

## SECOND-HAND FASHION: A SUSTAINABLE CONSUMPTION OF USED CLOTHING AND PURCHASE INTENTION OF SHOPPERS AT THE THRIFT STORE

Surya Pratap Singh Rathore<sup>1</sup>, Mukesh Singh Negi<sup>2</sup>, Abhilipsa Mohanty<sup>3</sup>, Rakshit Jaswal<sup>4</sup>

<sup>1,2,3,4</sup>Dept. of Management , Lovely Professional University , India.

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### ABSTRACT

The youth frequently find themselves with a closet full of stuff but still nothing to wear as quick fashion catches up. The main contributing element now is the temptation to wear new things every day and the desire for constant novelty, which leads people to purchase more items and use them a limited number of times before throwing them away. Repeating clothing is a big no-no, especially with girls today! One frequently finds themselves in a position where items in a friend's wardrobe are more attractive than those in their own. Therefore, the purpose of this study was to find out the variables affecting the purchase intention of customers at the thrift store . In order to accomplish the goals of the study, a quantitative technique was employed to gather and analyse data. A total of 172 people were given questionnaires to complete, and try to find out what youth think of thrift store.

**Keywords:** charity shops, thrift store donors, thrift store shoppers, demographic comparison. Marketing Educators, Researchers, and/or Practitioners - This study profiles Thrift Store donors and buyers so that store and organizational leadership can develop better marketing strategies to reach these distinct groups.

### 1. INTRODUCTION

The youth frequently find themselves with a closet full of stuff but still nothing to wear as quick fashion catches up. The main contributing element now is the temptation to wear new things every day and the desire for constant novelty, which leads people to purchase more items and use them a limited number of times before throwing them away. Repeating clothing is a big no-no, especially with girls today! One frequently finds themselves in a position where items in a friend's wardrobe are more attractive than those in their own. A thrift store could provide a means of achieving a new contemporary look each day. In order to keep up with demand and boost profit margins, several segments of the fashion industry have embraced production methods that are becoming more and more unsustainable. However, other industries within the sector have started to include sustainable solutions in their product lines in response to a global interest in sustainability and its associated principles. However, consumers have been slow to implement sustainable adjustments to their consumption habits, a problem that many industries dealing with sustainable products in a market focused on quick turnover of commodities have to deal with.

Consumers are said to increasingly care about unethical behavior, but this attitude does not always translate to behavior (Bray et al., 2010), particularly in regard to fashion items (Joergens, 2006). This presents a challenge for marketers in an industry defined by rapid turnover of trends and associated disposal of 'unfashionable' apparel (Birtwistle and Moore, 2007; Morgan and Birtwistle, 2009). This research is required due to the mounting pressure that unethical rapid fashion practices are placing on social and environmental welfare as well as the possibility that sustainable fashion practices could reduce this pressure. As a result, the current study intends to investigate how fashion customers feel about buying sustainable clothing and to determine how the "rapid fashion" mentality affects these beliefs. It goes by a variety of titles, such as vintage, thrifting, second-hand, resale, and consignment, depending on your level of interest and integration, but it all comes to the same thing: purchasing and donning someone else's clothing. But this expanding market offers more than just that; for many, it also provides originality, affordability, and the satisfying feeling of saving something from the trash and lowering their environmental impact. Another approach to avoid so-called "quick fashion," the affordable stylish items produced cheaply in foreign factories, is to buy clothing from thrift stores.

#### Objective

- To determine whether the secondhand store is feasible.
- To determine the level of public awareness of thrift stores.
- To research consumer perceptions, behavior, and preferences.
- To comprehend the needs and demands of the consumers.

## 2. LITERATURE REVIEW

**Tully (2012)**, believes that shape second-hand shoppers' attitudes and the factors that influence their desire to buy second-hand fashion items. The study's conceptual development was guided by the theory of planned behavior (TPB). A self-administered online survey was used to collect data. The effects of consumer beliefs (environment, frugality, and-Profit thrift store) on second-hand fashion attitudes were empirically tested.

Attitude, subjective norms (SN), perceived behavioral control (PBC), and purchase intention for second-hand clothing at non-profit thrift stores was also investigated. According to the findings, consumers' environmental beliefs and beliefs about non-profit thrift stores influenced positive attitudes, which had the greatest influence on purchase intention. Furthermore, this study found that SN had an indirect effect on purchase intention by influencing attitudes.

**Gregson & Crewe, (2003.)** research that the increased awareness of environmental concerns and the growing popularity of sustainable fashion, the number and sales of thrift retail stores are rapidly increasing. However, there has been little research into thrift stores as a separate retail sector from the general second-hand retail sector, which includes both non-profit thrift stores and for-profit resale stores. To address this gap, this study developed a decision tree predictive model of thrift store shopping behavior (TSSB) and profiled thrift shoppers. The findings reveal the key motivators of TSSB, such as self-oriented factors (treasure hunting, seeking name-brand products) and other-oriented factors (responsible citizenship). There are also practical implications for thrift store managers.

**Wiese et al (2012):** state that Thrift stores can be thought of as conversion mechanisms because they accept merchandise from DONORS and then resell it to BUYERS. These are frequently distinct and separate groups. The challenge for Thrift Store owners is to appeal to each group separately as a place to donate and a place to shop for merchandise. This study profiles Thrift Store donors and buyers so that store and organizational leadership can develop better marketing strategies to reach these distinct groups.

**(Mortara and Ironico, 2011):** The term vintage has been overused in the media to describe pieces from previous collections that have no real-time anchorage other than the fact that they are not from a recent season. Furthermore, in order to capitalize on the consumer craze for vintage style, some second-hand shops have renamed their stock vintage clothing, which causes confusion in the minds of the uninformed consumer. The term "second-hand" refers to any piece of clothing that has previously been worn.

**Holbrook and Schindler (1996)** found that people of all ages can experience nostalgic emotions. Nostalgia is generally triggered by objects which the person remembers as being popular during his or her lifetime).

People very often "store their memories" in items from the past. This is consistent with the suggestion that objects serve as key stimuli in eliciting nostalgia. Authentic and genuine objects are much more effective in evoking nostalgic feelings because they hold the memories of "the real thing". Retro clothing "uses the potential of dress as a cultural signal of time and an important component of cultural memory, historic consciousness, and imagery. Unauthentic or fake objects may elicit brief moments of nostalgia, but not rich memories of the past. Also, it is likely that consumers experience nostalgia for products that are not sold anymore and for which they have lost contact for a period of time. This is probably one of the reasons why nostalgia plays a very limited role in senior consumers purchasing the oldest brands of perfumes. Consequently, nostalgic proneness should increase the intention to purchase genuine vintage pieces but should not be related to the purchase of second-hand pieces: H1a. The higher the nostalgia proneness, the greater the intention to purchase Second Hand Pieces.

## 3. METHODOLOGY

### THRIFT STORE

A thrift store is an online platform where clothing is recycled and sold at a cheaper price than retail. People may readily access thrift stores on Instagram at greatly reduced prices.

### STORY OF AN INFLUENCER

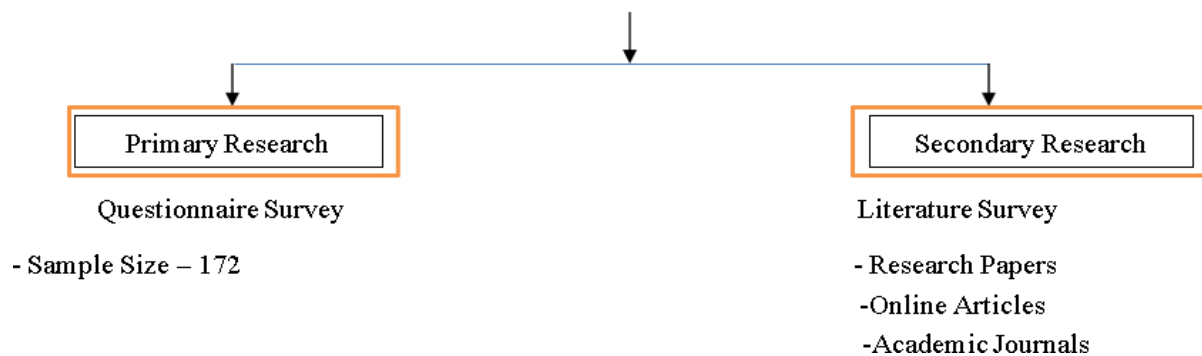
An established norm in the west, thrift stores where pre-owned outfits are sold are now making their way into the Indian market. Taking up the mantle to further boost the thrift store culture and sustainable fashion in India, fashion influencer **Aashna Hegde** recently launched **Out of Stock**, an exclusive thrift store on Instagram.

The idea emerged during the first wave of the pandemic when Aashna and her sisters realized that a lot of their clothing could be put to better use by others, especially the hampers they received during PR exercises. Now, with the launch of *Out of Stock*, Aashna's followers and fans can own what once belonged to the influencer.

**HER VIEWS:** "To find there is a method I can give back to my followers, as well as society, is absolutely elating," Aashna said of the effort. This second-hand business is my contribution to making the world a greener and nicer place. "Offering a varied selection of clothing, bags, and shoes, a portion of the earnings will be donated to animal shelters and

welfare organizations that assist them. Many people admire Aashna for her immaculate fashion sense and lovely demeanor. She is an influencer with a kind heart!

#### RESEARCH METHODOLOGY



#### Questionnaire Survey:

Sample Size: 172

The questionnaire survey was conducted randomly using the contacts which mostly are students from Lovely professional university. The survey was collected by our respondents manually filling out the questionnaire which resulted in 172 responses.

Analyzed using the SPSS software which is available at our college computer lab. Using this software, a series of cross-tabulations were performed between two or more questions, and the respective results were further analyzed.

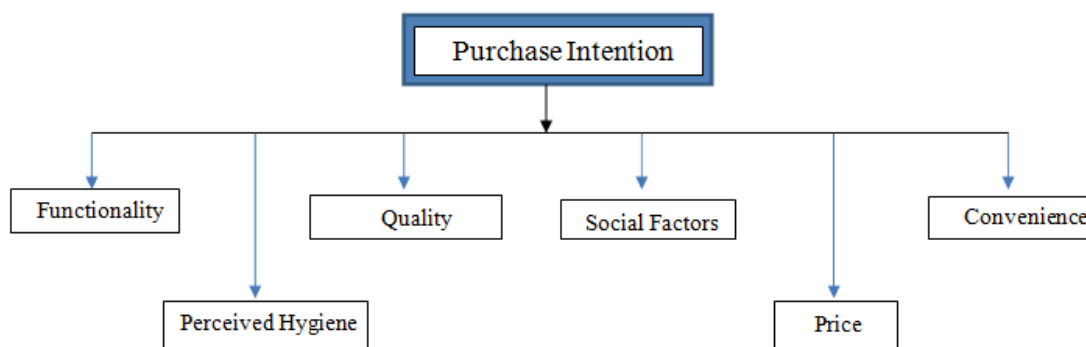
**Secondary research:** This secondary research was conducted based on a review of academic journals, research papers, and articles that were written regarding the subject of thrift shops and theories related to it that would be useful in comprehending and assessing the numerous elements involved.

#### Analysis applications:

Cross tabulation has been used for the analysis, for instance with SPSS and Google Forms (e-survey platform).

The information is then displayed using words and graphs in a conventional report format. Pictures and charts are used to illustrate the results.

### 4. PROBLEM STATEMENT



H1: There is a positive and significant influence of functionality on Purchase intention

H2: There is a positive and significant influence of Perceived Hygiene on Purchase intention.

H3: There is a positive and significant influence of Quality on Purchase intention.

H4: There is a positive and insignificant influence of social factors on Purchase intention.

H5: There is a positive and significant influence of Price on Purchase intention.

H6: There is a positive and significant influence of convenience on Purchase intention

From the first research question to the final solution, methodology plays a critical role. It displays the many approaches to gathering the required information and disseminating it. We decided to employ both a qualitative and a quantitative approach while picking the procedure.

In our study, we used a literature review and a questionnaire survey as our data collection techniques.

### 5. CONCLUSION

The aim of our research was to find a sustainable consumption of used clothing and the purchase intention of shoppers at

the thrift store. So, it can be concluded from the analysis done that shoppers are comfortable buying with all factors but only the social factor has a negative impact on the purchase intention of the consumers. However, it is analyzed from the survey only 53.5% of our respondents expressed comfort in purchasing second-hand clothing. While conducting the survey we personally asked the respondents the reason behind their discomfort and it was found that a huge number of them were skeptical about the social factors and good condition of the clothes.

However, if the thrift shop offers clean clothes in hygienic condition then they were willing to buy the clothes. In addition, since the percentage of consumers who would convert into 100 percent customers for a thrift store is 53.5% the model and concept can be taken further and includes risk. Any business model with 33%-66% of customer convergence can run but has its risks. It can be safely concluded on the basis of this survey that Rs.500- Rs.1000 was the most preferred price bracket. From the survey analysis, a majority of the respondents choose to buy and sell products in exchange for money.

During the survey, we got to know that people prefer offline thrift stores more than online thrift stores which is 57%. And 46.5% of people told that peer pressure affects them in buying second-hand clothing.

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