PURCHASE INTENTION ATTRIBUTES TOWARD SECOND-HAND CLOTHES: THE CASE OF LEBANESE RETAIL SECTOR

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Second-hand clothing (SHC) benefits society by reducing the waste of natural resources. The purchase of second-hand clothing is a debated research topic. It is not clear yet if caring for self, community, and nature drives the purchase of second-hand clothing. The target of this research is to explore the factors that influence purchase intention of second-hand clothing. The purpose is to examine the direct relationship between frugality, perceived environmental knowledge, attitude, environmental concern, mindful consumption, second-hand clothing purchase intention. This study is aimed at getting information from consumers' points of view. A questionnaire was provided to obtain the views, and how they were influenced by certain factors. A quantitative approach was adopted for the study by using a questionnaire, an online version where 308 forms were collected through the web by using Google form. The information collected through the self-administrative form is analyzed through statistical software SPSS, techniques to assess reliability and validity of measurements and scrutinize hypotheses testing results.

Keywords: second-hand clothing; frugality; perceived environmental knowledge; attitude; environmental concern

Introduction

Over the past two decades, second-hand clothing has become increasingly popular in Western culture. It is reasonable to recognize the growing interest in second-hand clothes, especially among the younger generation.

According to Williams & Paddock (2003), previous studies of second-hand clothing have identified many factors, including style and environmental considerations. The textile and clothing sectors are the second most polluted in the world.

According to Williams & Windebank (2000), the use of water and other natural resources is frowned upon as it leads to pollution and waste of valuable resources.
In this study, we look at what influences shoppers when buying second-hand clothing. This study is notable for being one of the few empirical studies of Lebanese cases. There is a lack of understanding regarding what motivates consumers to buy second-hand clothes. Given that clothing is the most frequently purchased product category in Lebanon, this research focuses on that industry.

**Problem statement**

Factors included the time and energy required to search through thrift stores and the stigma associated with buying used goods (Charles et al., 2009). However, in most previous studies, this topic has been considered mainly from an anthropological or social psychology point of view, so there is a lack of literature discussing the purchase of such clothing by the consumer from an economic point of view. Since the resources (such money) available to consumers and consumer likes and preferences strongly influence the demand for clothing and other items, this study is predicted to provide information that complements findings from an anthropological and social psychology perspective (Albinsson & Perera, 2009).

In addition, the impact that buying second-hand clothing has on the second-hand clothing sector as a whole and on the planet is reason enough to look into the practice of buying second-hand clothing. In light of this, the main objective of the study is to quantify the factors that influence the monetary costs of modest clothing purchases made by Lebanese consumers.

This research will add to the existing knowledge base on the demand for clothing and provide insight into the often overlooked habit of purchasing old clothes. As the fashion industry moves from fast to slow fashion, it may be possible to study the changing responsibilities of textile and apparel experts and identify the types of customers who are more likely to practice responsible clothing consumption. The findings will also be useful for businesses targeting customers interested in eco-friendly practices, such as consignment shops.

**Literature review and hypothesis development**

The literature review will highlight and explain the second-hand clothes purchasing in general and some key factors have been selected to test how they influence consumers’ intention to buy second-hand clothes.

**The relationship between frugality and intention to purchase second-hand clothes**

Frugality is seen as the opposite of an obsession with shopping. Buyers on a tight budget prefer to buy second-hand clothes because they can get the same or even better quality from them for a fraction of the price of brand new items (Joung & Park-Poaps, 2013).

As a bonus, frugal consumers are mindful when shopping for items to prevent unnecessary waste. Therefore, it is necessary to conduct discrimination tests that take into account possible consumer scale distortions such as compulsive purchasing.

Given the savings that may be made by purchasing previously loved items, it is reasonable to assume that frugal consumers have a favorable opinion of second-hand clothing according to Williams (2003).
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To save money, frugal shoppers choose second-hand clothes rather than brand new ones, even though the latter can be of higher quality, according to Williams (2002). Shoppers who care for their wallets are less likely to make a purchase.

Due to the potential for bias in a large sample of consumers due to factors such as compulsive buying, it is important to conduct discrimination tests that take these factors into account (Gunelius, 2012).

Therefore, it is logical to assume that frugal shoppers have a positive attitude towards buying second-hand clothes owing to the financial advantages of the second-hand fashion, according to Varian (2014).

Therefore, the following hypothesis was proposed.

H1: There is a positive significant relationship between frugality and intention to purchase second-hand clothes.

The relationship between attitude and intention to purchase second-hand clothes

According to Gregson & Beale (2004), positive attitudes toward purchasing things such as organic food, luxury goods, or counterfeits are strongly associated with the desire to buy. In contrast, consumers with unfavorable sentiments were less likely to make a purchase. Some people, for instance, may think that second-hand clothing that has been worn by a variety of different people previously is dirty and of low quality according to Tinson & Nuttall (2007).

The negative attitude towards used clothing is one of the factors contributing to the refusal of people to buy used goods. As a result, it is suggested that consumers’ attitudes towards buying used clothing influence their propensity to do so, according to Steinbring & Rucker (2003).

Second-hand clothing that has been worn by many people before may be seen as unclean and of poor quality to some. According to Fisher et al. (2008), people's negative attitudes towards second-hand clothes play a role in their aversion to frugality. This leads us to the hypothesis that shoppers' attitudes towards thrift stores affect how often they buy used clothing.

H2: There is a positive significant relationship between attitude and intention to purchase second-hand clothes.

The relationship between perceived environmental knowledge and intention to purchase second-hand clothes

Most studies on the relationship between knowledge and actual behavior have found a positive relationship. According to Robbins (2011), behavioral intent (in particular, the desire to buy environmentally friendly products) seems to require a certain level of knowledge about the environment.

Therefore, environmental literacy is often defined as “human knowledge of the facts, ideas and relationships surrounding the natural environment and its major ecosystems, according to Norum (2003). In addition, it refers to how well informed people are about environmental issues and the impact humans have on the planet according to Ramsey & Schafer (2002). As a result, they are more likely to prioritize environmentally friendly items when trying to contribute. Thus, we derive the following:

H3: There is a positive significant relationship between perceived environmental knowledge and intention to purchase second-hand clothes.
The relationship between environmental concern and intention to purchase second-hand clothes

Although caring for the environment has been conceptualized in different ways, it has become a central concept in the environmental behavior literature, with consistent empirical evidence supporting a link between caring for the environment and the intention to buy green products, according to Mitchell & Montgomery (2010).

It is human awareness and willingness to participate in efforts to conserve natural resources. Kane (2012) has shown that a person's attitude towards sustainable products are influenced by environmental issues in addition to environmental knowledge. Therefore, we tend to assume that:

H4: There is a positive significant relationship between perceived environmental knowledge and intention to purchase second-hand clothes.

Population and sample

The sampling method in this study is convenient, where the reference is to the questionnaire. It makes sense to have a sample of mostly Lebanese customers who buy organic products. It makes sense to have a sample of mostly Lebanese.

However, the main reason for choosing a convenience sample is to ensure that participants have similar demographic characteristics to reduce the variance they may cause.

Data collection

The questionnaire consisted of demographic questions concerning the respondents' SHC shopping experience, age, education, income, and research questions. The total sample is 308 respondents; the survey questionnaire included a screening question about the intention to buy second-hand clothes, so only respondents who had already received an examination were included in the sample.

Demographic statistics

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Female</td>
<td>207</td>
<td>67.2</td>
<td>67.2</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>101</td>
<td>32.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>308</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

The sample addressed in this research consisted of 308 respondents, of which 207 were women, which is equivalent to 67.2% of the entire sample, and 101 were men, which is equivalent to 32.8% of the sample.
The sample addressed in this research consisted of 308 respondents, 22 respondents constituting 7.1% falls in the age range of 10 years to 20 years old, 194 respondents constituting 63% falls in the age range of 20 years old to 30 years old, and 75 respondents falling in the age range of 30 years to 40 years old constituting 24.4% of the sample addressed.

In addition, 15 respondents constituting 4.9% fall in the age range of 40 to 50 years old and 2 respondents constituting 0.6% are of age above 50 years old.

### Reliability analysis

The Cronbach Alpha for "frugality" was 0.744, while for "perceived environmental knowledge" it was 0.708. The Cronbach Alpha for the item measuring attitude was 0.822, that for "Environmental Concern" was 0.725, and for "Second-Hand Fashion Purchase," it was 0.798.

As the Cronbach Alpha for each value was more than 0.7, we may conclude that the validity of each variable has been established statistically.

### Regression analysis

Referring to the above model, it can be noted that the addressed independent variables which are Frugality, Perceived Environmental Knowledge, Attitude, Environmental Concern, and Mindful Consumption scored R (0.704) which means that the strengths and the
The association between these variables and the intention to purchase toward second-hand clothes are 70.4%.

Table 4 - Model summary
(Source: SPSS version 2020)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.704a</td>
<td>.465</td>
<td>.355</td>
<td>.687</td>
</tr>
</tbody>
</table>

aPredictors: (Constant), Frugality, Perceived Environmental Knowledge, Attitude, Environmental Concern, and Mindful Consumption

In other words, these independent variables mentioned tends to impact the purchase intention toward second-hand clothes by 70.4%, and 29.6% of the variables are not addressed in this model.

However, the R2 scored in this model is 46.5% which means that 46.5% of the variation in the purchase intention toward second-hand is explained by the variation in the independent variables mentioned

Table 5 - Dependent variable: intention to purchase second-hand clothes
(Source: SPSS version 2020)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.217</td>
<td>.216</td>
<td>Beta</td>
<td>5.636</td>
</tr>
<tr>
<td>Frugality</td>
<td>.393</td>
<td>.060</td>
<td>.395</td>
<td>5.883</td>
</tr>
<tr>
<td>Perceived</td>
<td>.388</td>
<td>.070</td>
<td>.388</td>
<td>5.114</td>
</tr>
<tr>
<td>Environmental</td>
<td>.307</td>
<td>.061</td>
<td>.319</td>
<td>5.375</td>
</tr>
<tr>
<td>Knowledge</td>
<td>.336</td>
<td>.063</td>
<td>.337</td>
<td>6.333</td>
</tr>
<tr>
<td>Attitude</td>
<td>.433</td>
<td>.063</td>
<td>.442</td>
<td>6.296</td>
</tr>
<tr>
<td>Environmental</td>
<td>.336</td>
<td>.063</td>
<td>.337</td>
<td>6.333</td>
</tr>
<tr>
<td>Concern</td>
<td>.433</td>
<td>.063</td>
<td>.442</td>
<td>6.296</td>
</tr>
</tbody>
</table>

The regression below examines the relationship between independent variables such as Thrift, Perceived Environmental Knowledge, Attitude, Concern for the Environment, and Mindful Consumption, and the dependent variable, which is Intention to buy used clothing. The significance level for all mentioned independent variables show a level below 0.05, which means that there, is a significant relationship between these independent variables and intention turnover.

Since all variables have margins of error less than 0.05, the null hypothesis indicating that there is no relationship between these independent variables and the intention to buy second-hand clothing is rejected.

The alternative hypothesis will be accepted which states that there is a relation between the independent variables which are frugality, perceived environmental knowledge, attitude, environmental concern, and mindful consumption, and the dependent variable which is the purchase intention toward second-hand clothes.
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The following equation can be formulated:

\[ Y = A + BX1 + BX2 + BX3 + BX4 + BX5 \]

Purchase Intention toward Second-hand Clothes = 1.217 + 0.393 Frugality + 0.388 Perceived Environmental Knowledge + 0.307 Attitude + 0.436 Environmental Concern + 0.433 Mindful Consumption

This implies that, for every 1% increase in frugality, purchase intention toward second-hand clothes will increase by 39.3% and for every 1% increase in perceived environmental knowledge, purchase intention toward second-hand clothes will increase by 38.8%.

Moreover, for every 1% increase in attitude, purchase intention toward second-hand clothes will increase by 30.7% in addition, for every 1% increase in environmental concern, purchase intention toward second-hand clothes will increase by 43.6%. Finally, for every 1% increase in mindful consumption, purchase intention toward second-hand clothes will increase by 43.3%.

Discussion of findings

The study found a significant correlation between frugality and the likelihood that a person would consider buying second-hand clothes. Accordingly, H1 is accepted. Customers are becoming more frugal as a result of their desire to save money and the realization that they may get new, high-quality items at prices comparable to or even lower than those of previously owned products.

Most people who buy second-hand goods do so because they want to spend less money. There are positive correlations between frugality and the intention to purchase second-hand clothes. The interviews with owners of many upscale thrift stores confirmed the results of the Lean Consumption study. Second-hand clothes shoppers are often motivated by a desire to save money, but collectors of vintage garments have other priorities.

When people felt down, they had no motivation to go shopping. Some people, for instance, may have the impression that second-hand clothes, which have likely been worn by a variety of different people before them, are dirty and of poor quality. Aversion to second-hand clothing was cited as a key factor in the general dislike of second-hand clothes.

Consumers' attitudes towards buying second-hand clothes play a role in determining how often this option is chosen.

Customer satisfaction also correlates with a person's propensity to use an online clothing rental service. A person's propensity to be thrifty affects their propensity to shop at non-profit thrift stores that sell used clothing. Shoppers are less likely to buy used items due to the negative connotations associated with them.

The research found a favorable correlation between second-hand clothing attitudes and willingness to buy them. Accordingly, H2 is accepted. Positive attitudes towards purchasing things such as organic food, luxury goods or fakes are closely related to real purchases.

The research found that there was a positive correlation between environmental literacy and the likelihood that a person would buy second-hand clothing.

This proves the acceptance of H3. This suggests that the degree to which a person perceives information about the environment can influence their desire to act (or, more
precisely, their intention to buy organic products). The extent to which people is aware of environmental issues and the potential consequences of their actions also matters. People may feel more pressure to purchase organic products in order to act responsibly.

Being more aware of the impact of their actions and have a more positive outlook on environmental issues, environmentally conscious individuals are more inclined to take positive steps to improve the environment.

Consumers who are exposed to environmentalist ideas on issues that directly affect their lives are more likely to reflect on how their own choices affect the natural world. Environmental data plays a crucial role in the decision-making process throughout the many phases of consumer research. Consumers may change their minds about the environmental consequences of their own and society's unsustainable actions as a result.

The results showed a favorable correlation between environmental awareness and the likelihood of buying second-hand clothing. With this evidence, we can accept H4. This means that empirical studies have again and again shown a correlation between consumers' concern for the environment and their willingness to buy products produced in an environmentally friendly way.

Ultimately, what matters most is everyone's sense of duty and commitment to protecting the environment. One study concluded that people's preferences for organic products are determined solely by their environmental consciousness.

The concept of "caring for the environment" refers to a state of mind in which people recognize the danger to the natural world but are still willing to take action to protect it. The level of personal responsibility of a person for assistance in solving environmental problems is presented in environmental standards. The value people place on themselves, other people, and the planet shapes how they view environmental issues.

**Theoretical implications**

This study looks at brand theory, the price, the risk, and the location of a seller, as well as the consumption and buying habits of second-hand goods. A number of scholars' perspectives were included into this analysis as well. As a result, this research will contribute to the ongoing discussion and debate around the concepts of a brand, price, and risk. This research findings pave the way for more research into the factors theorized to affect the buying of second-hand products within the context of consumer behavior theories.

Evidence that consumers' purchasing habits may impact their decisions to acquire second-hand goods has been included. This may be beneficial for ideas on frugal stores, both online and off. The purpose of this study is to better understand the factors that lead young adults to purchase second-hand luxury fashion items from online retailers.

The results demonstrate that customers purchase second-hand luxury items in online stores for aesthetic, financial, and practical reasons. The results are consistent with earlier studies showing the influence of both rational and irrational considerations in the second-hand market.

This study shows that although financial considerations play a factor in the purchasing of second-hand luxury clothes online, critical, and stylistic considerations have a significantly larger influence. This trend may indicate that buyers are becoming more conscious of their purchases' potential negative effects on society and the environment. Recognizing the trendiness of clothing has a major impact on the perceived value of online
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luxury second-hand stores, but concern with one's social standing has a little impact. The results show the value of studying online shoppers' decision-making processes. The current study is aimed at investigating the economic, critical, hedonic, fashion and status-seeking, and buying intents of online second-hand luxury clothing purchasers.

Managerial implications

The study results may be used practically by marketing managers. It is generally agreed that companies and their managers will prosper if they have a deeper understanding of their customers and their behaviors so that they can better target their audiences with relevant and engaging advertising. As the usage of the Internet has expanded, several e-commerce web applications and smart devices have been created. The growing use of social networks (like Facebook) and mobile phones has also revolutionized the second-hand market across all income brackets.

This study is unique since it examines the role of price, risk, brand, and marketplace on customer behavior when buying second-hand items. The findings of this thesis demonstrate that consumers place varying importance on price, risk, brand, and location while making second-hand purchases. Second-hand goods company managers may use the findings of this study to shape effective marketing strategies.

Practical implications

The findings of this research might be useful for online luxury consignment stores that also offer gently worn items. This study found that young adults' motivation to purchase online second-hand luxury fashion products was influenced by fashion, critical, and financial factors. Luxury fashion retailers selling their products online should serve their customer base of tech-savvy individuals by stocking their shelves with items that are on the forefront of style. Another factor that may sway these young people in the company's favor is its commitment to doing well in the world.

Gucci and other high-end brands are welcome to team up with other upscale consignment shops. Luxury items may be kept in circulation for longer if purchasers are encouraged to resell their gently used garments and accessories. Online retailers of second-hand luxury goods might benefit from a deeper understanding of their customers' online buying intentions by adopting more strategic online marketing practices.

Limitations and recommendations for future research

This is problematic because the age of the respondents varies greatly. Studies with similar age groups are needed to provide a complete picture. One limitation of the study is that the majority of customers bought second-hand clothes, accessories, and footwear, which reduces the relevance of the results to the broader population.

Therefore, the various product categories should be the focus of further study in the future. Independent research into second-hand goods purchases would reveal the relationship between brand, price, risk, and location. Product performance, product durability, and customer feedback on quality were not considered. As a result, it seems that more research is
needed on the role played by product quality. Therefore, the author considers this issue to be a shortcoming of the present study.

More than 308 people were interviewed during the study. Substantial data analysis was required all through the writing process.

**Conclusion**

In conclusion, economic, critical, and fashion-related factors have a significant impact on the perceived value and purchasing intentions of young adult customers when shopping for second-hand luxury goods online. It is important to consider what other aspects of the secondary market for high-end second-hand clothing and accessories might attract shoppers' attention. Factors such as gender and ethnicity can also be examined for their potential mediating and moderating effects on the study results.

Given the widespread use of influencer marketing in the fashion industry, more research is needed on its impact on consumer perceptions and decisions about second-hand luxury goods.

**References:**


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