

**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

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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  
For their endless love, support and encouragement!

Most heartfelt  
gratitude and dedication for all the Sri Lankan citizens who provide their support to  
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## **LIST OF ABBREVIATIONS**

<b>Abbreviations</b>	<b>Description</b>
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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## **CHAPTER 01- INTRODUCTION**

### **1.1 Background**

Fashion is responsible for causing environmental pollution in various ways from the pre-consumer stage to the post-consumer stage. The level of environmental pollution that occurred by the industry of fashion has not remained static but has been rising day by day (Lehmann, 2019). The fashion industry is a significant contributor to the global economy however at the same time it consumes large number of resources and causes adverse environmental and social impacts that inevitably occur during a garment's production, consumption, and end-of-life phase (Allwood, 2006; Bocken, 2016). Fashion and apparel production accounts for 8% of greenhouse gas emissions, and because manufacturing is concentrated in Asia, the industry generates most of its energy and heat from hard coal and natural gas. According to Elisa Tonda, Head of the UN Environment Program's Consumption and Production Unit, if we continue on our current course, greenhouse gas emissions from industry will increase by about 50% by 2030 (UNEP, 2019).

As a result, the fashion industry will lead to global warming in a negative way, compounding the challenges that the Paris Agreement will confront in achieving its major goals, one of which is to control global warming under 1.5c degrees in the remaining years. However, if the fashion industry continues to pollute the environment at its current levels, this goal will be missed. The speed of advancement in achieving sustainability in the fashion sector has dropped by a third compared to the previous year, according to the 2019 Pulse of the Fashion Industry report. The research also claims that the industry is not moving fast enough to counteract the sector's significant impact of rapid growth.

Every human being is a participant in the consumption of products marketed by the fashion industry. Naturally, this has impacted the environment, causing pollution from the pre-consumer stage to the post-consumer stage. As prior have studied, pre-purchase, purchase and post-purchase components are all part of consumption resulting from

consumer behaviour. Purchasing goods that have already been used by others is referred to as second-hand consumption (Bardhi & Arnould, 2005). But presently, consumers are showing concern about using goods that have already been handled by others particularly due to the health risks posed by the pandemic. During the COVID-19 global pandemic in Europe, overflowing bins collecting textile waste drew the public's attention (Wearn, 2021). The pandemic had a huge impact on re-use and recycling companies, severely limiting their ability to operate. Textile businesses were less able to gather used garments because citizens had more time to clean out their closets. When looking at the same group of signatories, the total amount of clothing collected decreased from 121,000 tonnes in 2019 to 90,000 tonnes in 2020 (The Sustainable Clothing Action Plan 2020 & 2021). Therefore, even in the developed countries, there is a huge gap that needs to be filled.

In summary, the level of environmental pollution happening by the fashion industry has not diminished but it is increasing day by day (Lehmann, 2019). The majority of developed countries are concerned about post-consumer fashion waste. In the context of Sri Lanka, which is a developing country, there is a considerable knowledge gap about the concept. As a result, the current research aims to address the gap emerged through the literature.

## **1.2 The research problem**

Globally, most countries are currently aware of post-consumer fashion waste. They keep searching for solutions and attempting to reduce the impact. However, there is a scant theoretical and empirical understanding about consumer's perception of value towards second-hand consumption. There are sustainable fashion brands in Sri Lanka which practices the upcycling pre-consumer textile waste (Eg- House of Lonali, Selyn, Kandygs). But there are no fashion brands or physical thrift shop options other than the social media pages which sells second-hand fashion products. Even though there are some online thrift stores, most of them are not managed well and strategically marketed.

Therefore, in the context of Sri Lanka, it is evident there is a huge knowledge gap in

respect of the notion of second-hand fashion consumption. Hence, the extant research seeks to fill the identified theoretical and empirical gap.

### **1.3 Research Objectives**

01. To determine the types of Sri Lankan fashion consumers' value perceptions towards second-hand fashion consumption.

02. To examine the impact of Sri Lankan consumers' value perceptions on consumer's intention to purchase second-hand fashion products and their word-of-mouth intention towards second-hand fashion products.

### **1.4 Research Questions**

01. What are the consumers' value perceptions that appraise when purchasing second-hand fashion products?

02. How do these perception values of consumer impact on the purchasing behavior?

### **1.5 Methodology**

A mixed-method approach was used in this research. This research contains two study phases; Study 01-Qualitative interview approach, and Study 02-Quantitative survey approach. Study one objective was to determine the types of Sri Lankan fashion consumers' value perceptions towards second-hand consumption; which answered the research question one 'What are the consideration factors consumers appraise when purchasing second-hand fashion products?'. Twenty semi-structured interviews with adults aged 20-50 were conducted on the first phase in order to proceed with the qualitative approach. A qualitative study has adopted the concept means-end chain model (Gutman, 1982).

### **1.6 Findings**

Study one shows five consideration values of second-hand fashion consumers, price-consciousness, consciousness on emotional bond, comfortability consciousness, quality

and brand consciousness, and social and environmental consciousness. Furthermore, it shows non-second-hand fashion consumers' consideration values as social status-consciousness, hygienic consciousness, comfortability consciousness, quality and brand consciousness, and self-expressive consciousness.

The key objective of study two quantitative phase was to examine the impact of Sri Lankan consumers' value perceptions on consumer's intention to purchase second-hand fashion products and their word-of-mouth intention towards second-hand fashion products. Study two is addressing the research question two 'How does these consideration factors impact on the purchasing behaviour?'. Based on the findings of study one, ten hypotheses were formulated. Intending to test these ten hypotheses, a survey was conducted through online platforms particularly via social media. A similar segment of sample as per study 01 was participated in the study 02 survey. The sample size was, 257 participants.

## **1.7 Dissertation Structure**

- |            |  |
|------------|--|
| Chapter 01 | has introduced the motivation, objectives and research questions of the current research.  |
| Chapter 02 | has reviewed the existing literature including the circular economy, post-consumer waste, Concept of reuse, and Second-hand fashion consumption. |
| Chapter 03 | provides research method in details, including the research design, data gathering procedures, and data analysis techniques.                     |
| Chapter 04 | provides the findings and discussion of the study one: Qualitative interview study.  |
| Chapter 05 | provides the findings and discussion of the study two: Quantitative survey study.  |
| Chapter 06 | presents broad conclusion, study limitations, and future research recommendations.   |



Within years after production, over three-fifths of all apparel is disposed of in landfills or incinerators (Wicker, 2020). There are growing negative things about sustainability issues within the fashion supply chain due to the detrimental environmental effects of current fashion consumption habits (Choi & Cheng, 2015). A garment may be discarded for a number of reasons. The customer might no longer be interested in keeping the item since it is out of fashion. Other factors that contribute to garment disposal include poor fit, poor quality, wear and boredom (Shim, 1995). In addition to depleting water resources and polluting rivers and streams, the fashion industry accounts for 10% of all carbon emissions produced by humans. Additionally, each year, 85% of all textiles end up in landfills. Thousands of pieces of plastic are also released into the water when washing various types of clothing (Johnsen, 2020). Furthermore, the fast-fashion business has an impact on customer purchasing habits and encourages frequent garment disposal. The fast-fashion spread as a result of more affordable, quicker means of manufacturing and shipping, a greater demand for contemporary fashions among customers, and an increase in their spending power (Rukhaya, Yadav, Rose, Grover & Bisht, 2021). Leading apparel retailers like Zara and H&M have embraced fast fashion by bringing new clothing designs to stores every three to five weeks (Hu, 2014). So, the customers are thus encouraged to regularly replace the clothes in their wardrobe with trendy items (Morgan & Birtwistle, 2009).

Impulsive buying and rapid fluctuations in demand are just two of the many issues that have caused overproduction in the fashion business, the issue is not just the overproduction of clothing; it also includes what occurs after the product is "consumed," with one-third of all clothing ending up in waste (Larsson, Mouwitz & Peterson, 2009). Landfilling is the main way used to dispose of garbage in most nations, and the type of fiber used to make the textiles affects how they will fare in terms of environmental impact. Natural fiber-based textiles made of cotton and bamboo will eventually decompose, but like other biodegradable materials, they may produce pollutants during this process, including methane and hydrogen sulfide (Tammemagi, 1999; Li, 2010).

### **2.3 Post-consumer fashion waste**

In the United States of America, the largest consumer of fashion products is an estimated 92 million tons of post-consumer textile wastes consigned to landfill sites every year. This situation occurs in all countries but on a smaller scale. Post-consumer garbage will skyrocket to uncontrollable levels as the world's population expands. From 8.3 million tonnes in 1999 to 11.3 million tonnes in 2009, the amount of post-consumer textile waste in the United States increased by 40% in just ten years, and the Council for Textile Recycling estimates that this number will expand even further to 16.1 million tonnes by 2019. Only 2% more rubbish has been diverted from landfills over the same time period (Council for Textile Recycling, 2014). The majority of post-consumer fashion waste, unlike pre-consumer textile waste, is gathered by municipalities together with other household waste and is often disposed of in municipal landfills (Altan, 2020).

Due to the huge consumer demand, fast fashion is a strategy in which the fashion industry offers products at a low price (Maegan & Yan, 2013). It led the fashion industry to a destructive contemporary way of producing and consuming. Several environmental issues are to blame for the fashion industry's irresponsibility and drive for bigger profit margins; the sector has become a leader and influencer in terms of sustainability (Henninger, 2015). Thus, post-consumer waste accumulation will become a very significant problem by causing environmental destruction through massive landfilling activities (To & Kan, 2020). Post-consumer trash recycling is garnering more attention due to public awareness, legal advocacy and implementation, economic benefits, and the availability of suitable technologies Allwood (2008) drew attention to the importance of appraising post-consumer waste.

Various scientific investigations have found that fast fashion's detachability and disposable methods have serious environmental, health, sociological, and economic effects (Shirvanimoghaddam,2020). According to the state news agency Xinhua, China overtook the US as the world's biggest fashion market in 2019 as a result of the popularity

of e-commerce among the middle class. As a result, some countries produce 26 million tons of post-consumer garbage each year, of which only 1% is reused or recycled (To & Kan, 2020). Therefore, not only is overproduction of clothing a problem but so is what occurs when the product is "consumed," with one-third of all garments ending up in the trash (Larsson, Mouwitz & Peterson, 2009). For example, they have recommended that all consumers should seriously consider buying second-hand products, leasing clothes, and looking into the question of whether the products can be repaired or reconditioned. They laid further stress on this matter by noting that using old clothes and fashion items will significantly reduce the energy requirements for manufacturing and the release of toxins into the environment during the production process. However, post-consumed clothes and textiles should go through a proper sanitizing process that returns them for resale in a safe and hygienic condition (Allwood, 2008). Developed nations have access to more reports on post-consumer textile and apparel wastes than developing nations. Unfortunately, there aren't enough statistics available in Sri Lanka to determine how much textile and clothing waste is generated by consumers.

#### **2.4 Towards the circular economy in the fashion industry**

The term "circular economy" was initially used to define a regenerative supply and demand chain (CE) (Bocken, 2016). CE tends to make a meaningful difference in economics because it endorses the practice of reusing goods that still have some life left in them, repairing things that are broken but can be reconditioned, and recycling those things that cannot be salvaged. CE approves manufacturing only when things cannot be repaired or reclaimed.

The business model of the CE concept can be categorized into two types, 1) Fostering reuse and extending the service life of goods through repair, remanufacture, upgrade and retrofit, 2) Recycling old goods and transforming them into new resources (Stahel, 2016). The circular business model aims to gain value from waste (Bocken, 2016). After understanding and appreciating the concept of the circular economy, the fashion industry

began to collect post-consumer goods and recycle them, while consumers began to rethink their wasteful high fashion consumption and decided to dispose of post-consumer waste more sensibly (Vehmas, 2018). Consumers began to dispose of their used clothes by selling them to thrift shops and flea markets or by making use of alternative solutions such as garage sales, and online platforms. Other options were to swap these items among family or friends or simply donate them to the needy (Albinsson & Perera, 2009).

Importantly, this circular model shows the movement of resources through the recycling and resource recovery system (see Figure 2.2). The circular economy has bridged the gap between manufacturing and consumption by resorting to recycling and reusing. The manufacturing stage will involve both the design and production activities of the circular economy, while the consumption will be controlled by using fewer material inputs, to minimize waste. All the collected waste will be sorted, and the recyclable material separated. The dumping of waste in landfills will be reduced by maximizing the collection of reusable materials during the sorting stage. This will have beneficial results by reducing the usage of natural resources. When this approach is adopted, valuable materials can be reclaimed by recycling, leaving only a limited amount of waste to be dumped in landfills. Thus, it will be possible to achieve the previously mentioned environmental benefits.



Figure: 2.2 Circular economy model for resources  
Source: Future recycling (2018)

Clothing, footwear, and accessories must be planned, sourced, made, and offered with the purpose of being securely returned to the biosphere after they are no longer required by humans in order to be utilized and circulated in society for as long as possible in their most valued form (Anna, 2020). From the time a fashion item is designed to the time it is discarded, circular fashion is a renewing procedure that considers resource productivity, non-toxicity, degradability, lifecycle, and recycled content, ensuring that the lifecycle of the product does not result in socioeconomic damage or environmental pollution (Kim, Jung & Lee, 2021).

## **2.5 The concept of reuse and fashion**

Reuse, which makes the most out of a product's life, delays the day when the product will enter the municipal solid waste stream, thereby cutting down the volume of materials sent for recycling and hence, reducing the load on the available waste management facilities (Domina & Koch, 1999). Researchers further stressed that consumers must be encouraged to broaden their environmental awareness so they will realize the importance of reusing products, besides taking responsibility for diverting other waste materials to recycling plants. They explain that there is a largely untapped consumer commodity with much scope for reuse and with immense recycling potential in the form of textiles and apparel (Domina & Koch, 1999). Granzin and Olsen (1991) discovered three different findings on pro-environmental behaviour in their research. Customers who recycle, for example, had previously spent time learning about environmental sustainability in their own time. Because they were already familiar with the strategy, customers who handed away products did not seek information from their colleagues to be reused, and they were inclined to acquire second-hand goods. Finally, clients who travelled by fewer polluting means of transport were more environmentally conscious. The advantage of reusing these materials is that it results in both environmental and economic benefits. In particular, textile recovery minimizes the amount of waste that must be disposed of in landfills (Nathan, 2006). Textiles provide unique challenges in landfills because synthetic materials do not disintegrate, while woolen clothing decomposes and methane, a greenhouse gas

that contributes to global warming, is released (Waste Online, 2004). People started donating or selling unwanted garments to thrift shops, selling through alternative channels, or swapping among family and friends as a manner of disposing of them (Xu, 2014).

Consumers need to be motivated sufficiently to broaden their environmental awareness so they will realize the importance of reusing products and disposing of waste materials appropriately, such as whether to send them for recycling or to consign them to landfills (Domina & Koch, 1999). The concept of reuse is already being practiced in developed countries. The second-hand retail sector has made billions of dollars in the United States in recent years (NARTS: The Association of Resale Professionals, 2018).

## **2.6 Second-hand fashion consumption**

Clothing consumption is mostly driven by the need to keep up with current fashion trends at a breakneck speed, leading to short product life cycles and manufacturers' adoption of a fast-fashion marketing strategy (Joung, 2014). Fashion clients' proclivity to keep items inert and underused, simply filling closet capacity, sabotages efforts to pursue an environmentally friendly strategy. Researchers have noticed an increase in textile waste and dormancy in the usage of garments, as well as a faster speed of fashion consumption (Iran & Schrader, 2017). Over the last two decades, awareness of the negative environmental consequences has increased among fashion consumers. Garment consumption also has been fuelled sustainably by efforts to reduce clothing waste. Although buying used fashion items is considered a green habit, consideration, and motivation caused by the quality or psychological attachments other than the environment have driven the consumers to seek out other sale platforms. (Guiot and Roux, 2010).

Purchasing and using a product that has already been used by someone else is known as second-hand consumption (Bardhi & Arnould, 2005). In recent years, this technique has been quietly undergoing a transformation. Thrift stores are stores that specialize in selling

second-hand goods at rates that are often lower than those found within a free market (Bardhi & Arnould, 2005). Selling unwanted clothing to thrift stores, swapping it for other used clothing, giving it away to close relatives and friends, selling through unconventional venues such as flea markets, vintage stores, and online marketplaces, donating to charities, and recycling are just a few options for removing post-consumer waste (Albertsson & Perera, 2009). In the second-hand fashion business model, customers are the primary partners and suppliers, with the goal of reducing resource consumption and waste (Gopalakrishnan & Matthews, 2018). According to ThredUp (2019), the SHC market grew twenty-one times greater than the retail sector in the last three years, and it is expected to increase in size to 51 billion dollars by 2023. The second-hand fashion trade has increased tenfold since 1990, but it still accounts for less than 0.5 cents of the overall in terms of value, at around \$1 billion per year. Second-hand fashion products sell for roughly 10%–20% of the price of new clothes, thus the proportion is bigger in terms of volume, but it still represents less than 5% of global trade. However, depending on the receiving society and country, this proportion fluctuates dramatically. Almost every country is active in the trade, either as exporters, processors, re-exporters, or importers, with several countries performing multiple functions. Second-hand fashion products are primarily consumed in developing countries (Bankole, Adurrahman & Oyeranti, 2004).

It should be mentioned that some observers believe the second-hand fashion industry in exporting countries is in trouble with the COVID-19 pandemic. Also, this is largely due to an increase in the importation of low-cost, low-quality new apparel from Asia which can be defined as the fast fashion movement around the world. However, import bans on used clothing are being implemented in some developing countries. Therefore, fast fashion businesses may soon be obliged to collect more pre-owned things for reuse and recycling as a result of expanded producer responsibility rules (Farahani, Asgari & Wassenhove, 2022). Customers must adapt their purchasing habits, according to fashion experts, for the industry to survive. Be educated on the value of clothing, which requires

collaboration between businesses and governments. So, there is an immense opportunity in retailing second-hand fashion products. According to various industry experts, fashion resale will eclipse fashion retail in the next ten years (McKinsey, 2020).

Despite purchasing second-hand fashion products is considered to be an environmentally responsible habit, other factors such as psychological or material concerns may cause a customer to look for other sales methods (Guiot & Roux, 2010). These elements may be linked to a customer's self-esteem and assets (Albinsson & Perera, 2009). Therefore, consumer behavior is depending on the consumer values.

## **2.7 Consumer value**

Consumers' purchasing behavior plays a huge role in the fashion industry. Prior literature heavily shows that values are crucial for understanding consumer behavior theoretically (Vinson, 1977). This current research aims to understand consumers' perceptions of value toward second-hand consumption which is a barely examined phenomena both theoretically and empirically. Additionally, Gutman (1990) discovered a link between individual values and intended customer advantages. A theory of values was created and empirically evaluated by Sheth in 1991. By defining five consumption values that influence consumer decision behavior, the theory was operationalized (Functional, social, emotional, epistemic, and conditional).

As a result, values govern all behavior, including behaviors, attitudes toward people and things, ideologies, how one portrays themselves to others, evaluations, judgments, justifications, comparisons to others, and attempts to persuade others. Rokeach declared in 1973 that "values are determinants of attitudes and action that are essentially or logically tied to them." Rokeach (1973) noted that values "are guides and determinants of social attitudes and ideologies on the one hand and of social conduct on the other" when referring to the consequences of values. The notion that values significantly influence consumer behavior is widely accepted (Vinson, 1977). Values are helpful in describing consumer behavior since they influence how customers behave in terms of their choices of product

categories, brands, retail locations, etc (Scott and Lamont, 1977). Customer values are important because, as previously indicated, consumer behavior determines consumer demand, which then determines the production of the fashion industry. Therefore, the values of the consumer are the subject of this study.

## **2.8 The means-end-chain model and the consumer behavior**

Means-End Chain (MEC) model or the means-end theory has been used previously when researching and studying consumer behavior (Jackson, 2005). The MEC model supports addressing and resolving the issues through quantitative methods by amalgamating the available qualitative data collecting and evaluation procedures that are objective (Hines & O'Neal, 1995). Accordingly, this current research adopts the theoretical lens of the MEC model to explore the consumer's perception of value towards second-hand consumption. MEC deals with product attributes (A), consequences of product use (C), and personal consumer value (V) related with the use of the product (Gutman, 1984). The characteristics or features of the product are considered as the product attributes, which are divided into two categories. First, there are the concrete attributes or physical features such as the price, color, size, materials, etc. Then there are abstract attributes, which are intangible product traits like quality, fit, and dependability (Overby, 2005; Reynolds & Gutman, 1984). The advantages and disadvantages/risks that arise from utilizing a product or service in the normal course of life are referred to as the consequences (C). Three categories of effects have been discovered in previous investigations (Overby, 2005). The first category includes the functional repercussions (FC), by which is meant the experience of consumers who use the products. Second type covers the psychological consequences (PC), which refer to how the consumer feels about the features and attributes of the product (Zachariah & Jusan, 2011). Next type is the social consequence (SC), which is based on how the use of the product fits in with the social norms of others. A peak level of desired-end-state is defined as the value (V), which is a cognitive conception of the consumer's needs and goals (Overby et al., 2005).

## **2.9 Chapter Summary**

According to the literature review, consumers' perceptions of value toward second-hand consumption are poorly understood both theoretically and empirically. In the case of Sri Lanka, it is clear that there is a significant knowledge gap regarding the concept of second-hand fashion consumption. As a result, the current research intends to fill in this knowledge vacuum. The research approach used for the study that tries to close the gap will be presented in the next chapter.

## **CHAPTER 03 – RESEARCH METHODOLOGY**

### **3.1 Chapter Introduction**

The methodology for the research will be presented in this chapter. This research used a mixed-methods technique. In particular, two interconnected studies were developed. Study one has adopted a qualitative interview approach, while Study two has adopted a quantitative survey approach. Study one aims to identify the consumer values that influence Sri Lankan fashion consumers' second-hand purchases, in order to answer the research question, "What are the consumers' perception values that appraise when purchasing second-hand fashion products?".

The second quantitative part of this research aims to investigate the impact of consideration variables on Sri Lankan consumers' second-hand fashion consumption which addresses the second research question, "How does these perception values of consumer impact on the purchase behaviour?"

### **3.2 Research Method**

An exploratory, sequential, mixed-method approach was used in this research (Johnson and Onwuegbuzie ,2004). Particularly mixed-method research design strategy was conducted, because it combines both quantitative and qualitative data, and to apply a theoretical lens as an overarching perspective (Creswell & John, 2003). Figure 3.1 is representing the research design.

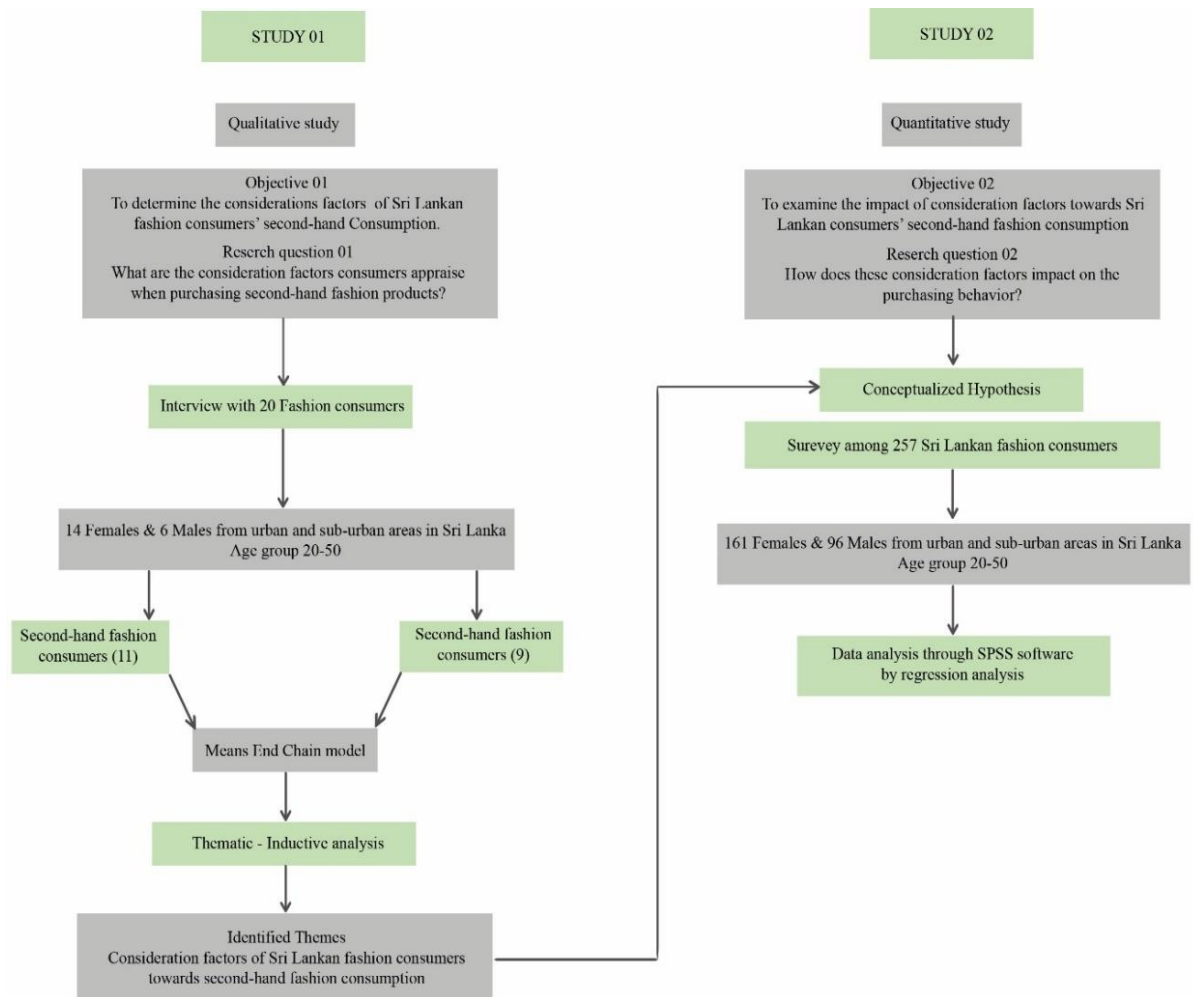


Figure 3.1 Research Design; Author (2022)

### 3.2.1 Study One - Qualitative study

Study one intended to seek answers for the first research question. Hence adopting a qualitative approach, twenty semi-structured interviews with a convenience sample of consumers aged 20-50 were conducted in the first phase in order to proceed with the qualitative approach. It is commonly stated in demographic population into three, one of them are the working population which is age 15- 65 years (Ritchie & Roser, 2019). This demonstrates that they are financially capable of purchasing. Thematic analysis was a commonly used method of qualitative data analysis (Braun & Clarke, 2012).

Consequentially, ten hypotheses were developed. In the chosen study scenario, the qualitative phase's exploratory purpose was to uncover and comprehend the themes, categories, and variables connected with customers' behavioural value towards purchasing second-hand clothing.

This exploratory study one uses a qualitative approach to understand the consumers' motivations in turning towards second-hand fashion consumption. More specifically, the qualitative MEC analysis (Gutman,1982) was adopted to analyze the data using the thematic analysis method. The MEC model's core premise is that customers make decisions based on cognitive linkages between product qualities, perceived consequences, and personal values.

#### 3.2.1.2 Sampling method and data collection procedure

To obtain qualitative data, semi-structured interviews were conducted with a sample of fashion consumers in Sri Lanka. The snowball sampling method was adopted for selecting the participants. This method is used when the potential participants are hard to find. For an example, some people may not want to be found because of their kinds of unacceptable or humiliating social behaviors which harm their social status and pride candidates might be wary of coming forward because of the possible ramifications (Browne, 2005). In the context of Sri Lanka using second-hand fashion products is identify as something to be kept in private. So, this method was more useful to identify sample group. Interviewees were given the option to participate either online or in-person (Boyatzis, 1998). The interviews lasted from 40 minutes to 1 hour. Please see table 3.1 to identify the interview sample group.

Table 3.1. Characteristics of the interview participants

Participant	Age	Occupation	Demographic Location
01	30	Fashion Designer	Colombo
02	37	Fashion Designer	Colombo
03	39	Social Activist	Colombo
04	26	Economist	Kandy
05	28	Graphic Designer	Colombo
06	29	Entrepreneur	Rathnapura
07	26	Marketing manager	Kandy
08	28	Post-graduate student	Anuradhapura
09	27	Graphic Designer	Anuradhapura
10	26	Lawyer	Kandy
11	22	Entrepreneur	Colombo
12	26	Doctor	Kandy
13	27	Interior Designer	Colombo
14	26	UI/UX Designer	Colombo
15	26	Pilot	Colombo
16	28	Architect	Galle
17	21	Fashion Model	Colombo
18	28	Architect	Kandy
19	29	Engineer	Kandy
20	24	Accountant	Kandy

The final sample was diverse in terms of demographics, with 14 women and 6 males ranging in age from 20 to 50. They worked in a variety of jobs, including administrative, employee, freelancer, and manual labour. For both second-hand fashion (SHF) and non-second-hand fashion (non-SHF) customers, a semi-structured interview guide was established, which included defining each groups' features in order to define MEC classifications. The major two consumer groups evolved as a result of their shopping habits. Consumers who already have purchased SHF products in the past and those who have never bought SHF items. The interview questions were separated into four groups.

A sociodemographic closed-ended question and two open-ended questions on SHF use and awareness of the environmental repercussions of consumer purchases were included

in the first segment. Finally, barriers and enablers impacting SHF consumption were investigated, both consumer- and non-consumer-related. Consumers' perceived product qualities, functional, social, and emotional implications, and core personal beliefs regarding second-hand fashion consumption were all grouped by themes based on major parts of the MEC model (please see Table 3.2).

Table 3.2 Semi-structured interview guide

Semi structured Interview guide
<p>Interview Guide on Consumer Motivation Towards Second- Hand Fashion consumption in Sri Lanka.</p> <ol style="list-style-type: none"> <li>1. Please introduce briefly about yourself? (Age, occupation, gender and demographic location)</li> <li>2. When purchasing an item of clothing, do you consider the environmental impact of making of that product, when consuming and after the consumption? Does it make sense when purchasing the item?</li> <li>3. Are you familiar with the term "Second-hand fashion consumption"? Based on your understanding, describe Second-hand fashion consumption.</li> </ol> <p>*Have you ever purchased second hand clothing?</p> <p><i>Product Attributes</i></p> <ol style="list-style-type: none"> <li>4. When it comes to second-hand fashion, what are the most important attributes? (product or service)</li> <li>5. When you think about used clothing, what main distinguishing product and service characteristics come to your mind?</li> <li>6. If you're avoiding, wearing or utilizing second-hand clothes and accessories what are the major reasons?</li> </ol> <p><i>Consequences</i></p> <p><i>I. Psychological Consequences</i></p> <ol style="list-style-type: none"> <li>7. Describe the psychological advantages of wearing second-hand clothing (Ex- self-improvement, self-identity).</li> <li>8. Please elaborate on the negative emotional consequences you believe second-hand clothing has for you.</li> </ol> <p><i>II. Social Consequences</i></p> <ol style="list-style-type: none"> <li>9. Describe the social benefits you get from wearing SHC (for example, social status, social relationships, and acceptance).</li> <li>10. Please elaborate on how you believe second-hand clothing has bad social implications.</li> </ol> <p><i>III. Functional Consequences</i></p> <ol style="list-style-type: none"> <li>11. Please list any functional benefits or repercussions of second-hand clothing (e.g., product performance, fit, usefulness, styling, financial, etc).</li> <li>12. Please describe any negative functional repercussions of SHC that you believe exist.</li> </ol> <p><i>Values</i></p> <ol style="list-style-type: none"> <li>13. Please emphasize the significance of the aforementioned effects. Why are the aforementioned repercussions significant to you? (Financial, social, and emotional advantages)</li> <li>14. Have you had any unpleasant encounters with second-hand fashion products (e.g., difficulties or stigma)? If so, could you inform us about your unpleasant experiences?</li> </ol>

Enabling factors

15. Please indicate any aspects or circumstances that would make it simple for you to wear or purchase SHC in Sri Lanka.

*Disabling factors*

16. Please describe any problems or conditions that may make using second-hand clothing in Sri Lanka problematic for you.

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### 3.2.1.3 Data Analysis procedure

The study one of this research adopts inductive analysis of the thematic analysis as the analysis method. In this type of thematic analysis, the nature of the data collected indicates the themes. As the first step in gaining familiarization with the data, recordings of the interviews were transcribed into text form. The raw interview data were then coded and categorized, allowing for independent reading and examination. After reading and analyzing the responses, they were classified into two categories: those who consume second-hand fashion products and those who do not consume second-hand fashion products. This was done quite simply by highlighting the most valued attributes and consequences as perceived by those consuming second-hand fashion products. After coding these extensive data, initial themes of consumers consideration values were generated (Braun & Clarke, 2006). Consequentially ten hypotheses were formulated.

### **3.2.2 Study Two - Quantitative study**

Study two aimed to answer the second research question: The current study's second phase took a quantitative approach (Creswell & John, 2003). The goal of this step was to put the hypotheses produced in the qualitative phase to the test. The survey was conducted among a convenient sample of 257 participants in Sri Lanka with individuals aged between 20-50 same as study one.

The second phase of the study is aimed to test the ten hypotheses developed in the qualitative phase. The questionnaire contained 47 items. The first component "A" of the questionnaire tested demographic information, the consumer's purchase platform, the consumer's awareness of SHF consumption, as well as the consumer's give-away and

exchanging information. These questions were measured with yes/ no closed questions. Part B was formulated to test hypotheses. All of the tests used five-point Likert scales with poles ranging from strongly agree to strongly disagree. A participant took approximately 10-20 mins to complete the survey (Please see Appendix 02 – Survey Questionnaire).

#### 3.2.2.1 Sampling method and data collection procedure

A convenient sample of participants were participated to this survey. The online survey was developed using google forms and administered via emails as well as through social media. The sample size of the survey was expected to be filled by 300 but only 257 responses were received back. Survey data was collected between 01/10//2021 to 01/11/2021.

#### 3.2.2.2 Data analysis techniques

The study has used Statistical Package for the Social Sciences (SPSS) software to analyse the data. SPSS enhances data transmission facilities, user-friendly interface, and outstanding chat building options are some other attractive features. The method of analysis is multiple regression. Multiple regression allows you to combine several variables to get the best possible predictions for the study's two dependent variables (Allison,1999). Process Macro was used to test the moderation. A detailed explanation on these methods will be discussed in chapter four.

### **3.3 Chapter Summary**

The research approach and data collection methods employed in this study were detailed in this chapter. In addition, this chapter describes and explains the sample and analysis procedures in both qualitative and quantitative studies.

The means-end chain model is a theoretical concept that is included in the qualitative investigation. The initial study's objective was to address the initial research question. 20

semi-structured interviews with a convenience sample of clients aged 20 to 50 were done in the first phase in order to continue with the qualitative method. One of the three demographic categories that are usually referenced is the working population, which is defined as being between the ages of 15 and 65. This demonstrates that they have the resources to buy something.

A popular type of qualitative data analysis is thematic analysis. The second study was centred on research question two. The current investigation's second phase utilized a quantitative approach. This procedure was designed to verify the theories that were formulated at the qualitative stage. A convenient sample of 257 Sri Lankan respondents, all of whom were within the 20–50 age range, took part in the study.

## **CHAPTER 04 – FINDINGS AND DISCUSSIONS: STUDY ONE**

### **4.1 Chapter Introduction**

This chapter will be presenting the results of the data analysis and research methodologies discussed in Chapter three. The data collected by semi-structured interview guide is used for the analysis of the motivational values of Sri Lankan fashion consumers' second-hand consumption. According to the answers given by the respondents, the researcher has analyzed every aspect and the discussion was done based on that.

### **4.2 Study 01 – Qualitative data**

Participants were first asked about their awareness and knowledge about second-hand fashion consumption. Majority of the consumers were quite familiar with the topic. According to their responses, the qualitative study outcomes were divided into two consumer groups as, 1) Second-hand fashion consumers, and 2) Non-second-hand fashion consumers. The group of second-hand fashion consumers has identified as the consumers who purchase second-hand fashion products from the retailers and the non-second-hand consumer group is identified as the consumers who doesn't purchase second-hand fashion products from retailers. But both of these consumers may have the experience consuming second-hand fashion products by pass downs or swapping fashion products among their family and friends. The key findings about the two groups are presented separately in sections 4.1 and 4.2.

#### **4.2.1 Second-hand fashion consumers' value**

Out of the twenty sampled consumers, eleven have been identified as SHF consumers. Our analysis revealed five consideration values relating to SHF consumers that influenced their second-hand fashion consumption: price-consciousness, consciousness about emotional bond, comfortability consciousness, quality and brand consciousness, and social and environmental consciousness (see figure 4.1). These will be discussed next.

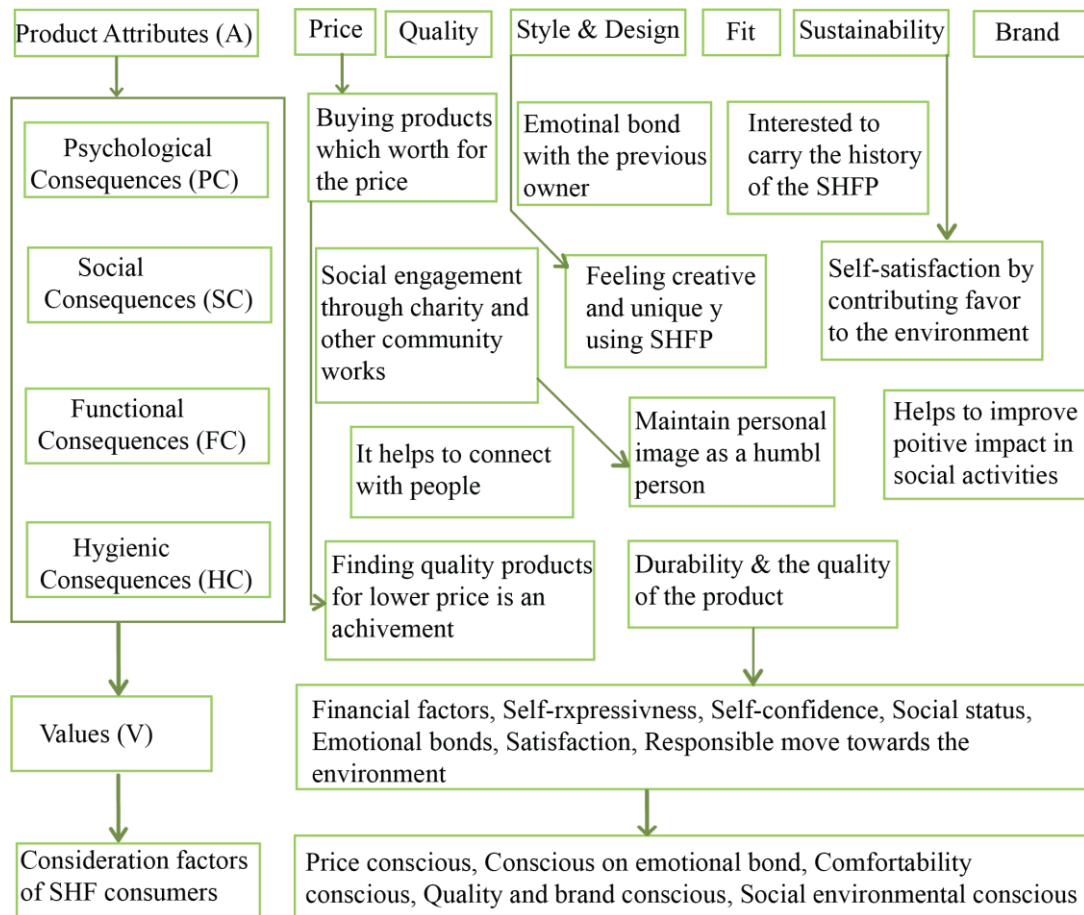


Figure 4.1 Consideration factors of second-hand fashion consumers: The coding process; Author (2022)

#### 4.2.1.1 Price-consciousness

Price emerged as the attribute that exerted the greatest influence on SHF consumers. They seem to receive a psychological boost when they find quality products for a low price, which they consider as an achievement. SHF consumers shared details about the financial benefits they received by purchasing SHF from among the society. Apparently, they appreciated the social consequences that ensued after building a community with the people who had the same interest in buying SHF. Functional c. is perceived as making a financially good decision such as when buying a product that is truly worth the price. According to them, any action that has the least impact on the environment and requires

minimal financial outlay helps both nature and the consumer. They claim that the financial benefit they reap is mainly due to their individual purchasing decision. For example,

“In my mind, I always make calculations. I am very practical when it comes to buying SHF products. I compare the prices between brand new fashion products and SHF products before buying” (Participant 03).

Due to their low cost, consumers in Sri Lanka seem more likely to purchase used fashion items as these could bring them a sense of self-achievement through making a big saving. From a purely business perspective, this indeed provides a great opportunity for future fashion businesses, particularly in the post-Covid-19 era.

#### 4.2.1.2 Consciousness on emotional bond

Another attribute that is highly valued by SHF consumers is the emotional connection with the products. They explained how looking for these products together with people who have the same interest acts as a positive social c. and environmental c., as it ultimately has a positive impact on the environment, resulting in great emotional satisfaction. For example, participant 09 stressed that:

“I feel connected to a story. Because every time I use SHC I’m also talking about the first person who wore it and how it has passed on to me now. So, most of my clothes are coming from my mother, grandmother, and my friends. We all have stories about the first owner who wore it and stories of how I’m wearing it now. Also, about where these clothes came from. I develop a strong emotional connection with the previous owner of the clothes that I am proudly wearing now, and I talk about him/ her, rather than feeling embarrassed to admit that these clothes were worn by somebody else earlier. I no longer feel bad about wearing somebody else’s clothes.”

#### 4.2.1.3 Comfortability consciousness

Comfortability is another concern of SHF consumers with respect to second-hand consumption. The comfortability leads to satisfaction, resulting in a positive psychological consequence, which boosts self-confidence that translates into beneficial social consequences at the same time. Quality of the product is the main concern as it is the functional c. Self-confidence emerges as a value. Consumers perceive the positive environmental c. impact after consuming a product for a long time. This notion is explained by participant 09.

“Sometimes you are using something that is not new, but nevertheless it feels comfortable. There is some sort of comfort in wearing something that is partly worn out.”

#### 4.2.1.4 Quality and brand-consciousness

Another highly valued attribute is quality and the brand of the second-hand product. The enjoyment derived from using it and the sense of achievement felt by making a financially good decision in purchasing a quality, branded product emerged as a psychological consequence. Moreover, consumers maintaining their social status and self-expressiveness perceive the social c. positively. Buying quality products after spending only the minimum appears as the functional c. The positive impact felt by using products of good quality for a long time is the perceived environmental c. In the meantime, self-confidence and social status emerge as valued attributes.

“I believe in those products that were bought a long time back, like a decade ago, as their quality was so good. Further, I believe that most of the products were designed to support sustainable factors too.”

#### 4.2.1.5 Social and environmental consciousness

The sustainability of a product is valued as one of its major attributes. Moreover, the satisfaction of having minimal impact on the environment and a good impact on the local charity was perceived as a positive psychological consequence by the consumer.

Consumers achieve positive social c. by engaging with the community's consciousness of the environment and by engaging in charity work. Also, sustainability and support for charity appeared as a functional c. as well. Engaging deeply and making a positive effort to be kind to the environment, emerged as the environmental c. The sense of satisfaction felt by behaving as a responsible consumer is highly valued by them.

“When I was in Europe, thrift shopping helped me to get connected with the local people and my friends who were interested in SHC” (Participant 1).

Participant 2 expressed similar views:

“Wearing SHC means that you are also contributing to the environment. Producing a garment involves the release of so much of carbon emissions, that by proudly wearing something that is already available rather than purchasing something new, you are making a big contribution to the environment and social well-being” (Participant 2).

In summary, second-hand fashion customers showed that they were willing to buy and consume second-hand fashion items due to recognizing these vital value concepts. Given that most of the interviewees were second-hand fashion shoppers, there is reason to be optimistic about the future of the second-hand fashion retail business.

#### **4.2.2 Non-Second-Hand Fashion Consumers' Value**

Out of the twenty consumers, nine consumers have been identified as non-SHF consumers. After focusing on them, our analysis revealed five consideration values of non-SHF consumers towards second-hand fashion consumption, viz. social status consciousness, hygienic consciousness, comfortability consciousness, quality and brand consciousness, and self-expressive consciousness (Please see Figure 4.2).

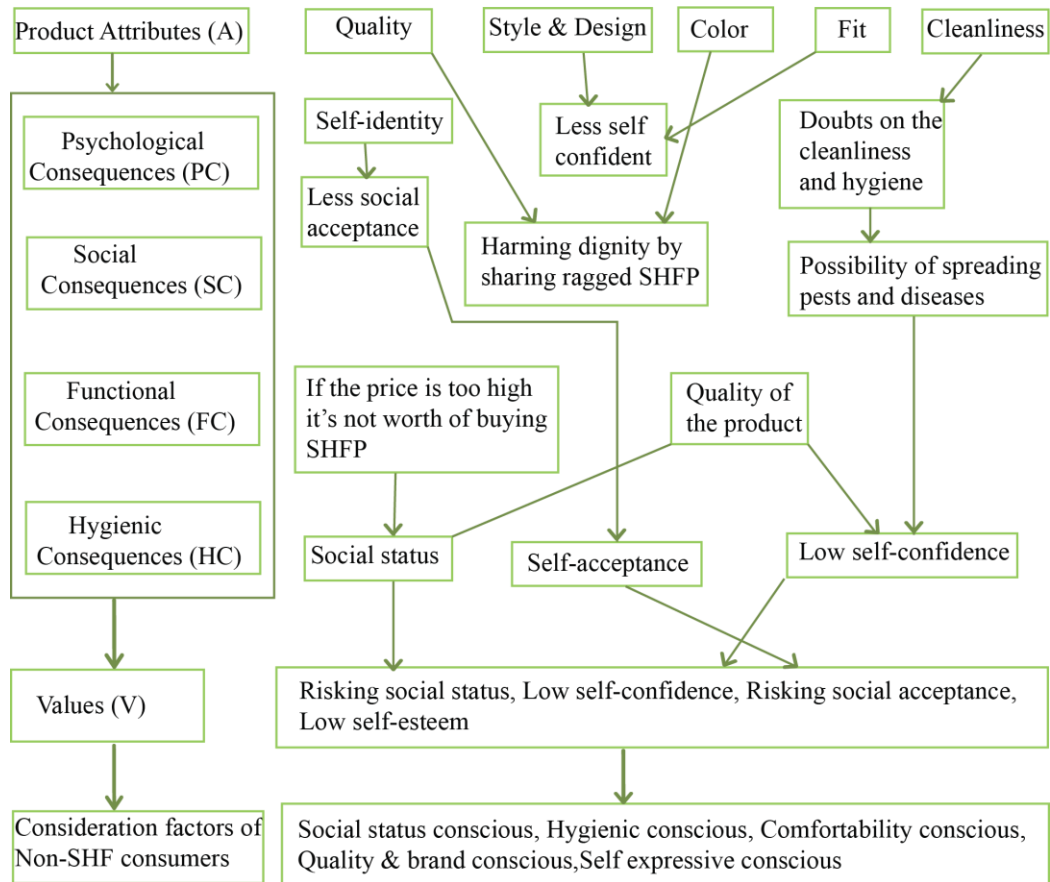


Figure 4.2 Consideration factors of non-second-hand fashion consumers: The coding process; Author (2022)

#### 4.2.2.1 Social status consciousness

Poor quality of the products was the most common attribute noted by the non-SHF consumers in the matter of second-hand fashion consumption. They manifested less self-confidence, felt a little cheap, and were shy to admit they were wearing SHF products, as this had a negative psychological c. Concern regarding social status and lukewarm acceptance by others emerged as negative perceptions as they worried about the social consequences. Moreover, it was stated that poor product quality also proved to be a negative functional c. Apart from concern about social status, consumers claimed that their self-confidence and personality were at risk because of the product's suspected inadequate

hygiene, which will be perceived as negative hygienic c. low self-confidence was identified as a risk associated with the use of these products.

"I always wear SHF products at home but feel very insecure about wearing them to a function" (Participant 08).

Garments serve a variety of purposes in addition to shielding bodies from the elements and prying eyes. Fashion is also used to communicate one's social rank and identity (Crane, 2000). Clothing has been recognized as a way for Sri Lankans to show off their wealth. As a result, society may take an unfavourable view of consumers who wear used fashion products and conclude that they are poor. This sort of judgement has created a sense of insecurity among consumers of second-hand products.

#### 4.2.2.2 Hygienic consciousness

One of the most valued attributes of non-SHF consumers compared to SHF consumers is cleanliness. They declared that they tend to feel a negative psychological c. by feeling insecure because of the product's previous use by others. It led to reduced self-confidence due to fear of the poor hygienic condition of SHF products and the negative social consequences that could ensue if people came to know of this. In fact, many consumers had noted reduced functionality, poor quality, and lack of new trends. Non-SHF consumers were more concerned about the diseases that could be transmitted through second-hand products, thereby perceiving negative hygienic c. The concern about social acceptance and status emerged as values. For example, participant 11 explained:

"Other than wearing used clothes passed down by my family, I am scared to buy and wear SH clothes from outside sources. That is because I do not know how the first owner used them and whether he suffered from any illness or hygienic problems."

Since Sri Lanka is a country that is close to the equator and has a tropical climate, people here perspire more compared to people in other countries where second-hand fashion consumption is very popular. The consumers here seem to be well-aware of the fact that clothes can transmit germs from one person to another if they are not properly cared for.

Hence, they thoroughly wash all SH clothes after purchasing them and continue to wash them frequently thereafter. However, this could result in fading and general deterioration of the textile materials due to the action of detergents, sunlight, and ironing.

#### 4.2.2.3 Comfortability consciousness

Non-SHF consumers repeatedly mentioned that they were not comfortable about wearing clothes that had been worn by unknown previous owners. As negative psychological consequences, these consumers have manifested low self-confidence and expressed doubt. Low quality emerged as a functional c., which affected users negatively. Moreover, consumers stated that they are not comfortable wearing SHF products because of the odor, dirt patches, and missing stitches, in addition to the negative hygienic c. SHF consumers seemed to be highly concerned about risking their social status by wearing these used clothes. This notion is explained in detail by participant 10, as follows:

“I feel that those SH products get personalized to a certain degree; like if you are using something for a long time, that object adapts to you to a certain extent. Therefore, that object reflects the identity of the first user, and this is so with an item of clothing as well. It carries a part of you with it, even if it goes to another person. I feel uncomfortable wearing clothing that was used previously by an unknown person” (Participant 10).

#### 4.2.2.4 Quality and brand-consciousness

The majority of non-SHF consumers have mentioned that even though a product might be branded, buying a low-quality product is unsatisfying, and it can evoke negative psychological c. Also, consumers repeatedly stated that wearing second-hand clothes, even if they are branded, could undermine their social status, which they would perceive as a negative social c. Even SHF consumers explained that it is better to buy new fashion products at higher prices than to purchase low-quality branded clothes at lower prices as the latter choice would have a negative functional consequence. Not knowing the identity of the previous owner was stated to be a negative hygienic c. and risking social status has been stated as a value.

“Even though it may be an almost-new garment of acceptable quality, I feel it's not worth it if the price is too high. I would prefer to buy a brand-new garment instead” (Participant 07).

#### 4.2.2.5 Self-expressive consciousness

Further, these consumers were concerned about the lack of style of the product and the limited product choice availability with respect to product attributes. Under psychological c., this presented fewer choices that limited them from expressing their self-identity, ultimately causing them unhappiness with their decisions. Not being able to express one's self-identity leads to low self-esteem, and this is perceived as a negative social consequence. A further limitation on availability emerged as a negative functional c. A sense of low self-esteem and confidence was felt due to doubt regarding its value.

“It's very hard to find the exact clothing style that fits and suits me” (Participant 14).

“The main attribute I will look for is the style as I must like it. Because if it's not my style I will not wear it and I won't even touch it” (Participant 02).

### **4.3 Chapter Summary**

This research embraces the theoretical notion of the MEC model in the qualitative study and it shows five consideration values of second-hand consumers, price-consciousness, consciousness on emotional bond, comfortability consciousness, quality and brand consciousness, and social and environmental consciousness. Furthermore, it identified non-second-hand fashion consumers' values as social status-consciousness, hygienic consciousness, comfortability consciousness, quality and brand consciousness, and self-expressive consciousness. Based on these consumer values ten hypotheses were developed and tested in study two, the quantitative study. The results of the study investigation and discussion of the findings, will be presented in the next chapter.

## CHAPTER 05 – FINDINGS AND DISCUSSIONS: STUDY TWO

### 5.1 Chapter Introduction

The motivational elements of Sri Lankan fashion consumers' second-hand consumption are examined using data acquired through interviews and survey questionnaires. The researcher studied every area analyzing the reaction made by the respondents, and the discussion was based on that.

### 5.2 Hypotheses Development

The previous qualitative study findings were used to conceptualize ten hypotheses related to SHF consumption of Sri Lankan fashion consumers. Both positive and negative effects were predicted. Section 5.2.1 and Section 5.2.2 will discuss the rationale behind the proposed relationships.

Table 5.1 Operational table chart: Hypothesis testing

Independent/ Dependent Variable	Indicators/ survey Items	Source
Financial Benefits	<ol style="list-style-type: none"> <li>1. Buying used fashion items offers frequently excellent value for the money.</li> <li>2. Being able to purchase name brands that I otherwise couldn't afford new.</li> <li>3. Except for custom-made things, used clothing is typically less expensive than brand-new clothing.</li> <li>4. Cheap, but you can get some high-quality items in places that sell used clothing.</li> </ol>	(Hur,2020)
Emotional Bond	<ol style="list-style-type: none"> <li>1. When I look at used clothing, I can tell right away that it's something I'd want.</li> <li>2. Second-hand clothing items would entice me to use them.</li> <li>3. Because the previous owner was someone important to me, I may utilize second-hand clothing items with confidence.</li> </ol>	(Yu, Lee,2019)
Product quality	<ol style="list-style-type: none"> <li>1. Usually, if I'm specifically seeking for a used item, it's of high quality and will last for a long time.</li> </ol>	(Yu & Lee,2019)

	2. I am constantly searching for products that are virtually new, scarcely worn, clean, and made of high-quality materials.	
Self-satisfaction	1. Even though it's secondhand, wearing a particular brand may make you feel confident in yourself. 2. I am quite proud of myself for buying used clothing. 3. Less shame about not supporting quick fashion. 4. If the item flatters you, it's good to receive praises from friends and let them know you're wearing a used item.	(Hur,2020)
Social-status	1. I would feel ashamed to wear used clothing because I believe people would assume I couldn't afford to buy new. 2. Some people I know may belittle others for these reasons or lack confidence in their financial management skills. 3. My folks might worry about me and assume I'm having financial difficulties. Also, it appears that some people take great delight in their new purchases.	(Hur,2020)
Hygienic factors	1. I adore shopping for used clothing. if they were consistently expertly cleaned and pressed. 2. I detest the stench you get when you enter the store. The smell of old 'stuff'. 3. There is no chance of contamination with second-hand clothing items.	(Hur, 2020) (Laitala & Klepp,2018)
Uncomfortability	1. I would prefer to know who owns the clothing. 2. I just can't bring myself to put on anything that someone else wore and perspired in before me. 3. There is a stigma associated with second-hand clothing that may suggest that the owner is uneducated or unable to purchase brand-new clothing.	(Hur,2020)
Self-expressiveness	1. Secondhand stores only provide items that individuals have donated, so your options are limited. 2. People buy clothing to fit their own image; finding your own sense of style in used clothing would be challenging. 3. I have the impression of copying the prior owner. I feel not special or original.	(Hur,2020)
Environmental consciousness	1. I care whether the products I use don't damage the environment. 2. I worry about depleting the earth's resources.	(Hur,2020)

	3. I consider myself to be someone who cares about the environment.	(Park et al., 2020)
	4. The advantages of buying used clothing more frequently and the environmental advantages of doing so.	(Haws et al., 2010)
	5. I try my best to purchase clothing that is created from recyclable materials.	
Purchase Intention	1. When I shop for apparel in the near future, I'm willing to purchase used fashion items.	(Kim, 2021) (Yoo, 2021)
	2. If I am aware of the possible harm some clothing products can do to the environment, I avoid buying them.	
Word-of-Mouth intention	1. I want to share with others the experience and sensation of wearing used clothing.	(Kim et al., 2021)
	2. I would strongly advise it if someone asked my opinion on used fashion items.	
Moderator: Consumer knowledge on Second-hand fashion consumption.	1. I am aware that the materials used in second-hand clothing have value since they can tell buyers who are interested in sustainability tales about the materials.	(Yoo et al., 2021) (Liang, 2012)
	2. How much time, on average, do you spend reading stories on used clothing in newspapers, periodicals, and internet sources?	

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### 5.2.1 Proposed positive effects on SHF consumption

The previous study demonstrated the bond between second-hand fashion consumption and its financial benefits. When purchasing such things, consumers are driven by economical decisions. The consumer is encouraged to buy second-hand apparel since it is significantly less expensive than purchasing brand new goods (Joung & Park, 2013). Therefore, consumers desire high-quality products at reasonable prices, so they consume second-hand fashion products for financial reasons (Machado, Almeida, Bollick & Bragagnolo, 2019). Accordingly, the following ten hypotheses were formulated.

H1a- Financial benefits will have a positive effect on consumer's intention to purchase Second-hand fashion products.

H1b- Financial benefits will have a positive effect on word-of-mouth intention towards Second-hand fashion products.

Findings further indicates the pleasure of emotional state that consumers feel when they make the decision to purchase or consume second-hand fashion products. It demonstrates how admiration for the connection to or history of the previous owner and nostalgia are related (Turunen and Leipämaa-Leskinen, 2015). Nostalgia is defined as a craving for antique items that were once in style or a wish to dwell in a historical era that has since passed (Cervellon et al., 2012). Customers are also thrilled with their dedication to environmental preservation and the fact that they pick environmentally friendly clothing over harmful items. Making wise financial judgments is frequently described as being in a good mood (Hur,2020). As a result, emotional value is projected to have a significant impact on the establishment of positive attitudes regarding circular fashion goods. Thus, the following hypotheses was formulated.

H2a- Emotional bonds with the second-hand products will have a positive effect on consumer's intention to purchase Second-hand fashion products.

H2b- Emotional bonds with the second-hand products will have a positive effect on their word-of-mouth intention towards Second-hand fashion products

People that place a great value on the environment lead and improve their lives as a result of it. They feel that beyond satisfying their own physical or material wants, they should seek peace between nature and mankind (Thompson & Barton, 1994). As a result, they are very concerned and trying to be responsible for their purchasing and consuming behavior. The circular economy encourages consumers to recycle and reuse materials so they can achieve a closed-loop supply chain (Vehmas, 2018). Therefore, environmental consciousness automatically encourages consumption to second-hand fashion consumption.

H3a- Environmental consciousness will have a positive effect on consumer's intention to purchase Second-hand fashion products.

H3b- Environmental consciousness will have a positive effect on consumer's, word-of-mouth intention towards Second-hand fashion products.

Some customers also assume that vintage products are of higher quality than newer items since they were built using greater materials. According to numerous research, secondhand fashion buying is a treasure hunting hobby for discovering things that are of good quality and aren't widely available on the market (Machado, Almeida, Bollick & Bragagnolo, 2019). Accordingly, the following hypothesis was formulated.

H4a-Product quality will have a positive effect on consumer's intention to purchase Second-hand fashion products.

H4b- Product quality will have a positive effect on consumer's word-of-mouth intention towards Second-hand fashion products.

Consumers behave differently based on their particular circumstances, which are influenced by factors such as financial circumstances, community involvement, and referrals from friends and family (Hur,2020). Helping charities by purchasing second-hand products, contributing on environmental conservation, and being humble enough to wear second-hand clothes are leading consumers to self-satisfaction based on the development of this hypothesis (Vehmas, 2019; Hur, 2020).

H5a-Self-satisfactoin will have a positive effect on consumer's intention to purchase Second-hand fashion products.

H5b- Self-satisfaction will have a positive effect on consumer's word-of-mouth intention towards Second-hand fashion products.

### **5.2.2 Proposed Negative effect on the SHF consumption**

Social considerations usually have significant impact on consumers decision making. They show their concerns about the image they project to their peers and worry about being judged when consuming second-hand fashion products. Consumers' most common concerns center on the discomfort and stigma of being linked with persons of lower

socioeconomic status (Laitala and Klepp, 2018; Lo ,2019). Therefore, the following hypothesis was developed.

H6a- Social status will have a negative effect on consumer's intention to purchase Second-hand fashion products.

H6b- Social status will have a negative effect on consumer's word-of-mouth intention towards Second-hand fashion products.

Hygienic risk is described as the feeling of being anxious about something that could disturb endanger one's health or life. Consumers explains that the clothing, unlike other sorts of items, comes into direct contact with the body, hence hygienic risk is likely to have an even bigger impact on consumer attitudes toward the product (Kim, Jung & Lee 2021). The idea that circular fashion products are not clean and are likely to include stains or filth that could sicken the body when worn was described by consumers in this study. Despite the fact that the stigma associated with SHC is rapidly dissipating in Western countries (Xu, 2014), few prior studies found that some people still have a significant aversion to it due to its lack of cleanliness. As a result, cleanliness issues are indicated as a major barrier to purchasing second-hand fashion products (Edbring, Lehner & Mont 2016). Accordingly, the following hypothesis was formulated.

H7a- Hygienic consciousness of the products will have a negative effect on intention to purchase Second-hand fashion products.

H7- Hygienic consciousness of the products will have a negative effect on word-of-mouth intention towards Second-hand fashion products.

The relationship between people and their clothing can be complicated and intimate, with a lot of subjectivity (Silva et al., 2021). The fact that the items have been worn creates concerns among potential second-hand fashion buyers. The cleanliness and not knowing the previous owners of the apparel is an expected criterion (Xu, 2014). Therefore, the consumers explains that it's uncomfortable to wear second-hand clothing with the criterion. Accordingly, the following hypothesis was formulated.

H8a- Uncomfortability will have a negative effect on consumer's intention to purchase Second-hand fashion products.

H8b- Uncomfortability will have a negative effect on consumer's word-of-mouth intention towards Second-hand fashion products.

To harmonize with customers' self-expression, demonstrating that apparel plays an important role in aesthetically satisfying customers' desire for a similar self-image (Park & Kim, 1998). Similarly, worries about whether circular fashion clothing is properly coordinated with the consumer's other apparel, such as a lack of diversity, if the product complements the consumer's image, or whether the product fits poorly, are associated with the aesthetic risk of circular fashion clothing. That instance, buyers may be concerned that reusing fashion products lack sufficient sizes, color, and design diversity. They may also be concerned that the secondhand apparel worn and discarded by others is no longer fashionable (Kim, 1991). Based on this reasoning, the following hypothesis was formulated.

H9a- Self expressiveness will have a negative effect on consumer's intention to purchase Second-hand fashion products.

H9b-Self expressiveness will have a negative effect on consumer's word-of-mouth intention towards Second-hand fashion products.

### **5.2.3 Proposed Moderation Effect**

Second-hand apparel retailing, has a favorable relationship between consumer knowledge and consumer behavior toward green consumption. Main reason behind this is because consumer knowledge is essential in order to create the necessary judgment for the desired attitude. As a result, the degree of customer knowledge about the products' environmental effects influences a consumer's favorable or unfavorable attitude toward a product purchase decision (Pea-Vinces, 2020).

When it comes to Consumer knowledge it will help to change the purchase intention and the word-of-mouth intentions in particular consumers with the second-hand clothes usage. Importantly, consumers do not have the same level of confidence in their product expertise. A person's level of confidence in consumer knowledge may represent clarity or ambiguity about whether their judgment is proper or ideal in that context, or ambiguity about the meaning of an attitude object altogether, depending on the circumstances (Zajonc and Morrisette, 1960). The depth of the relationship between attitudes and behavior, as well as the consumer's sensitivity to attitude modification tactics utilized by fashion clothing marketers, is influenced by the degree of confidence a customer has in their opinions or abilities relating to fashion garments. As a result, confidence is based on the belief in one's capacity to make the right decision to consume and purchase second-hand fashion products (Peña-Vinces et al., 2020).

Social motives have an impact on consumers too (Styven and Mariani, 2020). Consumers, as social friendly beings, tends to share details regarding their purchase experiences with others, and their purchasing decisions reflect the experiences of others. Word-of-mouth (WOM) is the acronym for this notion. WOM intention is defined in this study as the desire to communicate positive thoughts and knowledge about circular fashion apparel with others and to suggest it to others. In other words, the focus of it is on positive WOM. Acquire intention refers to consumers expected or planned future behavior on the knowledge, or the possibility that they would purchase a particular product or service in the future (Engel & Blackwell, 1982; Wu, Yeh & Hsiao, 2011). Accordingly, the following hypothesis was formulated.

H10- Consumer knowledge about second-hand fashion products will moderate these relationships.

### **5.3 Data Analysis**

Survey data was analyzed using SPSS software. Multiple regression was used as the analysis method. Multiple regression is allowed to integrate various variables in order to

obtain the best possible predictions for the two dependent variables in the study (Allison,1999). As the second step moderation was used to test the predicted moderation effects, which have an impact on the strength or type of a relationship between variables (Dawson, 2014). Outcome of the moderation also obtained through the multiple regression analysis.

Table 5.2 Standard descriptive statistics

	Minimum		Maximum		Std. Deviation		Skewness		Kurtosis	
	Range	m	m	Mean	n	e	Statis	Std.	Statis	Std.
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	tic	Error	tic	Error
	c	Statistic	Statistic	Statistic	Statistic	Statistic	tic	Error	tic	Error
IV_Financial_benefits	4.00	1.00	5.00	3.6770	.80087	.641	-.719	.152	.788	.303
IV_Emotional_bonds	4.00	1.00	5.00	2.8936	.97268	.946	-.166	.152	-.374	.303
IV_Environmental_consciousness	2.67	2.33	5.00	4.0791	.61538	.379	-.436	.152	-.309	.303
IV_Quality_of_the_products	4.00	1.00	5.00	3.8307	.80012	.640	-.495	.152	.339	.303
IV_Selfsatisfaction	4.00	1.00	5.00	3.3045	.88303	.780	-.447	.152	-.041	.303
IV_Social_status	4.00	1.00	5.00	3.0545	.84398	.712	-.046	.152	.072	.303
IV_Hygienic_factors	4.00	1.00	5.00	3.1349	.69031	.477	-.058	.152	.320	.303
IV_Uncomfortability	4.00	1.00	5.00	3.3359	.81862	.670	-.086	.152	-.150	.303
IV_Self_expressiveness	4.00	1.00	5.00	3.0752	.79192	.627	-.109	.152	.346	.303
DV_WOM	4.00	1.00	5.00	3.2218	1.09216	1.193	-.312	.152	-.508	.303
DV_PI	4.00	1.00	5.00	3.35	1.248	.861	-.445	.152	-.724	.303

## 5.4 Reliability analysis

The reliability of the primary data collected from the questionnaire was assessed using Cronbach's alpha reliability test. According to that reliability of constructs, self-expressiveness, quality of the products, hygienic factors, environmental consciousness, social status, financial benefits, emotional bonds, uncomfortability, self-satisfaction and consumer purchase intention and the Word-of-mouth intention were tested using Cronbach's alpha reliability test and below table 5.3 shows the results of the tests performed.

Table 5.3 Reliability Statistics  
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha on Standard items	N items
.773	.764	1

Cronbach's alpha value is more than 1.0, as seen in table 5.1. (0.70). This suggests that the items utilized in the study are internally consistent. As a result, these chosen objects can be combined to form variables.

## 5.5 Validity

In terms of validity, it was determined that measuring items in the questionnaire covers all of the research exploratory inquiries adequately. KMO & Bartlett values were 0.823, which concluded that the measuring instruments are valid.

Table 5.4 Validity  
KMO & Bartlett's Test

Kaiser- Meyer- Olkin Measure of sampling Adequacy	.823
Bartlett's Test of Sphericity Approx. Chi-square	1144.900
df	66
sig.	<.001

## 5.6 Distribution of the gender

According to the table 5.4, majority of the participants are female participants which has stated as 62.6% and other 37.4% are male participants. This sample represents the nature of the Sri Lankan fashion consumers.

Table 5.5 Distribution of Gender  
Gender of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	161	62.6	62.6	62.6
	Male	96	37.4	37.4	100.0
	Total	257	100.0	100.0	

## 5.7 Distribution of the age

According to the table 5.6 age 20-29 years was the most frequent age category who are highly engaging in purchasing fashion products. It shows the number as 207 consumers out of 257. The least frequent age is over 40 years which stated as 7 out of 257 consumers.

Table 5.6 Distribution of the Age  
Age of the Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29	207	80.5	80.5	80.5
	30-39	43	16.7	16.7	97.3
	40-50	7	2.7	2.7	100.0
	Total	257	100.0	100.0	

## 5.8 The test of normality

Normality is a crucial notion in statistics that originates from the normal distribution, sometimes known as the "bell curve." In order to determine the normality of residuals, the researcher examined the kurtosis and skewness of the data set for graphical representation. In this study, a normal Q-Q plot (graphical) was used. For confirming a normal univariate distribution, asymmetry and kurtosis values between -2 and +2 are regarded acceptable (George & Mallery, 2010). Hence, the findings of this study can be considered normal

data. According to the normality test skewness and the kurtosis are having between -2 and +2 at the confidence level of 0.05. Therefore, residuals can be considered as normally distributed with zero mean making the regression results more valid.

### 5.9 Multi-collinearity

All VIF values are less than 10, and tolerance values are greater than 0.1 in relation to the collinearity diagnostic. Therefore, it can be concluded that there is no multi-collinearity in the study (Please see table 5.7 and table 5.8).

Table 5.7 Multi-collinearity: WOM

Model	Coefficient		t	Sig.	Collinearity Tolerance	Statistics VIF
	Standardized Coefficients Beta					
1 (Constant)			1.121	.263		
IV Finance benefits	-.073		1.621	.106	.747	1.339
IV Emotional bonds	.227		4.252	<.001	.537	1.864
IV Environmental consciousness	-.006		-.127	.899	.716	1.397
IV Quality of the product	.119		2.467	.014	.655	1.526
IV Self-satisfaction	.520		8.037	<.001	.364	2.744
IV Social status	.019		.420	.675	.719	1.392
IV Hygienic factors	.088		1.950	.052	.743	1.347
IV Uncomfortability	-.085		1.733	.084	.627	1.595
IV Self-expressiveness	-.103		2.278	.024	.743	1.347

a. Dependent Variable: DV\_WOM

Table 5.8 Multicollinearity: Purchase Intention

Model	Coefficient		t	Sig.	Collinearity Tolerance	Statistics VIF
	Standardized Coefficients Beta					
1 (Constant)			-.492	.623		
IV Finance benefits	.027		.558	.577	.747	1.339
IV Emotional bonds	.245		4.248	<.001	.537	1.864
IV Environmental consciousness	.078		1.565	.119	.716	1.397
IV Quality of the product	.054		1.024	.307	.655	1.526
IV Self-satisfaction	.370		5.280	<.001	.364	2.744
IV Social status	-.039		-.778	.437	.719	1.392
IV Hygienic factors	.147		2.988	.003	.743	1.347
IV Uncomfortability	-.134		-2.501	.013	.627	1.595
IV Self-expressiveness	-.029		-.596	.551	.743	1.347

a. Dependent Variable: DV\_Purchase Intention

### 5.10 Heteroscedasticity test

It was identified that the residuals are randomly distributed without concurring into any predicted pattern from which the researcher can come into a conclusion that the variance of residuals are constant. The regression model is that data are highly valid and they are free from heteroscedasticity problem.

Table 5.9 Residual Statistics

<b>Residuals Statistics</b>					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.7013	4.8092	3.2218	.86251	257
Residual	-1.95884	1.80835	.00000	.66998	
Std. Predicted Value	-2.922	1.840	.000	1.000	
Std. Residual	-2.872	2.651	.000	.982	

a. Dependent Variable: DV\_WOM

When considering about the Relationship between independent variable and residuals St. Predicted value should be within (-3.29 ) - (+3.29). In this analysis Std. predicted value is indicating as -2.922 and 1.840 as minimum and maximum respectively.

Because the P-value is 1.00, the probability between variables and residuals is totally insignificant. As a result, affecting factors and standardized residuals have no relationship. As a result, the regression results are more reliable, and the model is complete.

### 5.11 Hypothesis Testing: Multiple Regression Analysis

With reference to the objective of the study, independent variables are financial benefits, emotional bonds, environmental consciousness, product quality, self-satisfaction, social status, hygienic consciousness, uncomfotability, self-expressiveness; and the dependent variables are intention to purchase and the WOM intention. Accordingly, the regression model can be created as follows;

$$Y = \beta_0 + \beta_1 \text{ Self-expressiveness} + \beta_2 \text{ Quality of the products} + \beta_3 \text{ Hygienic factors} + \beta_4 \text{ Environmental consciousness} + \beta_5 \text{ Social status} + \beta_6 \text{ Financial benefits} + \beta_7 \text{ Emotional bonds} + \beta_8 \text{ Uncomfortability} + \beta_9 \text{ Self-satisfaction} + \varepsilon$$

### 5.11.1. Purchase Intention

Purchase intention is a sort of decision-making that looks at consumers' reasons for choosing a particular brand (Shah, 2012). According to Morinez, buying intention is the propensity of a buyer to buy a specific good under a specific condition (2007). A customer's purchasing decision is a difficult procedure. Purchase intention is typically tied to consumer behavior, perceptions, and attitudes. The first dependent variable is identified as purchase intention.

#### 5.11.1.1. Model Summery

Correlation(R) is 0.747, according to the results of the model summary. This indicates that the independent variables (Self-expressiveness, Quality of the products, Hygienic factors, Environmental consciousness, Social status, Financial benefits, Emotional bonds, Uncomfortability, Self-satisfaction) and the dependent variable are linked. When the coefficient is less than 0.7, it means there is a connection between the independent and dependent variables (Please see table 5.10).

Table 5.10 Purchase intention model summary

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.747 <sup>a</sup>	.558	.542	.844	2.021

a. Predictors: (Constant), IV\_Self\_expressiveness, IV\_Quality\_of\_the\_products, IV\_Hygienic\_factors, IV\_Environmental\_consciousness, IV\_Social\_status, IV\_Financial\_benefits, IV\_Emotional\_bonds, IV\_Uncomfortability, IV\_Selfsatisfaction

b. Dependent Variable: DV\_Purchase\_intention\_1

The percentage of the dependent variable is sheltered by the regression model is 0.558,

and the coefficient of determination (R<sup>2</sup>) is 0.558. If this value is more than 0.6, the model is well fitted. The R<sup>2</sup> value for the results was 0.558, which is less than 0.6. The independent variable (WOM) accounts for variation of 55.8%, in the dependent variable (WOM). The model isn't particularly well-fitted.

#### 5.11.1.2. ANOVA

The results of the ANOVA analysis, as well as if there is a statistically significant difference between variables, are displayed in the table below (Please see table 5.11). This table shows that the independent variables as a whole have a statistically significant difference.

Table 5.11 ANOVA table Purchase Intention

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.354	9	24.706	34.647	<.001 <sup>b</sup>
	Residual	176.129	247	.713		
	Total	398.482	256			

a. Dependent Variable: DV\_Purchase\_intention\_1

b. Predictors: (Constant)

It means that the significance value is 0.001, which is less than 0.05, and that the mean duration of purchase intention among the independent variables on Sri Lankan fashion consumers' second-hand purchasing is statistically significant. The results can be stated as:  $F = 34.647$ ,  $P \leq 0.05$ . That is the regression model is good fit of the data.

The coefficient of variation allows you to compare variability among considerably distinct groups; that is, the findings of two systematic studies that do not use the same grading factors or value measurement (Please see table 5.12).

Table 5.12 Purchase intention coefficient table

Model	Standar dized Coefficients	Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
					Lower Bound	Upper Bound	Tolerance	VIF
					1	(Constant)		-.492
	IV_Financial_benefits	.027	.558	.577	-.108	.193	.747	1.339
	IV_Emoional_bonds	.245	4.248	<.001	.169	.461	.537	1.864
	IV_Environmental_consciousness	.078	1.565	.119	-.041	.358	.716	1.397
	IV_Quality_of_the_products	.054	1.024	.307	-.077	.244	.655	1.526
	IV_Selfsatisfaction	.370	5.280	<.001	.328	.718	.364	2.744
	IV_Social_status	-.039	-.778	.437	-.203	.088	.719	1.392
	IV_Hygienic_factors	.147	2.988	.003	.090	.440	.743	1.347
	IV_Uncomfortability	-.134	-2.501	.013	-.364	-.043	.627	1.595
	IV_Self-expressiveness	-.029	-.596	.551	-.198	.106	.743	1.347

According to the above table the value of emotional bonds, self-satisfaction, hygiene factor, un-comfortability was 0.245, 0.001, 0.001, 0.003, 0.013 respectively which considered to be statistically significant ( $P < 0.05$ ).

Additionally, the entire other independent variables (Financial benefits, environmental consciousness, quality of the product, special status, self-expressiveness) were insignificant. Therefore, the analysis confirms that emotional bonds self-satisfaction as a model impact on increasing the efficiency in purchase intension. The beta coefficients of those variables were all positive, indicating that the independent and the dependent variable have a positive association.

The hygiene factor's beta coefficient. When the cleanliness component is increased by one unit and the other variables stay unchanged, the purchasing intention increases by 0.147 units. As a result, there is a link between raising purchase intention and increasing sales.

When it comes to uncomfortability, the beta coefficient reveals a value of 0.013. It guarantees that if uncomfortability increases by one unit while all other factors remain constant, the purchasing intention will decrease by -0.134 units. As a result, there is a negative correlation between discomfort and purchasing intention.

The researchers expected that influencing factors like emotional ties and contentment had a substantial impact on purchasing intent. Uncomfortability also has a strong negative correlation with the purchasing intention.

The effect was shown as significant, and H2 was supported ( $0.05 \leq p$  value), H5 was supported ( $0.05 \leq p$ -value) and H8 was supported ( $0.05 \leq p$  value).

### 5.11.2 Word of Mouth

Word-of-mouth marketing is the practice of a consumer expressing interest in a company's goods or services during casual discussions (or WOM marketing). Essentially, it is unpaid advertising sparked by consumer experiences, which are frequently above and beyond their expectations. Word-of-mouth marketing can be promoted through a variety of publicity campaigns launched by businesses or by opening up opportunities to support consumer-to-consumer and consumer-to-marketer communications (Hayes, 2022). The second study dependent variable is WOM intention.

#### 5.8.2.1 Model Summary

According to the model summary results, correlation(R) is 0.610. The independent variables and the dependent variable are linked in this way (Please see table 5.13).

Table 5.13 WOM Model summary

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.790 <sup>a</sup>	.624	.610	.68208	1.869

a. Predictors: (Constant), IV\_Self-expressiveness, IV\_Quality of the products, IV\_Hygienic factors, IV\_Environmental consciousness, IV\_Social\_status, IV\_Financial\_benefits, IV\_Emotional\_bonds, IV\_Uncomfortability, IV\_Selfsatisfaction

b. Dependent Variable: DV\_WOM

The dependent variable is the coefficient of correlation, and the independent variables have a correlation of less than 0.7. The coefficient of determination (R<sup>2</sup>) is 0.624, and the percentage of the dependent variable covered by the regression model is 0.624. The model is well fitted if this value is greater than 0.6. The results had an R<sup>2</sup> score of 0.624, which is higher than 0.6. With an R<sup>2</sup> value of 0.624, the independent variable explains 62.4 percent of the variation in the dependent variable (WOM). The model is thought to be appropriate.

### 5.11.2.2 ANOVA

The F ratio in the ANOVA table, as seen in the above table, determines if the overall regression model matches the data well. The table shows that independent variables have a statistically significant effect on the dependent variable  $F = 45.484$ ,  $P 0.05$ . That is, the regression model fits the data well (Please see table 5.14).

Table 5.14 ANOVA table WOM

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	190.445	9	21.161	45.484	<.001 <sup>b</sup>
Residual	114.913	247	.465		
Total	305.358	256			

a. Dependent Variable: DV\_WOM

b. Predictors: (Constant), IV\_Self\_expressiveness, IV\_Quality\_of\_the\_products, IV\_Hygienic\_factors, IV\_Environmental\_consciousness, IV\_Social\_status, IV\_Financial\_benefits, IV\_Emotional\_bonds, IV\_Uncomfortability, IV\_Selfsatisfaction

Unstandardized coefficients illustrate how strongly the dependent variable interacts with a single independent variable while all other independent variables are maintained constant. When interpreting and reporting data, the + or sign in front of the "B" items can be used to indicate that "for each one unit rise in the "independent variable," there is an increase/decrease in the "dependent variable" of the "B" items. The standardized beta

value's significant value P must be greater than 0.05, showing that the variable significantly and exclusively contributes to the prediction of the dependent variable. If  $P > 0.05$ , it is considered that the variable does not significantly affect the independent variable's ability to predict outcomes.

Table 5.15 Coefficient WOM

Model	Standardized Coefficients		Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	Beta	T		Lower Bound	Upper Bound	Tolerance	VIF
(Constant)		1.121	.263	-.343	1.248		
IV_Financial_benefits	-.073	-1.621	.106	-.221	.021	.747	1.339
IV_Emotional_bonds	.227	4.252	<.001	.137	.372	.537	1.864
IV_Environmental_consciousness	-.006	-.127	.899	-.172	.151	.716	1.397
IV_Quality_of_the_products	.119	2.467	.014	.033	.292	.655	1.526
IV_Selfsatisfaction	.520	8.037	<.001	.485	.800	.364	2.744
IV_Social_status	.019	.420	.675	-.092	.142	.719	1.392
IV_Hygiene_factors	.088	1.950	.052	-.001	.281	.743	1.347
IV_Uncomfortability	-.085	-1.733	.084	-.243	.016	.627	1.595
IV_Self_expressiveness	-.103	-2.278	.024	-.265	-.019	.743	1.347

Considering the above table, emotional bonds, product quality, self-satisfaction and the self-expressiveness were significant at the confidence level of 0.05, while financial benefits environmental consciousness, social status, Hygiene factors, and uncomfotability were insignificant.

The standardized coefficient, Beta 2 for Emotional Bonds is equal to 0.227 This indicates that for each unit increase in emotional Bonds, there is an increase in WOM intention of 0.227 times units.

Considering the above Table 5.14, the unstandardized coefficient, B1 for Financial Benefits is equal to -0.73 This means that for each one-unit increase in financial benefits, there is a decrease in WOM intention of .0.73 times units.

When it comes to product quality and self-satisfaction, the Beta values are 0.119, 0.520, respectively. When each of the items increase by 1 unit the WOM intention would be increase by 0.119- and 0.520- times units.

The self-expressiveness has a beta value of -0.103. It guarantees that if self-expression grows by one unit while all other variables remain constant, the WOM intention decreases by -0.103 units.

According to the findings, emotional ties, product quality, and self-satisfaction have favorable effects, but self-expressiveness has a negative effect on WOM intention.

Therefore, the effect on word-of-mouth intention was shown as significant, and H2 was supported ( $0.05 \leq p\text{-value}$ ), H4 was supported ( $0.05 \leq p\text{-value}$ ), H5 was supported ( $0.05 \leq P\text{ value}$ ) and H9 was supported ( $0.05 \leq p\text{-value}$ ).

### 5.12 Summary of the hypotheses

Summary of the results of hypotheses testing is reported in table 5.16.

Table 5.16 Summary of the hypotheses

<b>Hypotheses</b>	<b>Accepted/ Rejected</b>
H1 a- Financial benefits will have a positive effect on consumer's intention to purchase Second-hand fashion products	Rejected
H1 b - Financial benefits will have a positive effect on word-of-mouth intention towards Second-hand fashion products.	Accepted

H2 a - Emotional bonds with the products will have a positive effect on consumer's intention to purchase Second-hand fashion products	Accepted
H2 b - Emotional bonds with the products will have a positive effect on word-of-mouth intention towards Second-hand fashion products.	Rejected
H3 a- Environmental consciousness will have a positive effect on consumer's intention to purchase Second-hand fashion products	Rejected
H3 b - Environmental consciousness will have a positive effect on word-of-mouth intention towards Second-hand fashion products.	Rejected
H4 a- Product quality will have a positive effect on consumer's intention to purchase Second-hand fashion products	Rejected
H4 b - Product quality will have a positive effect on word-of-mouth intention towards Second-hand fashion products.	Accepted
H5 a- Self-satisfaction will have a positive effect on consumer's intention to purchase Second-hand fashion products	Accepted
H5 b - Self-satisfaction will have a positive effect on word-of-mouth intention towards Second-hand fashion products.	Accepted
H6 a- Social status will have a negative effect on consumer's intention to purchase Second-hand fashion products	Rejected
H6 b - Social status will have a negative effect on word-of-mouth intention towards Second-hand fashion products.	Rejected
H7 a- Hygienic consciousness will have a negative effect on consumer's intention to purchase Second-hand fashion products	Rejected

H7 b - Hygienic consciousness will have a negative effect on word-of-mouth intention towards Second-hand fashion products.	Rejected
H8 a- Uncomfortability will have a negative effect on consumer's intention to purchase Second-hand fashion products	Accepted
H8 b -Uncomfortability will have a negative effect on word-of-mouth intention towards Second-hand fashion products.	Rejected
H9 a- Self expressiveness will have a negative effect on consumer's intention to purchase Second-hand fashion products	Rejected
H9 b - Self expressiveness will have a negative effect on word-of-mouth intention towards Second-hand fashion products.	Accepted

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### **5.13 Moderation Interaction**

To understand whether it has a moderating effect caused by consumer's knowledge on the predicted relationships, we must determine the statistical significance of the interaction terms. These results will be presented next.

#### **5.13.1 The impact of consumer knowledge on Emotional bond**

The first highlighted column, "R Square Change," illustrates the increase in variation explained by the interaction term. The change in R<sup>2</sup> is shown as a percentage of.010. The percentage increase in variance explained by the addition of the interaction factor is commonly expressed as a change in R<sup>2</sup>. This growth is also statistically significant (p >.0005), according to the "Sig. F Change" column. As a result, Consumer Knowledge appears to modulate the relationship between Emotional connections and Consumer

Cholesterol Concentration Purchase Intention. The significance of the two models is explained by the ANOVA table (Please see table 5.17).

Table 5.17 The impact of consumer knowledge on emotional bond

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Changes	Change statistics			Si. F Change
						F Changes	Df1	Df2	
1	.677 <sup>a</sup>	.458	.453	.73930896	.458	107.184	2	254	<.001
2	.684 <sup>b</sup>	.468	.461	.73389605	.010	4.761	1	253	.030

a. Predictors: (Constant) ZScore (IV Emotinal bonds), ZScore (Con\_Knowledge)  
b. Predictors: (Constant) ZScore (IV Emotinal bonds), ZScore (Con\_Knowledge), Interaction\_EB\_M  
c. Dependant Variable: ZScore (DV\_Purchase intention)

The interaction term (INT) has a P-value of 0.03. Since the P-value is less than 0.05, we can consider that the moderator variable consumer knowledge has an effect on the relationship between the independent variable consumer knowledge; relationship and the dependent variable emotional bond (Please see table 5.18).

Table 5.18 The impact of consumer knowledge on Emotional bond: Coefficient table

Model	Beta	Standardized Coefficients		Sig.	Correlations		
		Beta	t		Zero-order	Partial	Part
1	(Constant)		.000	1.000			
	Zscore(Con_Know )	.381	6.605	<.001	.605	.383	.305
	Zscore(IV_Emotio nal_bonds)	.376	6.534	<.001	.604	.379	.302
2	(Constant)		1.025	.306			
	Zscore(Con_Know )	.363	6.294	<.001	.605	.368	.289
	Zscore(IV_Emotio nal_bonds)	.373	6.513	<.001	.604	.379	.299
	Interaction_EB_M	-.102	-2.182	.030	-.223	-.136	-.100

### 5.13.2 The impact of Consumer Knowledge on Self-satisfaction

When it comes to self-satisfaction, it also can interact with the consumer knowledge and the self-satisfaction.

Table 5.19 The impact of Consumer Knowledge on Self-satisfaction

Model Summary <sup>c</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Changes	Change statistics			Si. F Change
						F Changes	Df1	Df2	
1	.634 <sup>a</sup>	.402	.398	.78	.402	85.462	2	254	<.001
2	.646 <sup>b</sup>	.417	.411	.77	.015	6.589	1	253	.011

a. Predictors: (Constant) ZScore (IV Hygienic\_Factors), ZScore (Con\_Knowledge)  
b. Predictors: (Constant) ZScore (IVHygienic\_factors), ZScore (Con\_Knowledge), Interaction\_HC-M  
c. Dependant Variable: ZScore (DV\_Purchase intention)

Using the "B" column in the Coefficients table to acquire the coefficient values when presents the moderated multiple regression equation, as illustrated below (Please see table 5.20).

Table 5.20 The impact of Consumer Knowledge on Self-satisfaction: Coefficient table

Model	Standardized Coefficients	t	Sig.	Correlations				
				Zero-order	Partial	Part		
1	(Constant)	.048	.000	1.000				
	Zscore(Con_Knowledge)	.051	.546	10.754	<.001	.605	.559	.552
	Zscore(IV_Emotivonal_bonds)	.051	.198	3.895	<.001	.361	.237	.189
2	(Constant)	.050	.659	.510				
	Zscore(Con_Knowledge)	.051	.520	10.127	<.001	.605	.537	.486
	Zscore(IV_Emotivonal_bonds)	.051	.178	3.507	<.001	.361	.215	.168
	Interaction_EB_M	.043	-.129	-2.567	.011	-.298	-.159	-.123

After that, the interaction term between sanitary awareness and Purchase was added to the regression model, which explained a considerable amount of the variance in consumer knowledge ( $p = .011$ ,  $b = 0.33$ ,  $t = -2.567$ ,  $p = .01$ ). The interaction plot revealed an improving impact, with Consumer awareness increasing as sanitary consciousness and Purchase intention dropped. Consumer understanding was same for low, moderate, or high Purchase intention at low hygienic Consciousness, and vice versa.

When it comes to the word-of-mouth dependent variable it is also moderate by the consumer knowledge by some of the independent variables.

Emotional attachments are represented by a percentage of .009 in  $R^2$ . The change in  $R^2$ , which is the percentage increase in the variance explained by the interaction term, is 0.9 percent. According to the "Sig. F Change" column, however, the rise is statistically significant ( $p > .0005$ ). As a result, it may be argued that consumer knowledge influences the relationship between emotional bonds and word-of-mouth intention (Please see table 5.21).

Table 5.21 The impact of Consumer Knowledge on Self-satisfaction: Model summary

Model Summary <sup>c</sup>									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Changes	Change statistics			Si. F Change
						F	Df1	Df2	
1	.749 <sup>a</sup>	.562	.558	.66	.652	162.63	2	254	<.001
2	.756 <sup>b</sup>	.571	.566	.66	.009	5.53	1	253	.019

a. Predictors: (Constant) ZScore (IV\_Emoional bonds), ZScore (Con\_Knowledge)

b. Predictors: (Constant) ZScore (IV\_Emoional bonds), ZScore (Con\_Knowledge), Interaction\_EB-M

c. Dependant Variable: ZScore (DV\_WOM)

ANOVA table explains that the two models are appearing as significant models at 0.001 significant level and the interaction term (INT) has a 0.019 P-value of. Since the P-value is less than 0.05, We can assume that the moderator variable Consumer Knowledge influences the relationship between the independent variable (emotional bonds) and the dependent variable (Relationship) (WOM intention).

While the constant variable is 0.018, consumer knowledge has a negative indicator and it shows as -0.028. The interaction term (INT) has a P-value of 0.031. Since the P-value is less than 0.05, we can consider that the moderator variable consumer knowledge has an effect on the relationship between emotional bond and purchase intention respectively.

Table 5.22 The impact of Consumer Knowledge on Self-satisfaction: Coefficient table

Model		Standardized Coefficients		t	Sig.	Correlations		
		Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.041			.000	1.000		
	Zscore(Con_Know)	.052	.519	10.026	<.001	.706	.532	.417
	Zscore(IV_Emotional_bonds)	.052	.313	6.034	<.001	.623	.354	.251
2	(Constant)	.047		1.105	.270			
	Zscore(Con_Know)	.052	.503	9.699	<.001	.706	.521	.399
	Zscore(IV_Emotional_bonds)	.051	.309	6.014	<.001	.623	.354	.248
	Interaction_EB_M	.037	-.099	-2.352	.019	-.237	-.146	-.097

Emotional attachments are represented by a fraction of 0.009 in R2. The change in R2 is 0.9 percent, which is the percentage increase in the variance explained by the interaction term. This statistic is often represented as a percentage, showing that the change in R2 is 0.9 percent. According to the "Sig. F Change" column, however, the rise is statistically significant ( $P > 0.005$ ). As a result, it indicates that consumer understanding limits the link between emotional bonds and intention to spread WOM.

### 5.13.3 The impact of Consumer Knowledge on Hygienic consciousness

In hygienic consciousness, the change in R2 is 0.15, which is a proportion. Normally, this figure is expressed as a percentage. As a result, we may say that the change in R2 is 15%, indicating a 15% increase in the variance explained by the interaction term. This rise is statistically significant ( $P > 0.005$ ), according to the "Sig. F Change" column consumer knowledge appears to regulate the link between hygienic consciousness and purchase

intention (Please check table 5.23).

Table 5.23 The impact of Consumer Knowledge on Hygienic consciousness: Model summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Changes	Change statistics			Si. F Change
						F Changes	Df1	Df2	
1	.634 <sup>a</sup>	.402	.398	.776	.402	85.46	2	254	<.001
2	.646 <sup>b</sup>	.417	.411	.768	.015	6.59	1	253	.011

a. Predictors: (Constant) ZScore (IV\_Hygienic factors), ZScore (Con\_Knowledge)

b. Predictors: (Constant) ZScore (IV\_Hygienic factors), ZScore (Con\_Knowledge), Interaction\_HC-M

c. Dependant Variable: ZScore (Purchase intention)

The coefficient values can be obtained by looking at the "B" column in the coefficients table, as illustrated below, when reporting the moderated multiple regression equation (Please check table 5.24).

Table 5.24 The impact of Consumer Knowledge on Hygienic consciousness: Coefficient table

Model	Standardized Coefficients	t	Sig.	Correlations			
				Beta	Zero-order	Partial	Part
1	(Constant)	.000	1.000				
	Zscore(Con_Knowledge)	.546	10.754	<.001	.605	.559	.522
	Zscore(IV_Emotionnal_bonds)	.198	3.895	<.001	.361	.237	.189
2	(Constant)	.659	.510				
	Zscore(Con_Knowledge)	.520	10.127	<.001	.605	.537	.486
	Zscore(IV_Emotionnal_bonds)	.178	3.507	<.001	.361	.215	.168
	Interaction_EB_M	-.129	-2.567	.011	-.298	-.159	-.123

The interaction term between sanitary consciousness and purchase was then introduced to the regression model, which explained a significant percentage of the variance in consumer knowledge ( $p = .011$ ,  $b = 0.33$ ,  $t = -2.567$ ,  $p .01$ ). The interaction plot revealed an improving impact, with customer awareness increasing as sanitary consciousness and Purchase intention declined. At low hygienic consciousness, consumer knowledge was

similar for low, average, or high purchase intention and wise versa.

When it comes to the WOM intention, dependent variable it is also moderate by the consumer knowledge by some of the independent variables. Emotional attachments in R2 are indicated as a proportion of.009. The change in R2 is 0.9 percent, which is the percentage increase in the variation explained by the addition of the interaction term. This measure is normally expressed as a percentage; therefore, it implies that the change in R2 is 0.9 percent. The increase, on the other hand, is statistically significant ( $P > .005$ ), according to the "Sig. F change" column. As a result, the association between emotional ties and WOM intention appears to be moderated by consumer knowledge (Please check table 5.25).

Table 5.25 The impact of Consumer Knowledge on Hygienic consciousness- WOM model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Changes	Change statistics			Si. F Change
						F	Df1	Df2	
1	.749 <sup>a</sup>	.562	.558	.665	.562	162.63	2	254	<.001
2	.756 <sup>b</sup>	.571	.566	.659	.009	5.53	1	253	.019

a. Predictors: (Constant) ZScore (IV\_Emoional bonds), ZScore (Con\_Knowledge)

b. Predictors: (Constant) ZScore (IV\_Emoional bonds), ZScore (Con\_Knowledge), Interaction\_EB-M

c. Dependant Variable: ZScore (DV WOM)

ANOVA table explains that the two models are appearing as significant models at 0.001 significant level and the interaction term (INT) has a 0.019 P-value of. Since the P-value is less than 0.05, we can consider that the moderator variable consumer knowledge has an effect on the relationship between the independent variable: emotional bonds relationship and the dependent variable: word-of-mouth intention (Please see table 5.25).

Table 5.26 The impact of Consumer Knowledge on Hygienic consciousness: Coefficient table WOM

Model	Standardized Coefficients			Correlations		
	Beta	t	Sig.	Zero-order	Partial	Part
1	(Constant)		.000	1.000		
	Zscore(Con_Know )	.519	10.026	<.001	.706	.532
	Zscore(IV_Emotio nal_bonds)	.313	6.034	<.001	.623	.354
2	(Constant)		1.105	.270		
	Zscore(Con_Know )	.503	9.699	<.001	.706	.521
	Zscore(IV_Emotio nal_bonds)	.309	6.014	<.001	.623	.354
	Interaction_EB_M	-.099	-2.352	.019	-.237	-.146

By analysing the interaction between the independent variables and dependent variables the researcher could come up with the below decisions. Consumer knowledge is moderation by emotional bonds for the two dependent variables (WOM and Purchase intention). Also, consumer knowledge does moderate the relationship between hygienic consciousness, and Purchase intention concentration. When it comes to the WOM variable it shows that consumer knowledge does moderate the relationship between only with the emotional bond.

#### 5.14 Interpretation of the Moderation output

Moderation outcomes has been checked through Process Macro analysis in SPSS.

##### 5.14.1 Run MATRIX procedure: Purchase Intention and Emotional Bonds

Table 5.27 Conditional effects of the focal predictor at values of the moderator: Emotional bonds

Con_Know	Effect	se	t	p	LLCI	ULCI
-.9300	.5926	.0890	6.6623	.0000	.4174	.7678
.0000	.4780	.0734	6.5130	.0000	.3335	.6225
.9300	.3634	.0915	3.9697	.0001	.1831	.5437

A hierarchical multiple regression analysis was used to investigate the hypothesis that consumer purchase intention is a function of numerous risk variables, and more specifically, if consumer knowledge moderates the link between emotional ties and

consumer purchase intention. Two variables were incorporated in the first step: emotional bonds and consumer knowledge. These variables explained a large portion of the variation in purchase intention,  $R^2 = 0.4677$ ,  $F(2,257) = 74.1011$ ,  $P < .05$  (Please see table 5.26).

The interaction term between emotional bonds and consumer knowledge was then added to the regression model, which explained a large percentage of the variance in child behavior problems,  $R^2 = 0.4677$ ,  $F(1, 253) = 74.1011$ ,  $P = .000$ ,  $b = -0.01233$ ,  $t(253) = -2.1819$   $p < .05$ . The interaction plot revealed an improving impact, with consumer purchase intention increasing as emotional bonds and consumer knowledge rose. Consumers with low, moderate, and high knowledge had identical purchase intention at low emotional connections. Consumers with high emotional bonds have the highest consumer knowledge and purchase intent (Please see figure 5.1).

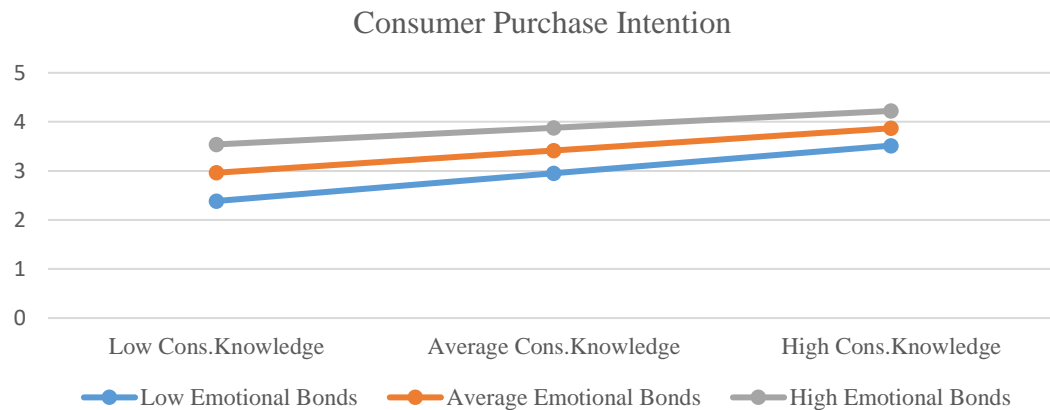


Figure 5.1 Regression model: Emotional bonds

### 5.14.2 Run MATRIX procedure: Purchase Intention and Hygienic Factors

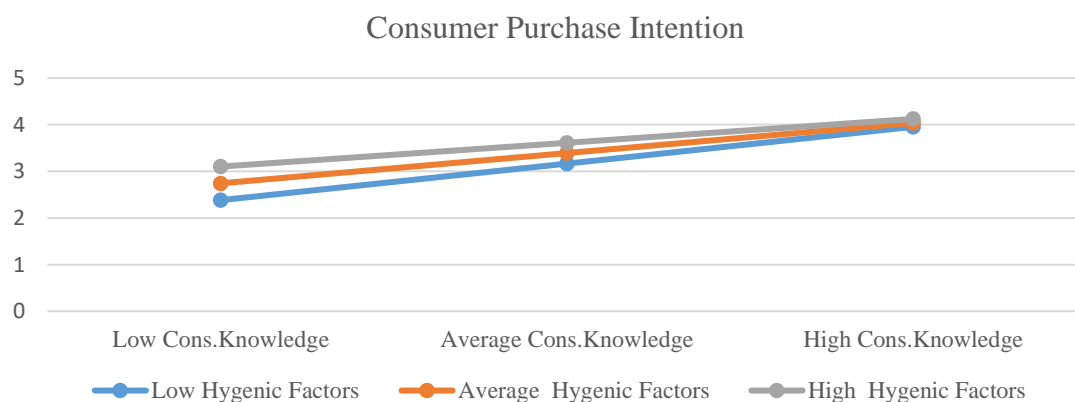
Table 5.28 Conditional effects of the focal predictor at values of the moderators: Hygienic factors

Con_Know	Effect	se	t	p	LLCI	ULCI
-.9300	.5212	.1109	4.6978	.0000	.3027	.7397
.0000	.3223	.0919	3.5068	.0005	.1413	.5032
.9300	.1233	.1288	.9572	.3394	-.1304	.3770

According to hierarchical multiple regression analysis, consumer behavior's purchase intention is a function of several risk factors, and more particularly, if consumer knowledge moderates the link between hygienic factors and purchase intention. Two factors were introduced in the first step: Hygienic factors and consumer knowledge.

$R^2 = .4174$ ,  $F(2, 257) = 60.4247$ ,  $p < .05$ . These variables explained a considerable portion of the variation in children's behavior issues. To minimize potentially problematic high multicollinearity with the interaction effect, the variables were centered and an interaction term between hygienic components and consumer awareness was established (Please see table 5.28).

After that, the interaction term between hygienic factors and consumer knowledge was included to the regression model, which explained a major portion of the variation in purchase intention,  $R^2 = 0.0152$ ,  $F(1, 253) = 6.5892$ ,  $p = .0108$ ,  $b = -0.2139$ ,  $t(253) = 2.567$ ,  $P < .05$ . The interaction plot revealed an improving impact, with purchase intention increasing as hygienic factors and consumer knowledge is risen. Purchase intention was similar for consumers with low, moderate, and high knowledge at low hygienic factors. The highest purchase intention was found among consumers with strong hygienic factors and high knowledge (Please see figure 5.2).



Figures 5.2 Regression model- Hygienic factors

### 5.14.3 Run MATRIX procedure: Word-of-Mouth and Emotional bonds

Table 5.29 Conditional effects of the focal predictor at values of the moderator: Emotion bonds WOM

Con_Know	Effect	se	t	p	LLCI	ULCI
-.9300	.4440	.0699	6.3509	.0000	.3063	.5817
.0000	.3469	.0577	6.0139	.0000	.2333	.4605
.9300	.2498	.0719	3.4719	.0006	.1081	.3915

The hypothesis that Word-of-mouth Intention is a function of various risk factors was tested using a hierarchical multiple regression analysis, and more particularly, whether Consumer Knowledge moderates the link between Emotional Bonds and Word of Mouth Intention. Two variables were included in the first step: Emotional Bonds and Consumer Knowledge.  $R^2 = .5709$ ,  $F(2, 257) = 112.1983$ ,  $p < .05$ . These variables accounted for a large amount of variance in word-of-mouth (Please see table 5.29). After that, an interaction term between emotional attachments and consumer knowledge was included to the regression model, which explained a major portion of the variation in Word of Mouth intention,  $R^2 = 0.094$ ,  $F(1, 253) = 5.5319$ ,  $P = .0194$ ,  $b = -0.1044$ ,  $t(253) = -2.3520$ ,  $P < .05$ .

The interaction plot revealed an improving impact, with Word-of-Mouth Intention increasing as Emotional connections and Consumer Knowledge grew. Consumers with low, moderate, and high knowledge had similar intentions for word of mouth at low emotional ties. Word of Mouth Intention was highest among consumers with strong emotional bonds and knowledge (Please see figure 5.3).

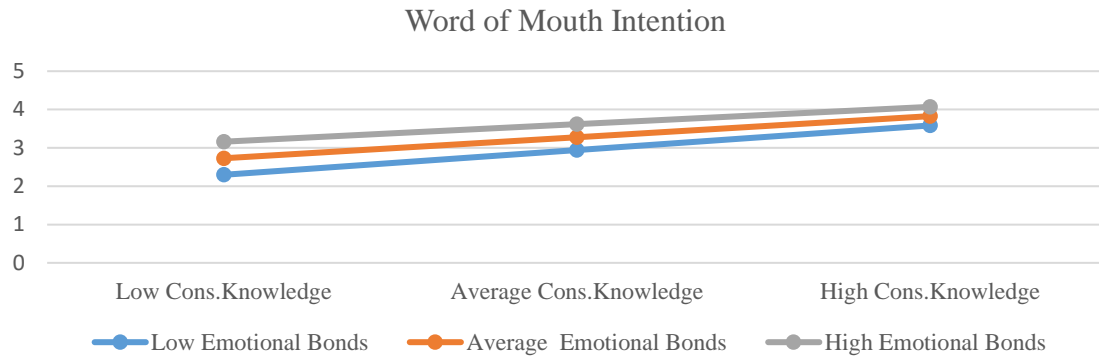


Figure 5.3 Regression model: Emotional bonds WOM

### 5.15 Chapter Summary

This chapter shows that consumer purchase intention and WOM intention grew as emotional bonds and consumer knowledge increased and with the low, medium consumer knowledge it decreased. So, the consumers with high emotional bonds have the highest consumer knowledge, purchase and WOM 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.

## **CHAPTER 6 – CONCLUSIONS AND RECOMMENDATIONS**

Environmental concerns are emerging as a mainstream issue for modern-day consumers. This critical issue has compelled fashion retailers and brands to embrace sustainable practices that strive to fully address the environmental concerns of their consumers' environmental concerns. Given the background, this research has used both qualitative and quantitative approach to provide valuable insights and a better understanding of the primary factors, concerns, and behavior of the Sri Lankan fashion consumers with respect to the second-hand fashion business.

The first research object is “To determine the types of Sri Lankan fashion consumers’ value perceptions towards second-hand fashion consumption.” which obtained by the study number one which was the qualitative research. We attempted to respond to the major question of the first study question, "What are the consideration elements customers evaluate while acquiring second-hand fashion products?". In the study number two quantitative study phase was aimed “To examine the impact of Sri Lankan consumers’ value perceptions on consumer’s intention to purchase second-hand fashion products and their word-of-mouth intention towards second-hand fashion products.” while trying to answer the research question two; “How does these consideration factors impact on the purchasing behaviour?”.

The key research findings will be presented (below) next. The thesis will finish with a discussion of the theoretical and practical ramifications, as well as future research directions.

1. Consumers' judgments of value toward second-hand consumption are poorly understood both conceptually and practically, according to the research. It is apparent that there is a major knowledge gap surrounding the concept of second-hand fashion consumption in Sri Lanka. According to the literature review study intends to fill a gap in the literature.

2. In the qualitative study, this research incorporates the theoretical notion of the Means-End Chain Model and demonstrates five cognitive conception values of second-hand consumers: price-consciousness, emotional bond consciousness, comfortability consciousness, quality and brand consciousness, and social and environmental consciousness. It also highlighted social status consciousness, sanitary consciousness, comfortability consciousness, quality and brand consciousness, and self-expressive consciousness as non-SHF customers' values.
3. According to the quantitative study, customer purchase intention and WOM intention increases as emotional bonds and consumer knowledge increased, whereas it declined with low and medium consumer knowledge. As a result, consumers with strong emotional bonds have the highest levels of consumer knowledge, purchase intent, and WOM intention. Purchase Intention increased as hygienic factors and consumer knowledge increased, but it decreased at low and medium levels, showing that consumers with the most knowledge had the highest purchase intention.

## **6.1 Conclusions**

In particular, this extant research first aims to determine values towards second-hand fashion consumption adopting a qualitative research approach. Applying the theoretical lens of the Means-End Chain model, the current research sheds some light on the emerging pattern of second-hand consumption by delineating both SHF and non-SHF consumer values towards second-hand fashion consumption. Particularly, the analysis revealed five cognitive conceptions relating to SHF that consumers have towards second-hand fashion consumption, price-consciousness, consciousness on emotional bond, comfortability consciousness, quality and brand consciousness, and social and environmental consciousness. One of the most obvious and well-known benefits consumers mentioned of buying secondhand is the cost savings. Many consumers gained psychological benefits

by finding quality products for a lower price, and they have stated it as a self-achievement. Consumers also believe that they could help save our environment with a low financial commitment by purchasing second-hand fashion products.

Furthermore, the enjoyment and the sense of achievement of making a financially good decision by purchasing a quality and branded second-hand product is something most consumer enjoy. Moreover, many existing users of SHF consumers admitted that they tend to connect emotionally with these preloved products. They explained how exploring the products usually with the same interest cohorts could bring positive social and environmental benefits, ultimately leading to an excellent level of emotional satisfaction.

We also found five cognitive conceptions pertaining to non-SHF consumers' second-hand fashion consumption: Social status-consciousness, hygienic consciousness, comfortability consciousness, quality and brand consciousness, and self-expressive consciousness. However, the poor quality of the products was the most stated concern by consumers who does not prefer to wear second-hand fashion. Comfortability is another concern current users of second-hand products had on buying and using second-hand products. Lower level of self- confidence, concerns, feeling cheap, insecure and shy, concerns on social status and acceptance to reveal that wearing second-hand fashion product were found to have negative impacts upon their buying decisions. Moreover, hygiene concerns such as odor, dirt patches, and torn-out stitches were some of the drawbacks of purchasing second-hand fashion. consumers repeatedly mentioned that they feel quite uncomfortable to wear clothes owned by unknown previous owners. One of the participants mentioned "I feel like those SH products get personalized to a certain degree; like if you are using something for a long time, that object adapts to you for a certain amount. So, the object has the identity of the first user, same with an item of clothing. It takes a part of you with it, even if it goes to another person. So, I feel uncomfortable wearing something from an unknown person" Furthermore, many non-users of second-hand fashion continuously stated that wearing second- hand branded clothes is a moment that risks social status. Moreover, these consumers were concerned about the style of the

product and the limited product choice and availability. This could limit expressing their self-identity, which ultimately bring them unhappiness with their decisions.

Ten hypotheses were developed based on the findings of the qualitative investigation, which were then tested in the quantitative survey study. In terms of purchase intention, only three possibilities are recognized. The acceptance of emotional bond, self-satisfaction as a positive influence on consumer behavior, and discomfort as a negative influence on it. Only four hypotheses on the intention of word-of-mouth have been accepted. Consumer behavior was positively influenced by financial advantages, product quality, self-satisfaction, and acceptance of self-expression, which has a negative impact on behavior. Hence there is a possibility of consumer trusting their word-of-mouth intention than their purchasing intention while they are making decision on purchasing second-hand fashion products.

Consumer knowledge does moderate the relationship between self-satisfaction, hygienic consciousness, and purchase intention concentration. Regarding the WOM aim, it demonstrates that consumer knowledge of the emotional bond is not just moderate.

## **6.2 Recommendations**

The second-hand fashion business is based on a new business model that must be developed in the context of Sri Lanka. Hence, this research, which is one of the first studies to investigate and explore the second-hand fashion consumption market amongst Sri Lankan fashion consumers, offers some valuable insights into Sri Lankan fashion retailers' sustainability strategies.

The study provides a rich understanding of why fashion marketers must grab this opportunity by considering the marketing of second-hand fashion products to this highly motivated, environmentally conscious consumer segment that is keen enough to purchase second-hand fashion due to several reasons, such as social and environmental concerns. This research further informs and invites current and future fashion industry practitioners to focus on the key drawbacks and challenges associated with the second-hand clothing

business, which were mainly raised by non-SHF consumers, due to their hygienic and comfortability concerns.

Consumer purchase intention grew as emotional bonds and consumer knowledge increased, according to the interaction plot. Consumers with low, medium, or high knowledge had identical purchase intention at low emotional connections. Consumers with high emotional bonds have the highest consumer knowledge and purchase intention.

The interaction plot revealed an improving impact, with purchase intention increasing as hygienic factors and consumer knowledge rise. Purchase intention was similar for consumers with low, moderate, and high knowledge of low hygienic factors. Consumers with strong hygiene factors and high knowledge found the highest purchase intention. According to the interaction plot, word of mouth intention grew as emotional bonds and consumer knowledge increased. Consumers with low, medium and high knowledge had the same intention of spreading the word as those with low emotional connections. Consumers with strong emotional bonds and knowledge had the highest intention of spreading the word. Findings of this study reveals the impact on consumers' purchasing behavior according to their perception values. This clearly explains how consumers behave when purchasing the SHF products. SHF retailers can use this as guide to identify their customers.

### **6.3 Significance of the study**

**Theoretical significance:** As previously mentioned in the study there is a huge knowledge gap in the context of Sri Lanka regarding the second-hand fashion consumption. Adopting the theoretical perspective of Means-End-Chain model, this research aims to shed some light on the emerging literature on second-hand consumption by delineating both SHF and non-SHF consumer motivational factors towards second-hand fashion consumption.

**Practical significance:** From a more practical point of view, this research aims to provide insights into Sri Lankan fashion retailers' sustainable strategies, to encourage retailers to focus on consumer values towards second-hand fashion consumption.

#### **6.4 Limitations and future research direction**

Given that this research is among the first to explore SHF consumption in the context of Sri Lanka, it is subject to a few limitations, which will likely offer scope for further researches. Covid-19 pandemic also has effect negatively to the second-hand fashion consumption. First, the current study is contained by quantitative research approaches, which is gathering huge data set it may limit the research findings' applicability and analysis timeframe.

Since it is beyond the scope of this study, further research should be undertaken as a cross-cultural/variant study to acquire a more comprehensive understanding of consumers' views of value when it comes to second-hand fashion consumption. Future research should also look into whether the communication and marketing tactics employed by second-hand retailers are adequate, and whether they have an impact on the adoption of second-hand fashion product purchases. It could also be interesting to collect data from various parts of the country and combine it with information about people's educational backgrounds, income levels, age, gender, and place of origin. Even though the information about genuine establishments that provide second-hand fashion products is limited, it should be evaluated. Buying behaviour is sometimes influenced by the firm's marketing techniques rather than the individual's initiative to seek out these things. As a result, future research on impulse purchase may be worthwhile.

In the current economic crisis situation in Sri Lanka, there is huge an opportunity for a second-hand fashion business model. Since it will be a great support to the community as well as their purchasing decision during the economic crisis. Future studies, on the other hand, may be directed at consumer behaviour in the era of the Covid-19 pandemic. It might be useful to examine their behaviour throughout the epidemic and come up with viable solution to the limits that second-hand businesses confront.

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# APPENDIX

## Appendix 01- Moderation Analysis

### Interaction – Purchase Intention

Financial benefits

Consumer knowledge

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.642	.413	.408	.77	.413	89.1	2	254	<.001
2	.643	.413	.407	.77	.001	.410	1	253	.523

ANOVA

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	106	2	52.8	89.2	<.001
	Residual	150	254	.592		
	Total	256	256			
2	Regression	106	3	35.3	59.5	<.001
	Residual	150	253	.593		
	Total	256	256			

Coefficients

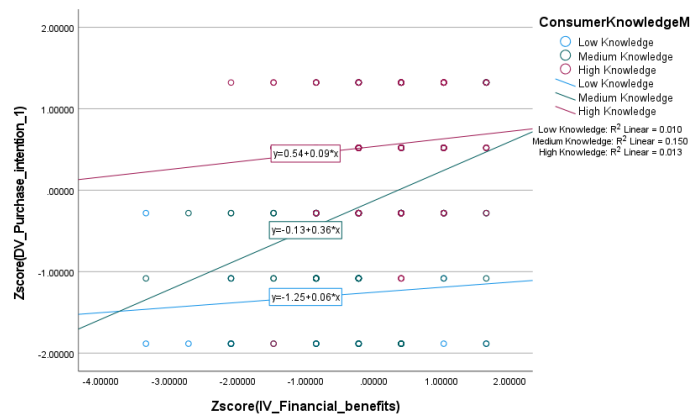
Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (IV Financial Benefits)	.220	4.459	<.001	.342	.269	.214
	Zscore (Con_know)	.557	11.300	<.001	.605	.578	.543
2	(constant)		.125	.901			
	Zscore (IV Financial Benefits)	.211	4.102	<.001	.342	.250	.198
	Zscore (Con_know)	.556	11.259	<.001	.605	.578	.542
	Interaction FB	-.032	-.640	.523	-.146	-.040	-.031

## Emotional bond

Considering the above table, at the model one it is clear that the purchase intention and the financial benefit don't have interaction and significance, it proves by the significance value which is 0.901. At the model 02 significance greater than 0.05, which is 0.523.

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.677	.458	.453	.74	.458	107.2	2	254	<.001
2	.684	.468	.461	.73	.010	4.8	1	253	.030



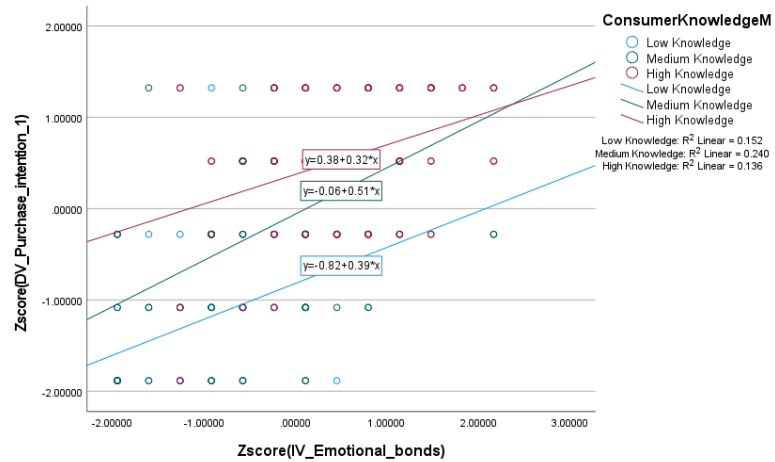
ANOVA

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	117	2	58.6	107.2	<.001
	Residual	138	254	.547		
	Total	256	256			
2	Regression	119	3	39.9	74.1	<.001
	Residual	136	253	.539		
	Total	256	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (IV Financial Benefits)	.381	6.60	<.001	.605	.383	.305
2	Zscore (Con_know)	.376	6.53	<.001	.604	.379	.302
	(constant)		1.03	.306			

Zscore (IV Financial Benefits)	.363	6.29	<.001	.605	.368	.289
Zscore (Con_know)	.373	6.51	<.001	.604	.379	.299
Interaction FB	-.102	-2.18	.030	-.223	-.136	-.100



### Environmental consciousness

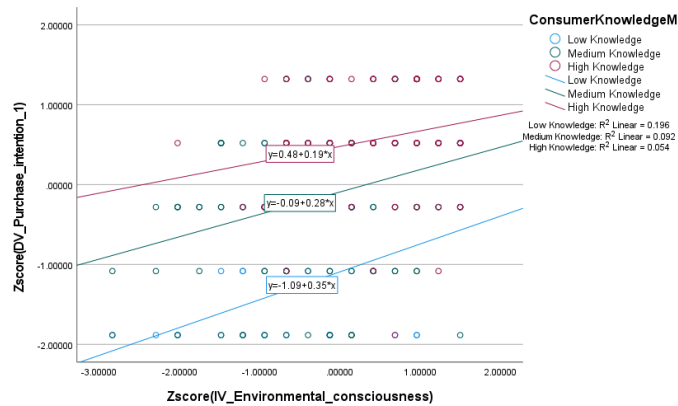
#### Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.638	.407	.402	.77	.407	86.9	2	254	<.001
2	.643	.414	.407	.77	.007	3.15	1	253	.077

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.072	2	52.036	86.997	<.001 <sup>b</sup>
	Residual	151.928	254	.598		
	Total	256.000	256			
2	Regression	105.944	3	35.315	59.542	<.001 <sup>c</sup>
	Residual	150.056	253	.593		
	Total	256.000	256			

		Coefficient					
Model		Standardized coefficients Beta	t	Sig.	Zero- order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.527	10.15	<.001	.605	.537	.491
	Zscore (Environmental consciousness)	.215	4.14	<.001	.407	.251	.200
2	(constant)		.594	.553			
	Zscore (IV Financial Benefits)	.528	10.21	<.001	.605	.540	.491
	Zscore (Con_know)	.201	3.83	<.001	.407	.234	.184
	Interaction FB	-.087	-1.78	.077	-.146	-.111	-.086



## Product quality

### Model summary

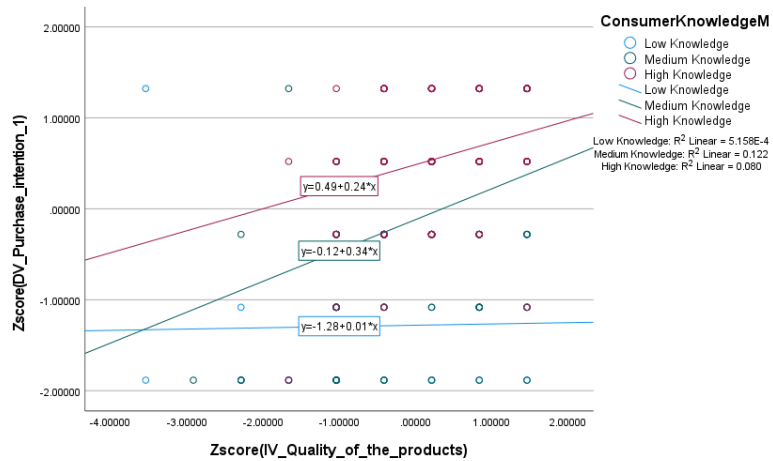
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.639	.408	.403	.77	.408	87.5	2	254	<.001
2	.639	.409	.401	.77	.001	.235	1	253	.628

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.44	2	52.22	87.51	<.001 <sup>b</sup>
	Residual	151.56	254	.597		
	Total	256	256			
2	Regression	104.58	3	34.86	58.24	<.001 <sup>c</sup>
	Residual	151.42	253	.599		
	Total	256	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		000	1.000			
	Zscore (Con. know)	.537	10.54	<.001	.605	.551	.509
	Zscore (Environmental consciousness)	.215	4.22	<.001	.386	.256	.203
2	(constant)		-.13	.894			
	Zscore (IV Financial Benefits)	.538	10.52	<.001	.605	.552	.509
	Zscore (Con_know)	.222	4.17	<.001	.386	.254	.202
	Interaction FB	.025	.485	.628	-.132	.030	.023



**Self-satisfaction**

Model summary

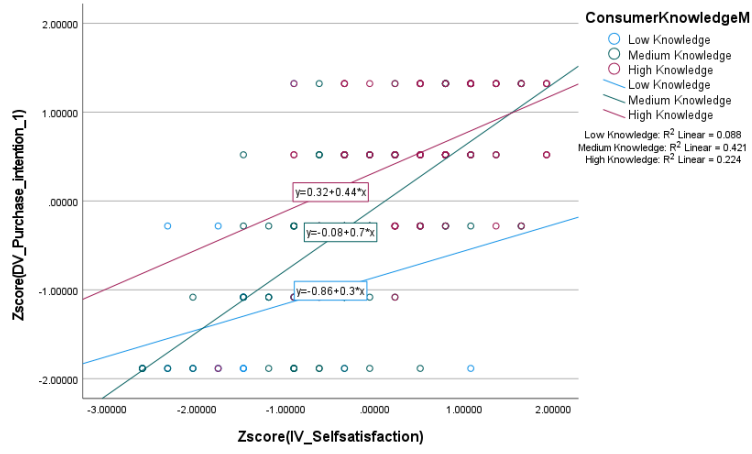
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.726	.526	.523	.69	.526	141.21	2	254	<.001
2	.726	.527	.522	.69	.001	.52	1	253	.473

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.78	2	67.39	141.21	<.001 <sup>b</sup>
	Residual	121.22	254	.48		
	Total	256	256			
2	Regression	135.03	3	45.01	94.13	<.001 <sup>c</sup>
	Residual	120.97	253	.48		
	Total	256	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.268	4.74	<.001	.605	.285	.204
	Zscore (Environmental consciousness)	.523	9.26	<.001	.696	.502	.400
2	(constant)		.35	.720			
	Zscore (IV Financial Benefits)	.265	4.67	<.001	.605	.282	.202
	Zscore (Con_know)	.514	8.84	<.001	.696	.486	.382
	Interaction FB	-.033	-.718	.473	-.279	-.045	-.031



**Social status**

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.616	.379	.374	.79	.379	77.472	2	254	<.001
2	.616	.380	.373	.79	.001	.476	1	253	.491

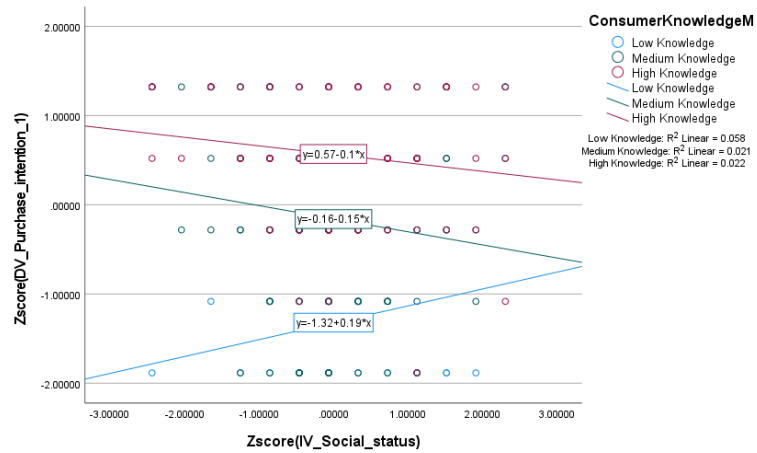
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.99	2	48.498	77.47	<.001 <sup>b</sup>
	Residual	159.01	254	.626		
	Total	256	256			
2	Regression	97.29	3	32.431	51.70	<.001 <sup>c</sup>
	Residual	158.71	253	.627		
	Total	256	256			

Coefficient

Model		Standardized coefficients	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.613	12.367	<.001	.605	.613	.612
	Zscore (Environmental consciousness)	-.111	-2.247	.026	-.705	-.140	-.111
2	(constant)		.042	.967			

Zscore (IV Financial Benefits)	.615	12.371	<.001	.605	.614	.612
Zscore (Con_know)	-.107	-2.141	.033	-.070	-.133	-.106
Interaction FB	-.035	-.690	.491	.002	-.043	-.034



**Hygienic consciousness**

**Model summary**

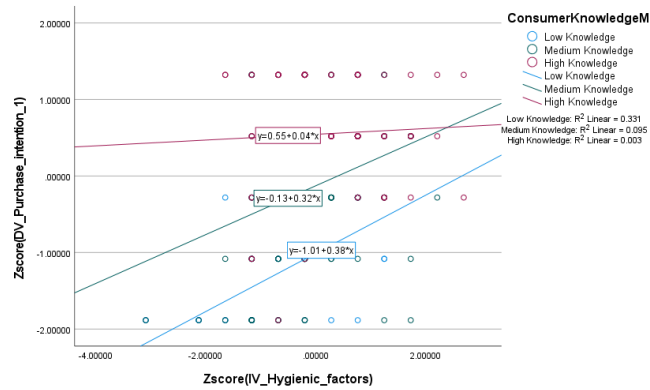
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.634	.402	.398	.77	.402	85.462	2	254	<.001
2	.646	.417	.411	.77	.015	6.589	1	253	.011

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.97	2	51.487	85.46	<.001 <sup>b</sup>
	Residual	153.03	254	.602		
	Total	256	256			
2	Regression	106.85	3	35.620	60.42	<.001 <sup>c</sup>
	Residual	149.14	253	.589		
	Total	256	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.546	10.75	<.001	.605	.559	.522
	Zscore (Environmental consciousness)	.198	3.89	<.001	.361	.237	.189
2	(constant)		.66	.510			
	Zscore (IV Financial Benefits)	.520	10.13	<.001	.605	.537	.486
	Zscore (Con_know)	.178	3.51	<.001	.361	.215	.168
	Interaction FB	-.129	-2.57	.011	-.298	-.159	-.123



## Uncomfortability

Model summary

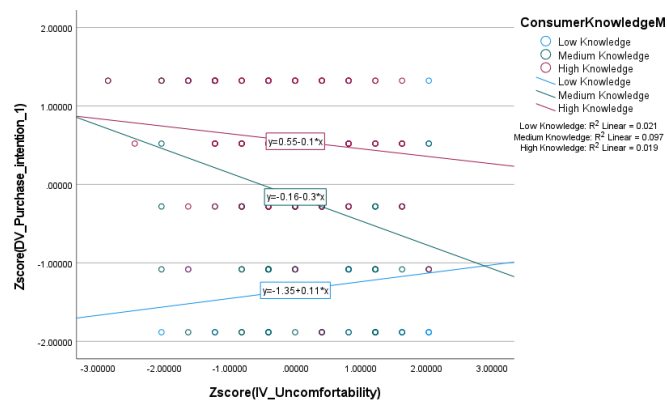
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.627	.394	.389	.78	.394	82.467	2	254	<.001
2	.628	.394	.387	.78	.000	.062	1	253	.804

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.78	2	50.394	82.46	<.001 <sup>b</sup>
	Residual	155.21	254	.611		
	Total	256	256			
2	Regression	100.82	3	33.608	54.79	<.001 <sup>c</sup>
	Residual	155.18	253	.613		
	Total	256	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.585	11.883	<.001	.605	.558	.581
	Zscore (Environmental consciousness)	-.166	-3.373	<.001	-.238	-.207	-.165
2	(constant)		-.029	.977			
	Zscore (IV Financial Benefits)	.587	11.769	<.001	.605	.595	.576
	Zscore (Con_know)	-.167	-3.374	<.001	-.238	-.207	.165
	Interaction FB	-.012	-.248	.804	.102	-.016	-.012



## Self-expressiveness

Model summary

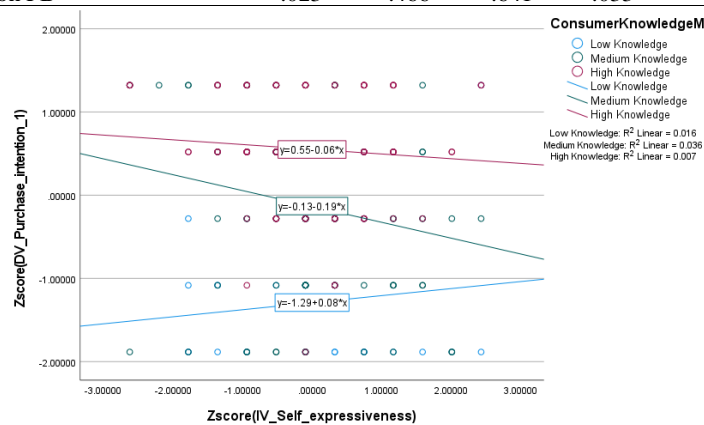
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.610	.373	.368	.79	.373	75.393	2	254	<.001
2	.611	.373	.366	.79	.001	.218	1	253	.641

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.362	2	47.681	75.393	<.001 <sup>b</sup>
	Residual	160.638	254	.632		
	Total	256	256			
2	Regression	95.500	3	31.833	50.180	<.001 <sup>c</sup>
	Residual	160.500	253	.634		
	Total	256	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.602	12.112	<.001	.605	.605	.605
	Zscore (Environmental consciousness)	-.077	-1.554	.121	-.101	-.097	-.077
2	(constant)		-.015	.988			
	Zscore (IV Financial Benefits)	.602	12.076	<.001	.605	.605	.601
	Zscore (Con_know)	-.079	-1.577	.116	-.101	-.099	-.078
	Interaction FB	-.023	-.466	.641	-.033	-.029	-.023



**Interaction – Word of Mouth**

**Financial benefits**

Model summary

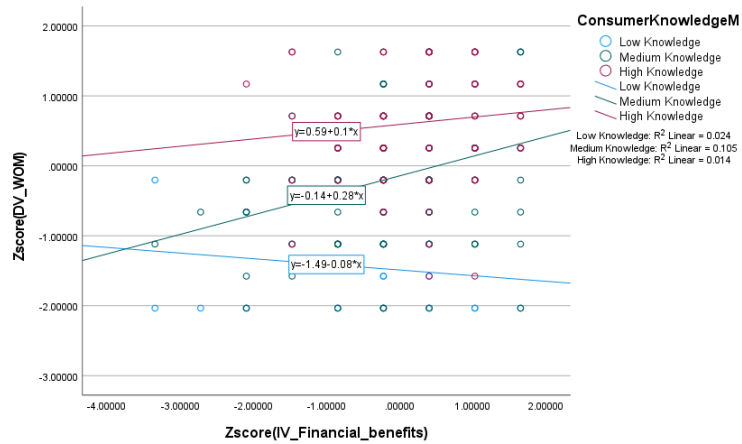
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.719	.518	.514	.69	.518	136.311	2	254	<.001
2	.720	.518	.512	.69	.000	.085	1	253	.770

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.526	2	66.263	136.311	<.001 <sup>b</sup>
	Residual	123.474	254	.486		
	Total	256.	256			
2	Regression	132.568	3	44.189	90.575	<.001 <sup>c</sup>
	Residual	123.432	253	.488		
	Total	256.	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.675	15.112	<.001	.706	.688	.659
	Zscore (Environmental consciousness)	.141	3.166	.002	.290	.195	.138
2	(constant)		-.057	.955			
	Zscore (IV Financial Benefits)	.675	15.086	<.001	.706	.688	.659
	Zscore (Con_know)	.145	3.117	.002	.290	.192	.136
	Interaction FB	.013	.292	.770	-.093	.018	.013



### Emotional bonds

#### Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.749	.562	.558	.66	.562	162.630	2	254	<.001
2	.756	.571	.566	.65	.009	5.532	1	253	.019

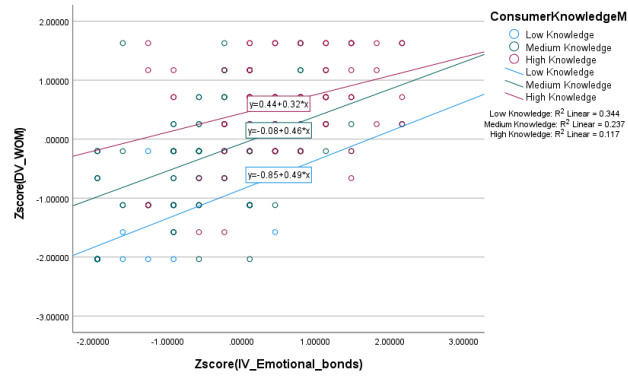
#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.746	2	71.873	162.630	<.001 <sup>b</sup>
	Residual	112.254	254	.442		
	Total	256.	256			
2	Regression	146.148	3	48.716	112.198	<.001 <sup>c</sup>
	Residual	109.852	253	.434		
	Total	256.	256			

#### Coefficient

Model		Standardized coefficients	t	Sig.	Zero-order	Correlations partial	Part
Beta							
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.519	10.026	<.001	.706	.532	.417
	Zscore (Environmental consciousness)	.313	6.034	<.001	.623	.354	.251
2	(constant)		1.105	.270			
	Zscore (IV Financial Benefits)	.503	9.699	<.001	.706	.521	.399

Zscore (Con_know)	.309	6.014	<.001	.623	.354	.248
Interaction FB	-.099	-2.352	.019	-.237	-.146	-.097



### Environmental consciousness

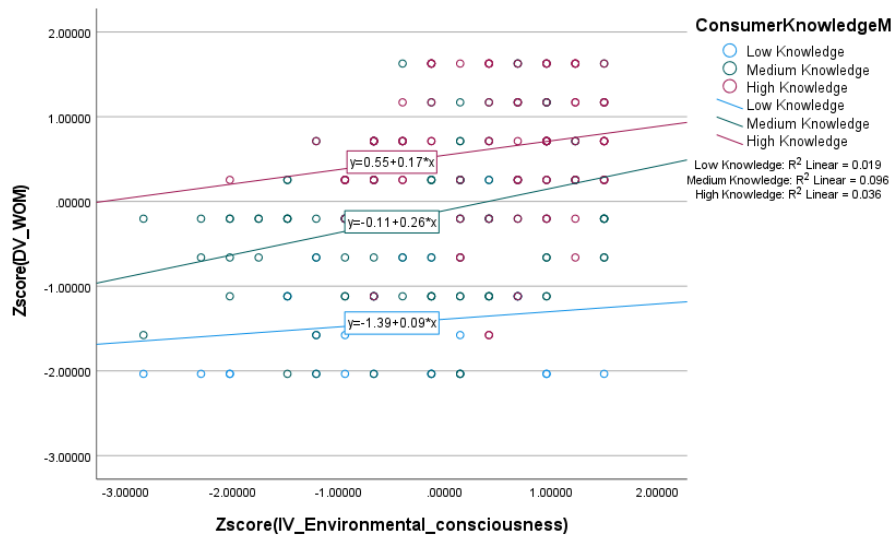
#### Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F	Df1	Df2	
1	.718	.516	.512	.69	.516	135.194	2	254	<.001
2	.718	.516	.510	.69	.001	.267	1	253	.606

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.	2	66.000	135.194	<.001 <sup>b</sup>
	Residual	124.	254	.488		
	Total	256.	256			
2	Regression	132.131	3	44.044	89.959	<.001 <sup>c</sup>
	Residual	109.852	253	.490		
	Total	256.	256			

		Coefficient					
Model		Standardized coefficients	t	Sig.	Zero-order	Correlations partial	Part
		Beta					
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.655	13.964	<.001	.706	.659	.610
	Zscore (Environmental consciousness)	.140	2.984	.003	.379	.184	.130
2	(constant)		.173	.863			
	Zscore (IV Financial Benefits)	.655	13.948	<.001	.706	.659	.610
	Zscore (Con_know)	.136	2.865	.005	.379	.177	.125
	Interaction FB	-.023	-.517	.606	-.078	-.032	-.023



**Product quality**

Model summary

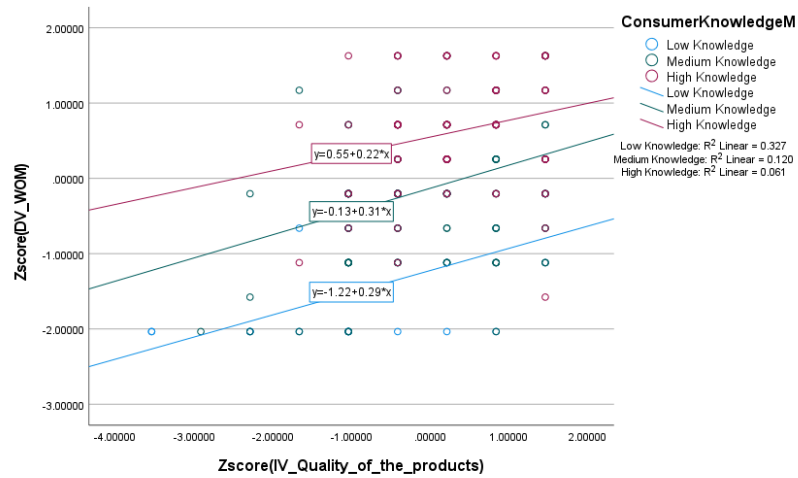
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.741	.549	.546	.67	.549	154.710	2	254	<.001
2	.743	.552	.547	.67	.003	1.851	1	253	.175

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	140.591	2	70.295	154.710	<.001 <sup>b</sup>
	Residual	115.409	254	.454		
	Total	256.	256			
2	Regression	141.429	3	47.143	104.103	<.001 <sup>c</sup>
	Residual	114.571	253	.453		
	Total	256.	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.630	14.176	<.001	.706	.665	.597
	Zscore (Environmental consciousness)	.237	5.336	<.001	.439	.317	.225
2	(constant)		.373	.710			
	Zscore (IV Financial Benefits)	.626	14.082	<.001	.706	.663	.592
	Zscore (Con_know)	.219	4.735	<.001	.439	.285	.199
	Interaction FB	-.060	-1.361	.175	-.230	-.085	-.057



### Self-satisfaction

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.805	.649	.646	.595	.649	234.373	2	254	<.001
2	.806	.649	.645	.595	.001	.381	1	253	.538

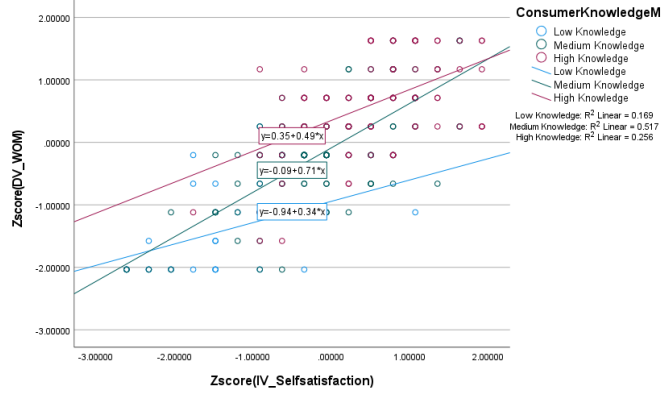
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.032	2	83.016	234.373	<.001 <sup>b</sup>
	Residual	89.968	254	.354		
	Total	256.	256			
2	Regression	166.167	3	55.389	155.995	<.001 <sup>c</sup>
	Residual	89.833	253	.355		
	Total	256.	256			

Coefficient

Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.379	7.787	<.001	.706	.439	.290
	Zscore (Environmental consciousness)	.507	10.409	<.001	.751	.574	.387
2	(constant)		.308	.758			

Zscore (IV Financial Benefits)	.377	7.719	<.001	.706	.437	.287
Zscore (Con_know)	.500	9.984	<.001	.751	.532	.372
Interaction FB	-.024	-.617	.538	-.295	-.039	-.023



**Social status**

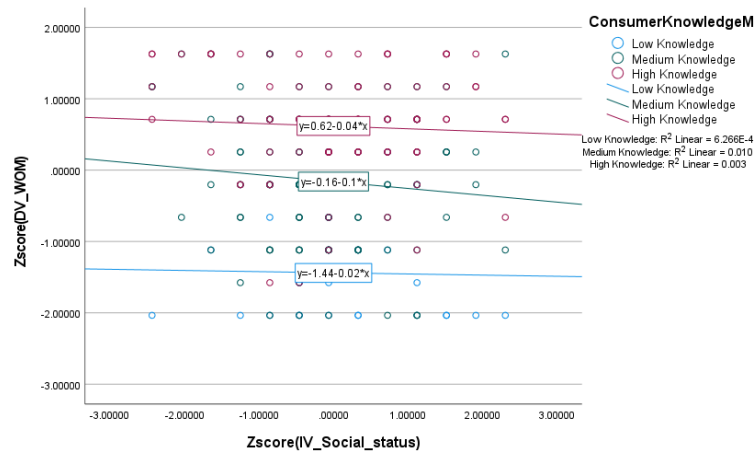
**Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.712	.507	.504	.704	.507	130.867	2	254	<.001
2	.712	.508	.502	.705	.000	.233	1	253	.629

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.919	2	64.960	130.867	<.001 <sup>b</sup>
	Residual	126.081	254	.496		
	Total	256.	256			
2	Regression	130.036	3	43.345	87.059	<.001 <sup>c</sup>
	Residual	125.964	253	.498		
	Total	256.	256			

		Coefficient					
Model		Standardized coefficients	t	Sig.	Zero-order	Correlations partial	Part
Beta							
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.712	16.144	<.001	.706	.712	.711
	Zscore (Environmental consciousness)	-.094	-2.136	.034	-.046	-.133	-.094
2	(constant)		-.029	.977			
	Zscore (IV Financial Benefits)	.711	16.039	<.001	.706	.710	.707
	Zscore (Con_know)	-.097	-2.177	.030	-.046	-.136	-.096
	Interaction FB	.022	.483	.629	.067	.030	.021



**Hygienic consciousness**

**Model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.722	.521	.517	.695	.521	137.992	2	254	<.001
2	.722	.521	.515	.696	.000	.089	1	253	.765

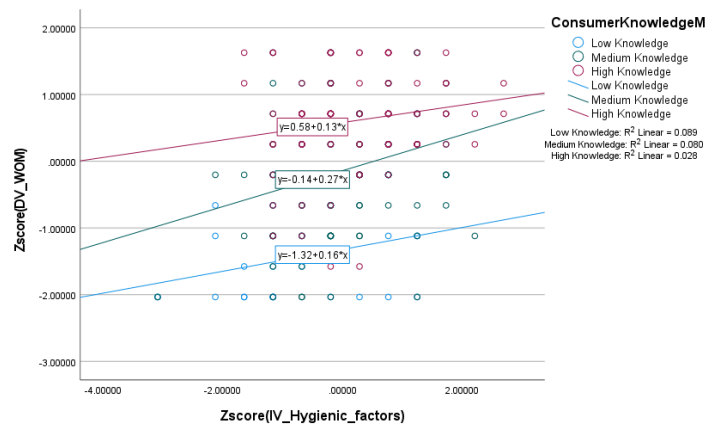
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.309	2	66.655	137.992	<.001 <sup>b</sup>
	Residual	122.691	254	.483		

	Total	256.	256			
2	Regression	133.353	3	44.451	91.694	<.001 <sup>c</sup>
	Residual	122.647	253	.485		
	Total	256.	256			

		Coefficient					
Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.660	14.500	<.001	.706	.673	.630
	Zscore (Environmental consciousness)	.156	3.422	<.001	.352	.210	.149
2	(constant)		.077	.939			
	Zscore (IV Financial Benefits)	.657	14.114	<.001	.706	.664	.614
	Zscore (Con_know)	.154	3.332	<.001	.352	.205	.145
	Interaction FB	-.014	-.299	.765	-.212	-.019	-.013

Uncomfortability



Model summary

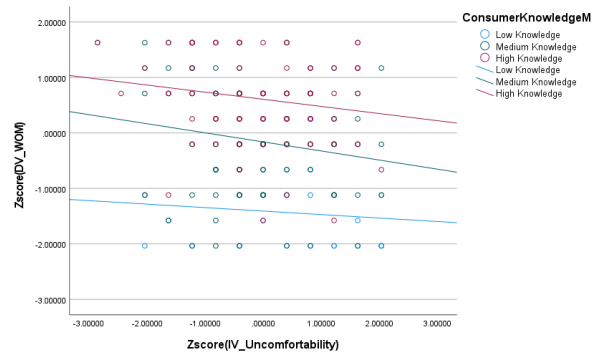
Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.718	.515	.512	.698	.515	135.092	2	254	<.001
2	.718	.515	.510	.700	.000	.004	1	253	.947

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.952	2	65.976	135.092	<.001 <sup>b</sup>
	Residual	124.048	254	.488		
	Total	256.	256			

2	Regression	131.954	3	43.985	89.710	<.001 <sup>c</sup>
	Residual	124.046	253	.490		
	Total	256.	256			

		Coefficient					
Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.690	15.680	<.001	.706	.701	.685
	Zscore (Environmental consciousness)	-.131	-2.967	.003	-.215	-.183	-.130
2	(constant)		-.008	.994			
	Zscore (IV Financial Benefits)	.691	15.490	<.001	.706	.698	.678
	Zscore (Con_know)	-.131	-2.951	.003	-.215	-.182	.129
	Interaction FB	.003	-.067	.947	.124	-.004	-.003



### Self-expressiveness

#### Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	R Square change	Change statistics			Sig. F change
						F change	Df1	Df2	
1	.715	.512	.508	.701	.512	133.161	2	254	<.001
2	.716	.512	.507	.702	.001	.294	1	253	.588

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.031	2	65.516	133.161	<.001 <sup>b</sup>
	Residual	124.969	254	.492		
	Total	256.	256			

2	Regression	131.176	3	43.725	88.625	<.001 <sup>c</sup>
	Residual	124.824	253	.493		
	Total	256.	256			

		Coefficient					
Model		Standardized coefficients Beta	t	Sig.	Zero-order	Correlations partial	Part
1	(Constant)		.000	1.000			
	Zscore (Con. know)	.702	15.994	<.001	.706	.708	.701
	Zscore (Environmental consciousness)	-.115	-2.620	.009	-.142	-.162	-.115
2	(constant)		.017	.986			
	Zscore (IV Financial Benefits)	.702	15.981	<.001	.706	.709	.702
	Zscore (Con_know)	-.114	-2.579	.010	-.142	-.160	-.113
	Interaction FB	.024	.542	.588	.013	.034	.024

