media community on thrifting adoption .
Visual/ Social Media Promotion	Skinner, Le Busque, Dorrian, Litchfield, 2023	Visual and Textual content analysis	Stimulus	Social media narratives act as a digital stimulus for responsible consumption.
Brand Knowledge and Trust	Persson, Hinton, 2023	Examination of particular second-hand clothing businesses	Context	Investigates profit vs. circularity in second-hand business models.

Fashionability	Yu, 2023	Literature review; in-depth interviews	Organism	Female identity construction through thriving Y2K culture.
Scepticism	Apaolaza, Policarpo, Hartmann, Paredes, D'Souza, 2023	Online survey	Organism	Trust and concern drive purchase; greenwashing is a barrier; conspicuous consumption is a motive.
Scepticism	Koay, Cheah, Lom, 2023	Survey	Organism	Investigates six types of perceived risk (sanitary, psychological, social, etc.) as internal barriers. Found that sanitary and psychological risks are the primary reasons non-consumers avoid second-hand fashion.
Brand Knowledge and Trust	Wei, Hong, Zeng, 2024	Expert interviews, survey method	Stimulus	Public praise and content strategies act as powerful marketing stimuli.
Consumer Emotions	Grappi, Bergianti, Gabrielli, Baghi, 2024	Online survey	Stimulus	Message framing (Positive/Negative) triggers internal anticipated emotions.
Consumer Emotions	Abdelmeguid, Afy-Shararah, Salonitis, 2024	Semi-structured interviews	Organism	Internal themes like awareness and education bridge management to behavior.
Green Advertising	Geninatti Cossatin, Mauro, Ardissono, 2024	Survey	Stimulus	Digital nudges and visual labels act as stimuli to reduce bias for new products.
Sustainability Concerns	Ilmalhaq, Pradana, Rubiyanti, 2024	Survey	Framework	Applies SOR; e-WOM triggers internal engagement and mindful behavior.
Brand Knowledge and Trust	Liang, Zainal Abidin, Shaari, Yahaya, Jing, 2024	Systematic Literature Review	Stimulus	Logo consistency acts as a stimulus to build brand awareness and loyalty.
Second-Hand fashion luxury	Varshney, Karamchandani, Kundu, Kapoor, 2024	Game-theoretic approach	Stimulus	Blockchain authentication acts as a trust-building external stimulus.
Green Advertising	Turunen, Gossen, 2024	Ethnographic research	Stimulus	Marketing stimuli favor transaction novelty over circular repair/sufficiency.
Scepticism	Guan, Yu, Dong, Zhang, 2024	Comparison of results after Stackelberg games development	Stimulus	Information about blockchain and price-regret acts as a marketing stimulus.

Second-hand purchasing motives	Prisco, Ricciardi, Percuoco, Basile, 2025	Online survey	Organism	Identifies internal purchase intention drivers for Gen Z in circular fashion.
Second-Hand fashion luxury	Murtas , Pedeliento, 2025	Semi-structured in-depth interviews	Stimulus	Consumers are attracted by availability and comparability; lack of "luxury experience" causes discomfort.
Scepticism	Frahm, Mugge, Laursen, 2025	Online survey	Organism	Hygiene concerns, "sweaty" used products (shoes/sweaters), and how barriers change depending on the specific item.
Second-hand purchasing motives	Baruönü, 2025	Online survey	Organism	Investigates how brand knowledge acts as an external trigger for demand.
Fashionability	Polisetty, Sowmya, Pahari, 2025	Mixed-method approach combining netnography and a survey	Organism	Minimalist values and ego involvement drive environmental well-being in Gen Z.
Second-hand purchasing motives	Fu, Alevizou, Cheng, Ma, 2025	Semi-structured interviews	Organism	Identifies 7 identity clusters (rebellion, self-freedom) in second-hand meanings.
Brand Knowledge and Trust	Xiao, Wang, Zhou, 2025	Online experiment	Stimulus	Stable logos act as a stimulus that triggers nostalgic attitudes toward brands.
Second-hand purchasing motives	Seinauskiene, Salciuviene, Dovaliene, Gadeikiene, Banyte, Lukauskas, 2025	Online Survey	Organism	Emotional Intelligence (EI) is an internal trait shaping perceived emotional/green value.
Brand Knowledge and Trust	Butt, Muhammad, 2025	Survey	Organism	Internal perceptions of "brand coolness" trigger brand advocacy behavior.
Sustainability Concerns	Venciute, Lukosiute, Correia, Meneses, Kuslys, 2025	Experiment	Stimulus	Visual sustainability cues increase trust and desirability; direct effect on willingness to buy.
Second-Hand fashion luxury	Nguyen, Nguyen, 2025	Experiment	Stimulus	Influencer types and message appeals act as external triggers for consumer inspiration.
Scepticism	Li, Cavender, Lee, 2025	Analysis of Primary Data from Instagram and Reddit	Stimulus	Social media strategies act as an information stimulus to fight greenwashing.
Consumer Emotions	Das, Moons, Du Bous, Van Rooy, 2025	Online survey; Experimental study	Stimulus	Sensory cues (scent, visuals) act as stimuli that reduce hygiene skepticism.

Consumer Emotions	Bagozzi, Yap, Herjanto, Franklin, 2025	Experiment	Organism	Anticipated emotions and internal attitudes shape shopping for altruistic consumers.
Second-Hand fashion luxury	Phau, Akintimehin, Shimul, Lee, 2025	Online survey	Organism	Internal "treasure hunting" motives determine attitude toward purchase.
Scepticism	Haque, Lang, 2025	Online survey	Stimulus	External greenwashing acts as a stimulus for skepticism in Gen Z.
Consumer Emotions	Frahm, Boks, Laursen, 2025	Literature review; Semi-structured interviews	Organism	Internal barriers like "identity discrepancy" and "hygiene disgust" block intention.
Visual	Chakraborty, Saiful Hoque, Surid, 2020	Literature Review	Stimulus	Proposes a personalized recommendation model for fashion systems based on the analysis of visual image features and style consistency.
Second-Hand fashion luxury	Cervellon, Vigreux, 2018	In-depth interviews	Organism	Internal narratives (nostalgia, status) determine luxury desire.

Annex 1

Pilot Open-Question Survey

1.	In your opinion, what are the main advantages, positive emotions, and aspects associated with buying second-hand clothing? (List up to 5 advantages in your own words.)
2.	In your opinion, what are the main disadvantages, negative feelings, or risks associated with buying second-hand clothing? (List up to 5 disadvantages in your own words.)
3.	What people (e.g., family, friends, colleagues) influence your decision to buy used clothing (if you do)? (Please specify the group(s) or person(s))
4.	Which people are important to you do not buy second-hand clothes? (Please specify group(s) or person(s))
5.	What makes it easier or allows you to buy second-hand clothes (if you buy second-hand clothes)? (e.g., product photos, your financial situation, accessibility)
6.	What prevents or discourages you from buying secondhand clothing? (e.g., time, money, accessibility)

Annex 2

Online Survey Design

Variable Name	Question	Answer Type
Behavior frequency (Behavior freq.)	Over the past 12 months, how often have you bought second-hand clothes?	Yes/No
Intention to Buy (Intent.t.buy)	I plan to buy second-hand clothing over the next 12 months.	Yes/No
Comfort/Attitude Proxy (Comfort)	Would you feel comfortable buying second-hand clothing?	Yes/No
Subjective Norm (SN)	People who are important to me (e.g., family members, friends, colleagues) buy second-hand clothes. (SN1)	5-point Likert scale

	Most people whose opinions I value would agree with my decision to buy second-hand clothes.(SN2)	5-point Likert scale
Perceived Behavioral Control (PBC)	If I wanted to buy second-hand clothes, I am sure I would know how to find and purchase them.(PBC1)	5-point Likert scale
	Whether or not to buy second-hand clothes is entirely my personal decision. (PBC2)	5-point Likert scale
	I think I could find clothes that suit my style in a second-hand clothing store.(PBC3)	5-point Likert scale
Self-Identity/Unique Style (Self Ident.)	I have a unique fashion style.	5-point Likert scale
Classic Style Promotion (Class Style Prom.):	How likely would you be to buy second-hand clothing if you knew you could purchase classic, timeless, and versatile styles? (Class Style Prom. 1)	5-point Likert scale
	How likely would you buy from a second-hand clothing store if it advertised classic, timeless styles, as shown in the pictures below? (Class Style Prom. Vis)	5-point Likert scale
Trendy Style Promotion (Trend Style Prom.)	How likely would you be to buy second-hand clothing if you knew you could get trendy clothes/clothes that fit your fashion aesthetic? (Trend Style Prom. 1)	5-point Likert scale
	How likely would you shop at a second-hand clothing store if it advertised trendy, stylish streetwear like the items shown in the image below? (Trend Style Prom. V)	5-point Likert scale
Brand Logo Influence (Logo)	How much influence would a brand/brand logo have on your decision to buy second-hand clothing?	Multiple choice question
Factual Environmental Info (Fact. Environm. Info)	If a second-hand clothing retailer provided factual information about its environmental impact, I would be more likely to shop at that second-hand clothing store.	Multiple choice question
Environmental Concern (Env. Conc.)	Do you care about environmental protection? (Env. Conc. 1)	Yes/No
	Are you concerned about the negative environmental impact caused by the fashion industry? (Env. Conc.2)	Yes/No
	Do you think about the environment when buying new clothes? (Env. Conc. 3)	Yes/No
Reasons for Buying (Reason t.Buy)	The main reason I buy secondhand clothes is this: (Reason t. buy 1-8)	Multiple choice question
Trust/Social Media (Soc.Media)	Do you get fashion inspiration from social media (Instagram, Facebook, Pinterest, etc.)(Soc.Media 1)	Yes/No
	Do you follow any influential people who promote sustainable and/or secondhand fashion on social media? (Soc.Media 2)	Yes/No
	I trust fashion advice that comes from social media. (Soc.Media 3)	Yes/No
Awareness of Platforms (Platf. Aware)	Have you heard of secondhand clothing trading platforms such as "Vinted" and "Looptex"?(Platf. Aware)	Yes/No

Previous Purchase Behavior (Prev.Behav.)	Have you ever purchased second-hand clothes?	Yes/No
Relative Purchase Frequency (Purch. Freq.)	I buy second-hand clothes more often than new clothes.	Yes/No
Fashion Style (Categorized) (My Style)	I would describe my style as:	Multiple choice question
Word-of-Mouth (WOM) Behavior (Recommend)	Have you ever recommended someone to buy or discouraged someone from buying second-hand clothes?(Recommend)	Multiple choice question
Trust in Green Advertising (Trust)	I trust fashion companies that openly advertise their environmental benefits.	Yes/No
Demographics (Demogr.)	What age group do you belong to? (Demogr. 1)	Multiple choice question
	What is your monthly income? (Demogr. 2)	
	Your gender: (Demogr. 3)	Multiple choice question
	What is your current living location? (Demogr. 4)	Multiple choice question

Annex 3