

**TOWARDS AN UNDERSTANDING OF SRI LANKAN
CONSUMER'S SECOND-HAND FASHION
CONSUMPTION**

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Degree of Master by Research

Department of Textile and Apparel Engineering

University of Moratuwa

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DECLARATION

I declare that this is my own work and this thesis/dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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The supervisor/s should certify the thesis with the following declaration. The above candidate has carried out research for the Masters thesis under my supervision.

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ABSTRACT

One of the worst pollutants in the world is allegedly the fashion industry. Landfills receive enormous amounts of post-consumer trash each year. However, as current customers' awareness of environmental issues grows, they are increasingly drawn to wearing used clothing. The concept of second-hand fashion consumption, however, clearly lacks awareness in the Sri Lankan context. In the qualitative study, it incorporates the theoretical notion of the means-end chain model and demonstrates five consideration values of second-hand consumers: price-consciousness, emotional bond consciousness, comfortability consciousness, quality and brand consciousness, and social and environmental consciousness. Additionally, we demonstrate non-second-hand fashion consumers' consideration values of social status consciousness, hygienic consciousness, comfortability consciousness, quality and brand consciousness, and self-expressive consciousness. Ten hypotheses were developed based on the findings. Hypotheses were investigated using a survey questionnaire in study two. The data were analysed using multiple regression analysis in SPSS. As the findings indicated, consumer purchase intention and word-of-mouth intention grew as emotional bonds and consumer knowledge increased, and with low and medium consumer knowledge, they decreased. So, consumers with high emotional bonds have the highest consumer knowledge, purchase intention, and word-of-mouth intention. Purchase intention increased as hygienic factors and consumer knowledge grew, whereas it declined at low and medium levels, indicating that consumers with high knowledge had the highest purchase intention. This study sheds some light on the growing knowledge of second-hand consumption by first identifying Sri Lankan consumer values and then studying how consumer knowledge interacts with their purchase intention and also word-of-mouth intention. This study also has practical implications by highlighting a few opportunities and constraints related to the second-hand fashion retail sector in Sri Lankan fashion retail.

Keywords: Second-hand fashion consumption, Consumer value, Post-consumer waste, Circular economy, Mixed-method Research

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DEDICATION

This dissertation is dedicated to my loving parents and brother
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gratitude and dedication for all the Sri Lankan citizens who provide their support to
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LIST OF ABBREVIATIONS

Abbreviations	Description
C	Consequences
CE	Circular Economy
FC	Functional consequences
HC	Hygienic Consequences
MEC	Means-End-Chain
PC	Psychological Consequences
SC	Social Consequences
SPSS	Statistical Package of the Social Sciences
SHF	Second-hand Fashion
SHC	Second-hand Clothing
UN	United Nations
WOM	Word of Mouth

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