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A Study of Pre-Owned Garment Purchase and Multifaceted Factors Influencing Consumers in India

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ABSTRACT

The global trend of purchasing pre-owned garments is shaped by a complex interplay of consumer psychology, socio-cultural norms, and economic factors. Societal values, cultural influences, and financial considerations such as income levels and cost savings drive this behaviour. This research investigates the growing popularity of pre-owned clothing, particularly in the Indian context, where environmental benefits and affordability are key drivers. Focusing on the Delhi National Capital Region (NCR), this study examines the factors influencing consumer behaviour toward pre-owned garments, utilizing data collected from a sample of 326 adults. Through factor analysis and structural equation modelling, the study explores consumer motivations and decision-making processes. Key findings indicate that while only a minority of respondents actively purchase pre-owned garments, environmental awareness is a significant motivator, alongside hygiene concerns and economic factors. The study demonstrates high reliability (Cronbach's $\alpha = 0.920$), confirming strong internal consistency. Factor analysis supports acceptable standardized loadings and composite reliability, with no multicollinearity issues, as all variance inflation factors (VIF) were below 10. Discriminant validity was established, with inter-construct correlations below 0.70. The findings provide valuable insights into the Indian pre-owned garment market and offer recommendations for industry stakeholders to better align with consumer preferences and promote sustainable fashion practices.

KEYWORDS

pre-owned garments, Indian consumer behaviour, purchase decision, socio-cultural dimensions, hygiene

INTRODUCTION

The global pre-owned clothing trade, encompassing "pre-loved" or "pre-owned" fashion items, has transformed into a major economic sector [1]. It supports the livelihoods of over 2.5 million people and plays a crucial role in providing affordable clothing in developing economies [2]. According to Oxfam, secondhand retailing has expanded significantly since 1990, growing tenfold to an annual value of approximately US \$4 billion. This growth is particularly strong in the luxury and vintage segments, where consumers seek exclusivity, superior craftsmanship, and unique high-fashion pieces from past eras [3].

The rise in secondhand fashion sales is largely driven by entrepreneurs leveraging the increasing shift towards sustainable consumption [4]. The sector's expansion has been notably linked to the liberalization and market opening of several developing nations throughout the 1990s [4]. Western

countries like the United States have recognized the pre-owned garments market as a profitable sector, with exports forming a substantial portion of their revenues [3]. In 2014, countries such as the USA, UK, Germany, and the Netherlands were identified as the top exporters of pre-owned garments, with the USA leading the list [3,5]. On the receiving end, nations like Malaysia, Ukraine, Russia, India, and Pakistan were reported as the highest importers of secondhand clothing [6].

In India, the pre-owned clothing market is still at an early stage of consumer adoption. In 2023, the secondhand luxury goods market in India was valued at US \$618.3 million, with expectations to grow at a compound annual growth rate (CAGR) of 15.10% from 2023 to 2032 [7]. Despite this promising growth, research on consumer behaviour in India remains limited, particularly when compared to Western markets. The socio-economic and cultural dynamics in India differ significantly, highlighting the need for focused studies on these regional consumer behaviours.

The present study seeks to fill this research gap by exploring the Indian pre-owned garment market, with a focus on consumer motivations and barriers within the Delhi National Capital Region (NCR). Existing research has predominantly focused on the environmental advantages of secondhand markets in developed nations, leaving psychological and cultural factors affecting Indian consumers largely unexplored. India's market presents unique dynamics—its consumers display preferences, motivations, and barriers that vary from those in Western nations. Key research questions emerge from this context: Why do some individuals embrace second-hand shopping, while others remain hesitant in a culture that places high value on newness and hygiene? Moreover, how do environmental awareness and economic considerations shape consumer decisions in this domain?

This study aims to answer these questions by offering insights into the Indian pre-owned market's contributions to global sustainability efforts. By examining the economic, cultural, and environmental dimensions of consumer behaviour, the research enhances the existing body of knowledge and provides actionable recommendations for industry stakeholders to promote sustainable fashion consumption in India. This paper navigates through the Literature Review, Scope of the study, Research Methodology, and Data Analysis, leading to a Discussion of findings with Managerial and Societal Implications. The Conclusion emphasizes consumer motivations and sustainable strategies for India's pre-owned garment market.

Scope of the study

This study focuses on the Indian pre-owned garment market, specifically within the Delhi National Capital Region (NCR). It aims to explore consumer motivations and barriers to purchasing second-hand clothing, examining how cultural, psychological, and economic factors influence these decisions. The research seeks to fill the gap left by existing studies that predominantly highlight the environmental

benefits of secondhand markets in developed nations, by instead focusing on the unique dynamics of the Indian market. It endeavours to provide actionable recommendations for industry stakeholders to promote sustainable fashion consumption in India while contributing to the broader understanding of consumer behaviour in emerging economies.

Literature review

The global pre-owned clothing market has grown exponentially over the past few decades, with its roots deeply embedded in both economic and environmental considerations. Research indicates that the secondhand clothing trade supports millions of livelihoods and offers affordable clothing options, particularly in developing economies [7]. This sector's growth is most pronounced in the luxury and vintage segments, as consumers increasingly seek brand exclusivity, craftsmanship, and unique fashion pieces [8]. The market has expanded due to entrepreneurial efforts that leverage shifts toward sustainable consumption [9], but limited attention has been given to how this market operates within emerging economies like India.

The socio-economic dynamics of emerging nations play a critical role in shaping consumer behaviour in the pre-owned garment market. India, as one of the largest importers of secondhand clothing [10], presents a unique cultural context where the reuse of garments is both a long-standing tradition and an evolving market trend. The Indian practice of passing down garments within families is deeply rooted in cultural norms [11], yet the expansion of a formalized pre-owned clothing market introduces new layers of complexity, particularly concerning hygiene and economic considerations [12]. Studies have identified hygiene concerns as a primary barrier to the purchase of pre-owned clothing (Roux & Guiot, 2008), but these issues have not been sufficiently explored in the Indian context.

Environmental concerns are a driving force behind the global secondhand clothing market, as consumers become more aware of the environmental impacts of fast fashion [13]. The clothing industry is a significant contributor to pollution, with mass production leading to excessive textile waste and a large carbon footprint [14]. In developed nations, consumers are motivated to purchase secondhand clothing to reduce environmental harm, and similar patterns are emerging in India [15]. However, research indicates that Indian consumers may prioritize economic benefits over environmental considerations, creating a unique consumer profile that blends both economic necessity and ethical concerns [12].

Despite its rapid growth, research on the pre-owned garment market in India remains scarce. While global trends suggest a growing market, India's distinct socio-cultural and economic environment requires further examination. Studies by Shen et al. [15] and Cruz-Cárdenas et al. [12] have highlighted the environmental benefits of secondhand clothing but have yet to deeply investigate the Indian

consumer psyche. Moreover, the role of online platforms and applications specializing in resale, which have facilitated the rise of this market, needs to be more thoroughly explored [16]. The current study aims to fill these gaps by examining both the motivators and barriers for Indian consumers in adopting pre-owned garments, with a particular focus on the Delhi National Capital Region (NCR).

The study builds on previous research by offering a comprehensive examination of consumer behaviour in an emerging market. It addresses key gaps by analyzing the socio-cultural, economic, and environmental factors influencing pre-owned clothing purchases in India. By providing a regional focus on Delhi NCR, this research contributes to understanding how global sustainability trends translate into local consumer practices. Moreover, it provides actionable insights for industry stakeholders looking to promote sustainable fashion in India, emphasizing the importance of cultural adaptation in marketing strategies [16].

Theoretical background

The pre-owned clothing market's rise aligns with key theoretical frameworks that explore consumer behaviour, sustainable consumption, and socio-economic dynamics in emerging economies. Several economic and environmental theories inform our understanding of consumer motivations, market expansion, and barriers within this sector. This study draws from concepts in sustainable consumption, sociocultural theory, and the economic perspective on consumer behaviour to frame the examination of the pre-owned clothing market in India's National Capital Region (NCR).

Hypothesis

The hypotheses for this study are derived from established theories such as the Theory of Planned Behavior [17], which posits that consumer behaviour is guided by attitudes, subjective norms, and perceived behavioural control. Additionally, the Value-Belief-Norm (VBN) theory [18] is used to explore the link between environmental consciousness and sustainable consumption behaviours. These theories provide a strong foundation for examining the motivations and barriers of Indian consumers in the pre-owned garment market. There are 4 hypotheses proposed 4 based on the literature survey.

H1: There is no relationship between socio and cultural factors and consumer's purchase intentions towards pre-owned garments.

H2: There is no relationship between hygiene factors and consumers' purchase intentions towards pre-owned garments.

H3: There is no relationship between economic factors and consumers' purchase intentions towards pre-owned garments.

H4: There is no relationship between environmental factors and consumers' purchase intentions towards pre-owned garments.

METHODOLOGY

Study Design

The study employs an exploratory research design, which is particularly suitable for investigating relatively underexplored phenomena like consumer behaviour in the pre-owned garment market in India. An exploratory approach allows the research to uncover patterns and relationships between variables, essential for a deeper understanding of the multifaceted factors influencing consumer purchase intentions. Additionally, a quantitative methodology is used to gain a comprehensive view of consumer behaviour, supported by empirical data. This approach is essential in uncovering specific trends that may not be evident in qualitative studies, providing a clearer perspective on the research problem.

Sampling Technique

The sample was determined using Krejcie and Morgan's [19] formula for categorical data, ensuring statistical rigour in estimating the appropriate sample size. Given that the target population comprises individuals residing in the Delhi National Capital Region (NCR), a proportionate and purposive sampling method was employed. Proportionate sampling ensures that the sample reflects the diversity of the population, while purposive sampling allows for a focused investigation of pre-owned garment consumers, whose population is unidentified. This approach ensures that the sample is representative of the target population, increasing the study's generalizability.

Method of Data Collection

A structured questionnaire was developed based on a comprehensive literature review and expert input to ensure the accuracy and relevance of the questions. The questionnaire was designed to capture both demographic data and consumer attitudes towards pre-owned garments, providing robust insights into the research problem. Divided into two sections, the questionnaire effectively gathers qualitative and quantitative data from respondents through a mix of interval (Likert scale) and nominal scales, enhancing data richness. The questionnaire is attached in the Annexure of the study.

Instrument Indicators

The structured questionnaire is based on five key factors: sociocultural (SC), environmental (ENV), hygiene (HYG), economic (EC), and purchase intention (PI) factors. The five key elements—price sensitivity, environmental consciousness, social acceptance, fashion involvement, and quality perception—were selected based on existing literature [20-22] and were validated through factor analysis, ensuring their suitability for measuring consumer attitudes and behaviours. Each construct is

associated with specific items, the type of scale used, the source or adaptation, and justification for using standardized or adapted scales (Table 1). The inclusion of both Likert-scale questions and open-ended questions allows for a comprehensive evaluation of these factors, supporting robust data analysis.

Table 1. Measurement scale table

Construct	Items/Indicators	Scale Type	Source/Reference	Justification
Sociocultural (SC)	Influence of family, peer opinions, societal trends, and fashion identity on second-hand purchasing behaviour.	5-point Likert scale	Adapted from <i>Ajzen's Theory of Planned Behavior</i> and cultural studies on fashion [17]	Cultural relevance: Adapted to reflect Indian societal and peer influences, important in emerging markets like India.
Environmental (ENV)	Awareness of sustainability, environmental impact, desire to reduce waste, and preference for eco-friendly options.	5-point Likert scale	Standardized from the <i>New Ecological Paradigm (NEP) scale</i> [23]	Widely used in studies of environmental consciousness, reliable across different cultural contexts.
Hygiene (HYG)	Concerns about cleanliness, health risks, and trust in second-hand garment sanitization processes.	5-point Likert scale	Adapted from consumer health risk perception study [24]	Adapted to reflect specific hygiene concerns in the Indian context, where cleanliness and hygiene are major barriers.
Economic (EC)	Price sensitivity, value for money, affordability of second-hand goods vs. new products.	5-point Likert scale	Adapted from <i>Price Sensitivity Measurement (PSM)</i> study [25]	Adapted to include local economic conditions, accounting for income disparities and price sensitivity in India.
Purchase Intention (PI)	Likelihood of purchasing second-hand garments, intent to buy again, willingness to recommend second-hand to others.	5-point Likert scale	Standardized from <i>Fishbein & Ajzen's Intention to Behavior Scale</i> [26]	Proven to measure consumer purchase intention effectively across various domains.

Common Method Bias

To mitigate common method bias, multiple techniques were employed. First, the questionnaire was carefully structured, with different sections addressing distinct variables, reducing the likelihood of biased responses. Second, the use of factor analysis helped identify and control for any overlaps or correlations between the variables, ensuring that each factor was distinct. This was further validated by the high Cronbach's alpha value, confirming the internal consistency of the instrument.

Non-response Bias

Non-response bias was minimized through a high response rate (93.4%), achieved by careful follow-up with respondents and ensuring the sample's representativeness. Outliers were excluded using the Z-score method, with unengaged responses removed based on standard deviation scores. This process ensured the remaining sample (326 responses) was valid and reliable, reducing the risk of bias affecting the study's results.

Data Analysis

In this study, a comprehensive suite of statistical techniques was employed to analyze the data. These include analysis of demographic data, data validity, data reliability general purchasing patterns descriptive analysis, and factor analysis through SPSS (IBM, USA).

RESULTS AND DISCUSSION

Demographic Profile

Table 2 presents a comprehensive breakdown of the frequencies and proportions of the survey respondents (n=326) for various demographic characteristics. Among them, 112 are male, making up 34.36% of the population. The remaining 214 individuals are female, accounting for 65.64% of the total. The data suggests that the respondents in the study are evenly dispersed throughout various age groups, gender distribution, educational status, economic stature, and occupational status, which enhances the potential for a keen, comprehensive knowledge of the phenomena being investigated in this study. 67 individuals are between the ages of 18 and 25, representing 20.55% of the sample. 86 individuals fall within the 26 to 35 age range, constituting 26.38% of the population. 60 individuals are aged between 36 and 45, making up 18.40% of the total. 77 individuals are between 46 and 55 years old, accounting for 23.61% of the participants. The remaining 36 individuals are aged 56 to 65, which is 11.06% of the sample. 79 individuals have an intermediate level of education, representing 24.23% of the sample. 113 individuals have completed graduation, which constitutes 34.66% of the total. 122

individuals have a post-graduation degree, making up 37.42% of the participants. 12 individuals have qualifications above the post-graduation level, accounting for 3.69% of the sample.

Out of the population, 27.63% (90 individuals) earn below 50,000, while 19.01% (62 individuals) have a monthly income between 50,000 and 100,000. Additionally, 17.48% (57 individuals) earn between 100,000 and 200,000 monthly. A further 26.38% (86 individuals) have a monthly income ranging from 200,000 to 500,000, and the remaining 9.50% (31 individuals) earn above 500,000. The occupational status of the participants reveals that 33.12% (108 individuals) are students, 28.52% (93 individuals) are employed, 25.16% (82 individuals) are self-employed, and 13.20% (43 individuals) are homemakers.

Table 2. Demographic profile of respondents

	Variable	Frequency (n=326)	Percentage
Gender	Male	112	34.36
	Female	214	65.64
Age	18-25	67	20.55
	26-35	86	26.38
	36-45	60	18.40
	46-55	77	23.61
	56-65	36	11.06
Qualification	Intermediate	79	24.23
	Graduation	113	34.66
	Post-graduation	122	37.42
	Above post-graduation	12	3.69
Monthly Income	Below 50,000	90	27.63
	50,000-100,000	62	19.01
	100,000-200,000	57	17.48
	200,000-500,000	86	26.38
	500,000 and above	31	9.50
Occupation	Student	108	33.12
	Employed	93	28.52
	Self-employees	82	25.16
	Home-maker	43	13.20

Data Validity and reliability

Before assessing individual variables, the questionnaire underwent a thorough validation process through descriptive analysis. The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy is a statistical test that determines how well data is suited for factor analysis. It measures the sampling adequacy for each variable in a model and the model as a whole. The Kaiser-Meyer-Olkin measure of sample adequacy (KMO) was computed, yielding a substantial value of 0.916 (Table 3). It is generally

recommended a KMO value above 0.50 is indicative of questionnaire validity and above 0.9 is recommended as excellent (Kaiser, 1974). Additionally, Bartlett's test returned a statistically significant result, further affirming the questionnaire's validity for use in the study. Data also showed the significance ($p=0.000$). The reliability assessment employed Cronbach's alpha, which resulted in a high value of 0.920, well above the recommended threshold of 0.70 (Table 4). Furthermore, composite reliability coefficients for all variables were over 0.7, indicating strong internal consistency across the measures (14). Our analysis of the data in Table 2 reveals that the KMO is manifestly higher than the acceptable threshold of 0.50, and Bartlett's Test of Sphericity rejects the null hypothesis that the correlation matrix is an identity matrix at the 0.05 level ($p=0.05$) with an estimated Chi-Square of 3804.996.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.916
Bartlett's Test of Sphericity	Approx. Chi-Square	3804.996
	Sig.	0.000

Table 4. Reliability Statistics

Cronbach's Alpha	No of Items
0.920	24

Factor Analysis

The factor analysis was run on a total of 24 factors and a sample size of 326 respondents. R square test of more than 0.5 is acceptable for regression analysis for sociocultural factors (SC), environmental factors (ENV), hygiene factors (HYG), economic factors (EC) and purchase intention factors (PI) (Table 5). Suggesting that no factor is interrelated with each other.

Table 5. Selected factors and their Standardized Regression Weights and Composite Reliability

Factor	Standardized loadings or (R^2)	Composite Reliability
SC1	0.648	0.856
SC2	0.850	
SC3	0.741	
SC4	0.586	
SC5	0.782	
SC6	0.792	
SC7	0.670	
ENV1	0.787	0.836
ENV2	0.707	
ENV3	0.799	
ENV4	0.735	
ENV5	0.502	
HYG1	0.794	0.854
HYG2	0.698	
HYG3	0.803	
HYG4	0.786	
EC1	0.718	0.849
EC2	0.794	
EC3	0.758	
EC4	0.785	
PI1	0.765	0.802
PI2	0.752	
PI3	0.673	
PI4	0.643	

In this study, the ANOVA approach was employed as a dependable means of assessing linearity, allowing for the quantification of this linear characteristic. The results of the analysis of variance (ANOVA) are presented in Table 6. A significant linear relationship was found between the dependent and independent variables, with significance level values below 0.05 [14]. The variance inflation factor (VIF) value of less than 10 for all variables shows that the problem of multi-collinearity (multiple independent factors exhibit a strong correlation with one another) does not exist and all data are mutually exclusive [13]. All the VIFs are within the tolerable limit, suggesting multicollinearity is unlikely a problem and accepting our hypothesis.

Table 6. Linearity (ANOVA) tests

ENV			HYG			EC			SC			
	F	Sig	VIF	F	Sig	VIF	F	Sig	VIF	F	Sig	VIF
PI	5.624	0.000	1.242	16.998	0.000	1.739	18.197	0.000	1.377	5.242	0.000	1.804

*Abbreviations: purchase intention factors (PI); environmental factors (ENV), hygiene factors (HYG), sociocultural factors (SC) and economic factors (EC).

Accordingly, our results support all the hypotheses. The negative impact of socio-cultural factors on customers' purchase intentions for pre-owned clothing suggests a poor perception of these items in society. The beneficial impact of economic considerations on customers' buying intention for pre-owned clothing suggests that lower costs significantly influence their inclination to acquire such products. Apart from sociocultural influences, money and budget are key determinants in consumers' purchasing intentions for pre-owned clothing. Environmental factors have a strong positive impact on purchase intention, indicating that people prioritize environmental concerns while buying pre-owned clothing. Due to the interaction between the environment and society, the pre-owned clothes business is a major global player.

DISCUSSION

The findings of this study provide significant insights into the factors influencing consumer behaviour toward pre-owned garments in India, particularly in the Delhi NCR region. The demographic diversity of respondents ensured a comprehensive analysis, allowing for conclusions that can be generalized across various consumer segments. The high reliability of the questionnaire, confirmed by the KMO value and Bartlett's test, ensured that the data collection instrument was robust, contributing to the accuracy of the findings.

The factor analysis and ANOVA results demonstrated the distinctiveness of variables, highlighting that socio-cultural, economic, hygiene and environmental factors influence consumer decisions independently. Interestingly, socio-cultural factors were found to negatively impact purchase intentions, which is consistent with past research indicating that societal norms and beliefs, particularly in India, may deter consumers from purchasing pre-owned garments due to concerns about status or hygiene [27]. Conversely, economic and environmental factors positively influenced purchase decisions. These findings are in line with global trends indicating that affordability and environmental consciousness are key motivators in the pre-owned garment market [28]. This aligns with growing consumer awareness about sustainability and the environmental benefits of reusing garments, which are becoming more prominent in Indian urban populations [29].

From a managerial perspective, these findings suggest several actionable insights. Retailers in the pre-owned garment industry should emphasize the economic and environmental benefits of purchasing second-hand clothes in their marketing strategies. By addressing socio-cultural hesitations, such as concerns about hygiene, businesses can reshape consumer perceptions through proper cleaning protocols and transparency about product origins. Additionally, price sensitivity remains a key factor; therefore, businesses should focus on competitive pricing strategies and leverage consumer awareness about sustainability to drive sales. Tailoring these strategies to align with consumer motivations, especially highlighting cost savings and environmental consciousness, can strengthen customer engagement.

The societal implications of this study are significant, particularly in the context of sustainability and waste reduction. As the fashion industry is one of the largest contributors to environmental degradation, promoting the purchase of pre-owned garments can help mitigate its negative impacts. The positive relationship between environmental factors and purchase intentions suggests that consumers are increasingly prioritizing eco-friendly choices. This shift is essential for reducing textile waste, minimizing carbon footprints, and promoting a circular economy, which has been identified as a critical factor in sustainable development [30].

Furthermore, addressing socio-cultural barriers by promoting the acceptability and benefits of pre-owned clothing can foster a cultural shift toward more sustainable consumption habits. Public awareness campaigns focusing on the environmental and social benefits of purchasing second-hand garments can encourage more consumers to participate in this market, contributing to both environmental sustainability and economic affordability for lower-income consumers.

This study contributes to the existing body of knowledge by addressing several key gaps in research related to the pre-owned garment market, particularly in emerging economies like India. While much of the existing literature focuses on the pre-owned clothing market in Western countries, where environmental awareness and cost savings are well-established motivators, there is limited research that investigates consumer behaviour in developing markets, such as India, where socio-cultural and economic factors play a different role. The study adds to the literature by integrating a multi-dimensional approach that considers socio-cultural, environmental, hygiene, and economic factors. Previous research often isolates one or two factors, such as sustainability or cost-effectiveness [31,32], but this study comprehensively examines how these factors interact and influence purchase intention simultaneously. While many studies acknowledge the environmental benefits of second-hand clothing, this study specifically highlights environmental awareness as a growing motivator among Indian consumers. This reflects the global shift towards sustainable consumption but contextualizes it within an emerging market where such motivations are still developing. By doing so, the study contributes to a broader understanding of how sustainability trends are shaping consumer behaviour in different

parts of the world. Beyond academic contributions, this study offers actionable insights for businesses, marketers, and policymakers in the pre-owned garment industry. It provides recommendations on how to address consumer concerns—such as hygiene and product quality—and how to leverage environmental motivations to promote the adoption of second-hand clothing. This practical contribution is crucial for shaping industry strategies that align with evolving consumer preferences.

In the question of the managerial and societal implications of this study regarding previous studies the study highlights important managerial and societal implications for the pre-owned garment market in India. Hygiene is a significant barrier, aligning with previous research [33]. Managers can address this by emphasizing sanitization, transparent processes, and certifications, as seen in successful markets like Japan [34,35]. This builds consumer trust and enhances purchase intentions. Environmental consciousness is a growing motivator, echoing findings from Western markets [36]. Managers should focus on the sustainability of pre-owned fashion through eco-friendly certifications and partnerships with environmental organizations, as brands committed to sustainability can stand out [37].

Socio-cultural factors, such as peer and family influence, suggest the need for campaigns that promote second-hand fashion as trendy and socially acceptable [38]. Collaborating with influencers could normalize pre-owned garments among younger consumers. The economic appeal of affordability is crucial, consistent with findings in markets like Brazil and China [21]. Managers should emphasize cost savings and consider tiered pricing, discounts, and loyalty programs.

On the societal side, promoting second-hand shopping could reduce textile waste and carbon footprints [39]. Policymakers and environmental groups can use these insights to promote second-hand consumption as a sustainability strategy. The social equity angle is also important, as the pre-owned market provides affordable fashion for lower-income groups, bridging economic gaps [40]. Finally, shifting the stigma around second-hand fashion in India requires societal campaigns to promote its ethical and environmental benefits, much like the trend seen in Western countries where pre-owned clothing is now seen as fashionable [41].

CONCLUSION

The study supports all hypotheses, highlighting the negative impact of socio-cultural factors and the positive impact of economic and environmental factors on consumers' purchase intentions for pre-owned garments. The results underscore the importance of cost and environmental concerns in influencing consumer behaviour towards pre-owned clothing.

STUDY LIMITATION

Acknowledgement of any limitations that may affect the generalizability or validity of the study, such as the geographical focus on Delhi NCR, the reliance on self-reported data, or any limitations related to the sampling method. Additionally, the reliance on self-reported data could introduce biases, and the cross-sectional nature of the study limits our ability to observe changes in consumer behaviour over time.

Author Contributions

Josh P conceived the research idea and designed the experimental framework. Bansal V conducted the collected data and data interpretation. Both authors contributed to manuscript preparation and critical revision. All authors approved the final version of the manuscript for submission. Conceptualization – Bansal V, Josh P; methodology – Bansal V; formal analysis – Bansal V; investigation – Josh P; writing-original draft preparation – Bansal V, Josh P; writing-review and editing – Bansal V, Josh P; visualization – Bansal V, Josh P; supervision – Bansal V, Josh P. All authors have read and agreed to the published version of the manuscript

Conflicts of Interest

The authors declare no conflict of interest.

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ANNEX**QUESTIONNAIRE**

Have you ever purchased pre-owned garments?

☐ Yes ☐ No

Please indicate the factors that deter you from purchasing pre-owned garments:

- Concerns about item condition (damage, fading, stretching)
- Negative self-esteem associations
- Hygiene apprehensions
- Size uncertainty
- Perceived lack of value compared to new garments
- Concerns about social status
- Perception of being for lower-income individuals
- Discomfort with previously worn garments

What would motivate you to buy pre-owned garments in the near future:

- Attractive low-price points
- Assurance of quality and hygiene
- A hassle-free purchasing experience
- Awareness of the positive environmental impact
- The ability to express creativity through pre-owned fashion
- Improved accessibility to pre-owned garments
- Increased availability of designer/branded garments

What do you typically do with garments when you're finished using them:

- Donate them to those in need.
- Dispose of them.
- Ensure they are recycled.
- Use them as cleaning cloths.
- None of the above.

What percentage of your wardrobe would be pre-owned garments?

- Less than 25%
- 20%-40%
- 40%-60%
- 60 % above

- None

If yes, choose the following garments which of the pre-owned garments would you like to buy most?

Winter wear

- Sweater
- Overcoat
- Jeans
- Jackets
- Trouser
- Blazers
- Jeans

Summer wear

- Shirts
- T-shirts
- Dresses
- Cotton trousers

Occasional wear

- Designer dresses
- Designer suits
- Designer sarees

For the assertions, selecting a score of 1 indicates a strong disagreement with the statement, while selecting a score of 5 indicates a strong agreement. Alternatively, you have the option to encircle a numerical value within the centre of the scale to indicate the level of intensity associated with your viewpoint.

STATEMENTS	S.D. (1)	D. (2)	N. (3)	A. (4)	S.A. (5)
Why do you buy pre-owned garments?					
They get garments at a very low price.	1	2	3	4	5
They are getting merchandise otherwise They cannot afford it.	1	2	3	4	5
They get the latest design at a lower price.	1	2	3	4	5
The act of acquiring pre-owned garments offers the potential to mitigate one's environmental impact.	1	2	3	4	5

They are affordably able to don new looks every few weeks.	1	2	3	4	5
They get quality products at a very low price.	1	2	3	4	5
Being able to spend the same amount of money on more branded garments.	1	2	3	4	5
Give your input on social-cultural beliefs towards pre-owned garments.					
If I wear pre-owned garments, I am afraid my peer group will not consider me as someone of value.	1	2	3	4	5
I fear not adhering to the said social class, where I would like to belong.	1	2	3	4	5
I belong to a community where they see pre-owned garments as lowly.	1	2	3	4	5
My family and relatives see wearing pre-owned garments as a social disgrace to the family.	1	2	3	4	5
Our culture and tradition do not allow us to wear pre-owned garments.	1	2	3	4	5
Indians have a very strong dislike because of the perception towards cultural association with pre-owned garments.	1	2	3	4	5
Give your input on economic beliefs towards pre-owned garments.					
Buying pre-owned garments helps in saving money.	1	2	3	4	5
Buying pre-owned garments is a great way of wearing the latest fashion for a very small amount of money.	1	2	3	4	5
Pre-owned garments help you to have a great number of garments cost-effectively with low maintenance.	1	2	3	4	5
Pre-owned garments help you to have more disposable income.	1	2	3	4	5
Give your views on perceived hygiene towards pre-owned garments.					
The garments do not look neat and clean.	1	2	3	4	5
I do not feel garments are properly washed.	1	2	3	4	5
I always assume garments are dirty and smelly.	1	2	3	4	5
I have a fear of getting skin disease or any other disease.	1	2	3	4	5
What are your views on the following statements about the impact of fast fashion on the environment?					
Fast fashion is adversely impacting our environment.	1	2	3	4	5

Fast fashion is depleting our natural resources	1	2	3	4	5					
Climate change is mostly caused by human activity.	1	2	3	4	5					
I worry about the environmental issues.	1	2	3	4	5					
Sustainability is the key to safeguarding the planet for the future.	1	2	3	4	5					
Statements on Purchase intention towards pre-owned garments										
How often would you purchase pre-owned garments?	1. Monthly 2. Quarterly 3 Semi-annually 4. Yearly 5. None									
How much on average would you spend on purchasing pre-owned garments?	1. ₹1k–₹5k 2. ₹5k–₹10k 3. ₹10k–₹20k 4. ₹20k–₹40k 5. ₹40k or more 6. None									
What percentage of your wardrobe would be pre-owned garments?	1. Less than 25% 2. 20%-40% 3. 40%-60% 4. 60 % above 5. None									
Demographic Profile										
Respondents Information [Tick one box for each statement]										
Gender	Male [] Female []									
Age Group (In years)	18-25 [] 26-35 [] 36-45 [] 46-55 [] 56-65 []									
Qualification	Intermediate [] Graduation []									

	Post-Graduation [] Above post-graduation []
Income	Below 50000 [] 50000-100000 [] 100000-200000 [] 200000-500000 [] 500000-Above []
Occupation	Student [] Employed [] Self-employed [] Homemaker []