

Factors Influencing Indian Youth's Decision to Purchase Secondhand Clothing in Delhi-NCR

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Abstract

Secondhand clothing is a contemporary trend among India's youth, who are noted for their commitment to eco-friendly purchasing practices. Despite this, the majority of customers indulge in these practices, primarily because they are perceived as fashionable. In other instances, it acts as a justification for purchasing more clothing. This does not appear to be motivated by sustainability or environmental concerns. There hasn't been much research into why Indian youth purchase secondhand clothing. In recent years, this generation has been identified as more inclined than others to recycle their old garments. Many youngsters in India view shopping for secondhand clothing as a sustainable type of consumption for a variety of reasons, including environmental concerns. Consideration is also given to thrifting as a component of the clothing consumption of Indian youth. This study seeks to identify factors that affect the decision to purchase secondhand clothing among Indian youth residing in the Delhi-NCR. It also analyzes each of the factors, which are characterized by both excessive consumerism and, to some extent, environmental consciousness. Empirical conclusions are drawn using an online survey in the form of a questionnaire created with Google Forms with a sample size of 300 young men and women from the selected region. Some of the respondents had limited perspectives and awareness regarding sustainable methods in the apparel sector. Their consumption behavior was primarily influenced by current fashion trends and economic concerns. The applicability of the findings of this study to other parts of India, where secondhand clothing has not gained the same level of popularity as in the Delhi-NCR, may be examined. This is due to variations in awareness of secondhand clothing across the country.

Keywords: Secondhand clothing, Indian youth, sustainable consumption practices, consumer behavior, decision to purchase

Introduction

Numerous studies demonstrate that consumers' purchasing habits are shifting and that secondhand clothing is becoming increasingly popular. It has been a long-standing practice to purchase and sell secondhand clothing, which is an important part of the circular economy since it can result in fewer negative effects on the environment and help promote the reduction in resource consumption and waste creation that is required to stay within the planetary boundaries (Shirvanimoghaddam, et al., 2020). There is a long tradition of secondhand clothing consumption in some European countries. Historically, the secondhand marketplaces in the countries of Western Europe have been controlled by non-profit organizations such as the *Red Cross* and the *Salvation Army* that own enterprises that operate without the goal of making a profit (Valor, Ronda and Abril, 2022). There is a growing corpus of research on the different sorts of business influencers that are involved in circular markets, such as the market for secondhand clothing. For instance, there are studies that investigate the market for secondhand clothing from the perspective of businesses. These studies investigate topics such as business models, marketing tactics, and design for slow fashion, as well as institutional barriers and drivers for businesses' adoption of in-store take-back systems (Gossen and Kropfeld, 2022). In 2021, 40 percent of British customers bought from the secondhand market, while 28 percent donated to charity shops. Over the past two decades, the market for secondhand clothing in France has exploded. The COVID-19 lockdown period further resulted in 12 million Americans purchasing secondhand clothing in 2020, which led to 66 million previously owned goods finding new owners.

Due to technological advancements such as the proliferation of internet apps and new electronic gadgets, consumers now have access to a wider range of easy options for purchasing and selling goods. As a result of the rise of social media and mobile technology, the secondhand clothing market has undergone significant transformations. Widespread advertising campaigns and foreign investments on both classic marketplaces like eBay and cutting-edge sites like Olx and Quikr have made them ideal places to purchase and sell secondhand clothing. At *Fashion's Night Out*, Vogue was the first to organize a sale of discounted designer handbags donated by influential women. Lines of chic Delhi shoppers waited to donate to charity at this event at a shopping center.

The recycling of secondhand clothing in India is still in its infant stages at the moment, and the rate of recycling waste clothing is significantly lower than the overall use rate of textiles in the country. Until now, secondhand clothing has predominantly been recycled by various upcycling and recycling companies. Online secondhand businesses are

popular with “disadvantaged individuals who cannot afford new clothing from normal retail shops” (Attiq, et al., 2021). Individuals in the underprivileged sector are those who lack the financial means to purchase new apparel. The majority of people who purchase secondhand clothing are from lower socioeconomic backgrounds; however, Koay, Cheah and Lom, (2022), are also of the view that even well-to-do people participate in the secondhand purchases. A rational consumer is one who chooses the best course of action in order to maximize their utility and reap the greatest rewards. Despite the fact that secondhand clothing imports are banned in India, the country does allow the import of woollen fibers, including “*mutilated hosiery*,” the industry name for woollen clothing that has been shredded mechanically in the West before being exported.

Secondhand clothing, once in the hands of households and individuals, has a significant domestic market in India, where it is recycled. Within this context, the materiality of fabric serves as a strategy for reshaping and redefining identities and self-expression. Following the global pandemic in 2020, when the world economy was facing its most severe downturn, the online demand for secondhand clothing in India surged threefold. Remarkably, Indian suppliers continue to experience strong demand for secondhand clothing, even as the global economy exhibits only modest signs of recovery.

New Delhi holds a longstanding reputation as the country’s “fashion capital” and is widely recognized as a hub for secondhand clothing commerce. Despite a recent proliferation of stores offering branded clothing in the city, the popularity of the flea market remains unwavering. While Indian youth constitute the primary customer base for these stores due to budget constraints and a preference for effortless fashion, other secondhand clothing vendors assert that their clientele spans all walks of life, including senior officials and affluent families, who occasionally shop for secondhand clothing too. This makes it imperative to explore what influences the purchase of secondhand clothing, “as this is not a simple type of commerce, it’s a way of life, a means of gaining what we need and discarding what we don’t” (Nguyen, et al., 2022). As a result, more research is needed into how people shop for secondhand clothing and what influences their decision to purchase secondhand apparel. This is an exciting area of research, given the rise in popularity and commerce in this sector. Since secondhand clothing sales have skyrocketed over the last two decades, experts have taken an interest in the phenomenon and the resulting question, “Why do people purchase secondhand clothing?” (Issock, Roberts-Lombard and Mpinganjira, 2020). This study aims to identify and understand factors that impact Indian young adults’ decisions to purchase secondhand clothing.

Selection of dependent variable

Decision to purchase (DTP)

A consumer goes through a more intricate process for each and every decision that he or she makes, and the only visible evidence of this process is the actual purchase that is made. Nevertheless, every option for making a purchase is one of a kind and requires a one-of-a-kind expenditure of both one's time and one's work (Hur and Cassidy, 2019). One of the most fundamental responsibilities of marketing management is to precisely describe the customers who may be interested in purchasing the goods. By gaining an understanding of the consumers' values, which are related to product features, as well as the consumers' perceived economical, emotional, and social implications of using secondhand clothing, a retail strategy and management can gain the ability to offer customized services that are then put into action. This is because marketers are primarily interested in the purchase decision-making process. The process that customers go through when they make purchases is known as 'consumer behavior', and it incorporates a number of aspects that play a role in determining their choice. The decision to purchase a product or service often comes at the end of a drawn-out and meticulous process that may involve searching for extensive amounts of information, comparing and contrasting different brands, and conducting an evaluation. The term 'consumer buying behavior' refers to the purchasing patterns of the end user, or 'final consumer'. The consumer's decision-making process, buying habits, purchasing behavior and the retailers they go to, all have their roots in a number of components, particulars, and characteristics. These origins may be traced back to the consumers themselves. A decision to purchase is somewhat a culmination of each and every one of these considerations. Consumers' purchasing decisions are influenced by a variety of factors, including personal, psychological, economic, and socio-cultural influences. This research investigates how product features, price sensitivity, status symbol, location, emotions and experience influence the purchasing decisions of Indian youth regarding secondhand clothing.

Selection of independent variables

In an attempt to identify the factors that impact the purchase of secondhand clothing, ten research constructs were taken into consideration for the study that were borrowed from existing literature but modified for the research to fit with the context of Indian youth (Table 1). Herein, as validated in previous studies, the selected five variables were measured using scale items recommended by five theoretical frameworks, as

listed in the literature review. Subsequently, product features (PF) were measured with five scale items recommended by Orth and Malkewitz (2008), and price sensitivity (PS) was measured with five scale items recommended by Beneke and Zimmerman (2014) and Thanasuta (2015). Furthermore, status symbol (SS) was measured with five items developed by Eastman, Goldsmith, and Flynn (1999). Similarly, location (L) was measured with five items developed by Clouse (2017), and lastly, emotions and experience (EE) were measured with five items developed by Holbrook, et al. (1986).

Table 1: Factors affecting Indian youth's decision to purchase secondhand clothing

Selected Factors
1. Product Features
2. Price Sensitivity
3. Status Symbol
4. Location
5. Emotions and Experience

Product Features (PF)

The literature on Gestalt Theory suggests that humans perceive an object not as a sum of its individual parts but rather as a complete “gestalt,” or whole entity (Wertheimer, 1925). For example, when people see an item of clothing, they generate an overall impression of the holistic design as “all elements working together” (Orth and Malkewitz, 2008) rather than evaluating each design element, such as shape, color, or symbolism, separately. According to studies, buyers prefer products whose designs adhere to the Gestalt laws of proportion and unity (Veryzer, 1993).

Price Sensitivity (PS)

There's no denying that price plays a huge role in how people feel about things available in the market. According to Beneke and Zimmerman (2014), price is a real clue that customers use in making purchases. The Attribution Theory indicates that buyers may mistakenly attribute a cheap price to subpar quality because they misinterpret the reason for the low price (Lichtenstein, Ridgway, and Netemeyer, 1993). According to Vehmas, et al. (2018), consumers who are quite sensitive to prices are more likely to make a purchase. Santos, et al. (2016) observe that when faced with a choice between low-priced secondhand clothing and more expensive national brands in the same category, young customers opted for the former. Since they are both high-quality and inexpensive, secondhand clothes tend to thrill and entice young buyers.

Status Symbol (SS)

According to Eastman, Goldsmith, and Flynn (1999), status consumption is the process by which people attempt to improve their social standing through the consumption of consumer goods that impart or symbolize status for both the person and the thing consumed.

Location (L)

When consumers are looking for a specific item, they may have to spend a considerable amount of time in their search. It could take several weeks and multiple trips to car boot sales, thrift stores, and flea markets before shoppers discover the specific item they're looking for—if it can be located at all. While consumers are looking for a particular piece of clothing, they are compelled to go through the entire apparel section, which can be a time-consuming task. In the less affluent neighborhoods of the city, one can occasionally come across used clothing for sale. The effect on consumer behavior is highly context-dependent. It is possible that a specific location can convey information about the social standing of the people who live there and their spending patterns. The five characteristics as defined in the Place Image Theory are 'brand' or intended message conveyed by the location; the consumer's 'visual image', how they perceive the location visually; 'reputation' or image of the location; 'sense of place', an individual's personal experience and connection to the location; and 'identity', the extent to which individuals associate themselves with the place (Clouse, 2017).

Emotions and Experience (EE)

Emotions triggered by material purchases enrich people's lives. Consumers shop for goods to fill needs and fulfill desires; therefore, it stands to reason that they place a premium on having a good time while doing so. These feelings function as a kind of feedback mechanism, letting buyers know if their purchases were worthwhile. Furthermore, the feeling of good emotions like joy and excitement is itself an aim of much consumer behavior because these emotions are naturally fulfilling. According to the Theory of Consumption Emotions, feelings such as happiness, sadness, anger, and fear are the structural dimensions underlying emotional categories like pleasantness and unpleasantness, relaxation and action, and calmness and excitement (Holbrook, et al., 1986).

Background and Hypotheses Development

There are only a handful of studies in India that have attempted to categorize young customers according to the kinds of purchases they make. Yadav and Siraj (2016) observe

substantial manifestations of variety-seeking and meticulous shopping practices among Indian youth. According to the findings of the research carried out by Chaudhary and Dey (2016), it is hypothesized that Indian youth are materialistic, hedonistic, and brand conscious. It's possible that they use their buying decisions as a way to construct their identities, gain approval from their peers, and reduce the amount of uncertainty in their lives. Thangavel, Pathak and Chandra (2019) state that Indian youth, who are in a perpetual mode of disposable fashion, have a tendency to yearn for a variety of options. This mantra of 'economical fast fashion' may explain why the youth are resorting to using secondhand clothing, especially considering how widespread this practice is in the west. Having said all of this, according to Dey and Srivastava (2017), Indian youth demonstrate a higher level of sensitivity towards the environment and take social responsibility very seriously. Being a generation with strong social motives and peer influence, thrift shopping is preferred over generic alternatives. Hedonistic shoppers buy carefully and selectively, often renting expensive clothes, to appear trendy, while their utilitarian counterparts use it to appear to be "smart buyers." This preference for mindful shopping over customary alternatives can be attributed to the fact that this generation likes to shop after gauging diverse options.

Prior to formulating the research objectives, this study sets out to examine the topic of secondhand clothing and, more particularly, the factors that affect consumers' decisions to purchase. As a result, the approach used in this study is one of deduction (Bryman and Bell, 2011). In addition, the quantitative method was employed to address the research challenges that are common in the social science study field when a deductive approach is used. Using the deductive technique, a survey was devised to gather the essential data. To answer the research questions, the survey data was analyzed. Research on the "why" of customers purchasing secondhand clothing indicated that this was the primary focus of previous studies (Guiot and Roux, 2010, Williams and Paddock, 2003, Scitovsky, 1994).

An individual or organization that makes a purchase of garments for themselves or for the benefit of others is referred to as a "client" (Solomon, 2012). The selection, acquisition, use, and disposal of clothing or services are all examples that denote "consumer behavior" (ibid.). For example, when someone decides to purchase clothing, they go through a series of steps, including recognizing their problem, gathering information, evaluating their options, and finally making a purchase. Individual and environmental factors such as culture, the reference group, social class, family, and household have been found to have a significant impact on customers' purchasing

decisions in previous studies. These include demographics and customer perceptions as well as knowledge, inspiration, learning, personality traits, thoughts, and lifestyles (Sata, 2013). Customers also take into account additional factors when making clothing purchases, such as product attributes, product pricing, status symbol, location, and emotions and experiences. According to the type of clothing and the buyer's personality, these elements can differ. Consumers' priorities shift to pricing and functionality when purchasing delicate technological items like cell phones (Sata, 2013). Even so, it is not always easy for the buyer to find a similar piece of apparel. A jacket, for example, is on the wish list of a potential customer. Market locations offer a wide variety of jackets for him to choose from. Customers make clothing purchases based on a variety of factors, including the quality of the goods, the brand name, the price, societal norms, and the geographic area. While this may be the case, all of the criteria above are intertwined. There is a strong association between the product attributes, pricing, and experience in the garment industry (Huang, Schrank and Dubinsky, 2004), and these factors all have an impact on how the public perceives the brand (Jacoby, Olson, and Haddock, 1971).

The purpose of this research is to identify factors that affect Indian youth's decisions to purchase secondhand clothing. The current study's research questions necessitated the creation of a research model (Figure 1). When it comes to acquiring secondhand clothing, there are five factors that could impact a customer's decision to purchase: product features, price sensitivity, status symbol, location, and emotions and experience. These variables, in contrast, are all interconnected. Thus, the following hypotheses were developed:

H1: Product features have a significant effect on consumers' decisions to purchase secondhand clothing.

H2: Price sensitivity has a significant effect on consumers' decisions to purchase secondhand clothing.

H3: Status symbol has a significant effect on a consumer's decision to purchase secondhand clothing.

H4: The seller's location (marketplace) has a significant effect on the consumer's decision to purchase secondhand clothing.

H5: Human emotions and experiences have a significant effect on consumers' decisions to purchase secondhand clothing.

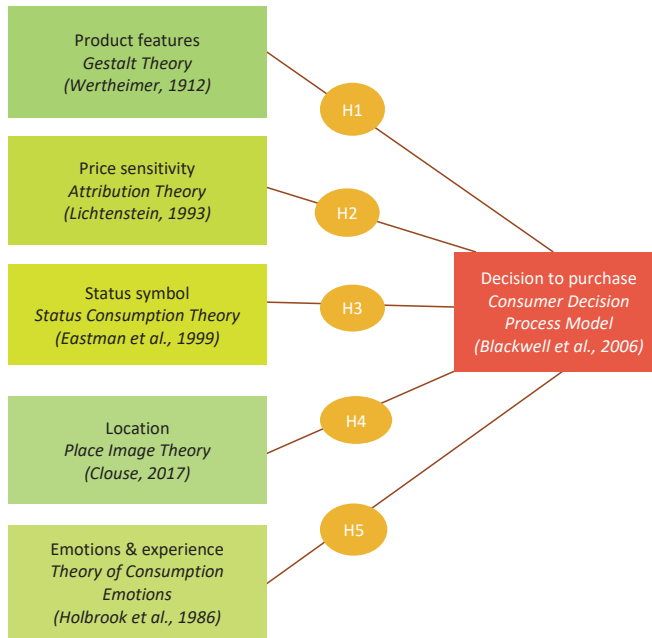


Figure 1: Research model followed for the study

Research Methodology

For this study, an investigation was conducted on factors including product features, price sensitivity, status symbol, location, and emotions and experience that influence a customer’s decision to purchase secondhand clothing. Quantitative techniques and a cross-sectional study design were used to select the respondents. Three hundred young Indians residing in Delhi-NCR between the ages of 20 and 28 filled out the online survey to ensure it was representative of the intended audience. There was a median age of 25. A total of 180 females and 120 males were selected to ensure a balanced representation of both sexes in the data. Additionally, throughout the time period in which data was collected, all respondents were located in the Delhi-NCR.

Questionnaire design

A lot of the present study’s focus has been on factors that affect people’s decisions to purchase secondhand clothing. With this survey, respondents were provided with a brief introduction that explained what was being asked of them, the study’s purpose, and any privacy concerns they might have, according to the five sections of the questionnaire (Table 2).

Table 2: Scale items of the questionnaire

Section	Variable	No. of scale items	Items	Theoretical framework
1.	Product Features (PF)	5	I think secondhand clothes are sometimes found in excellent quality.	“Gestalt Theory” (Wertheimer, 1925)
			I think secondhand clothes are sometimes found in the most outstanding and unique colour combinations.	
			I think secondhand clothes have sometimes a wonderful overall image that is hard to resist.	
			I think secondhand clothes are sometimes found in excellent shape and fit that are hard to find.	
			I think secondhand clothes have sometimes the most extraordinary fabric textures and surfaces.	
2.	Price Sensitivity (PS)	5	I think secondhand clothes are affordable, especially for those on a tight budget.	The Attribution Theory (Lichtenstein, Ridgway and Netemeyer, 1993)
			I think secondhand clothes are worth their money, since trends change so often.	
			I think I can buy triple the times of secondhand clothes in my budget, as compared to buying brand new clothes.	
			I think while buying secondhand clothes, I can bargain, whereas I cannot do the same while buying new clothes.	
			I think the cheap prices of secondhand clothes is what attracts me most to buying them.	
3.	Status Symbol (SS)	5	I think secondhand clothes in India are no more symbolic of poverty.	The Status Consumption Theory (Eastman, Goldsmith and Flynn1999)
			I think secondhand clothes sometimes need mending that concerns me.	

			<p>I think secondhand clothes shopping does not embarrass me at all.</p> <p>I think secondhand clothes shopping in my culture is seen as a symbol of lower classes.</p> <p>I think branded secondhand clothes are just as good as brand new clothes.</p>	
4.	Location (L)	5	<p>I think while buying secondhand clothes, the location matters a lot to me, especially if it a place associated with poverty.</p> <p>I think secondhand clothes are usually sold in poor areas.</p> <p>I think secondhand clothes may look even better, if the seller is located in a respectable area.</p> <p>I think secondhand clothes have sometimes issues related to hygiene, which concerns me.</p> <p>I think secondhand clothes should be bought on site and not online.</p>	The Place Image Theory (Clouse, 2017)
5.	Emotions and Experiences (EE)	5	<p>I think while buying secondhand clothes, the ability to negotiate with the seller, gives me a sense of victory if I am able to bargain well.</p> <p>I think secondhand clothes have sometimes issues related to hygiene, which concerns me.</p> <p>I think secondhand clothes have sometimes a very beautiful memory attached to them, of the original wearer, that fascinates me.</p> <p>I think secondhand clothes shopping makes me very happy and entertained.</p> <p>My experience of buying secondhand clothes has predominantly been positive.</p>	Theory of Consumption Emotions (Holbrook, et al., 1986)

In the first component of the questionnaire, respondents were questioned about their opinions of “Product Features” (PF), such as product colors, product quality, and overall image, while shopping for secondhand clothing.

“Price sensitivity” (PS), when shopping for secondhand clothing was the subject of the second component of the questionnaire, which included questions concerning product pricing and comparison to new products.

The next set of questions focuses on “Status Symbol” (SS) when purchasing secondhand clothing included questions on socio-cultural aspects, mending concerns, and feelings of embarrassment associated with buying secondhand clothing.

When shopping for secondhand clothing, “location” (L), is an important consideration for respondents, with questions about whether they prefer to shop offline or online, as well as questions about whether they want to try on secondhand clothing before making a purchase.

The final set of questions about respondents’ opinions of the “Emotions and Experiences” (EE) linked with purchasing secondhand clothing are included in this last section of the survey. These include inquiries into the respondents’ negotiating experiences, hygiene concerns, and memories.

The responses to the questions under each of the five sections assisted the researchers in assessing the extent to which the selected variables affected a customer’s decision to purchase secondhand clothing.

Scales tailored to each variable were used to ensure that respondents provided the most accurate information possible. The data for the five categories was gathered using a Likert scale, with 1 denoting strong disagreement and 5 denoting strong agreement. To ensure the accuracy of the data, respondents were also asked how they felt before and after making the secondhand clothing purchase and whether they felt good about themselves for doing their part to reduce landfill clothing waste and the associated carbon footprint as part of the sustainable fashion movement. The overwhelming majority of people who answered this question said “yes.” Some respondents also noted that the items they had bought at Sunday bazaars had maintained their fashion sense and durability. Some respondents stated they have never shopped at a second-hand store but that they could consider doing so in the future if they found unusual and fashionable items there. The remaining responses came from participants who otherwise lacked familiarity with the nature and functioning of such businesses. Few respondents were concerned about the hygiene of purchasing secondhand clothing. They also believed that secondhand clothing was of lower quality because it had been previously used. The poll also included questions pertaining to reasons as to why people bought secondhand clothes, of which a majority said it was because they felt

good about contributing to a beneficial environmental impact and adding value to a sustainable lifestyle.

The Cronbach Alpha Reliability test was conducted for all the variables and all the values were above 0.5 (Table 3).

Table 3: Cronbach Alpha Reliability Testing

Constructs	CA
Product Features (PF)	0.781
Price Sensitivity (PS)	0.796
Status Symbol (SS)	0.840
Location (L)	0.844
Emotions and Experiences (EE)	0.792

Note: The threshold value of each variable is 0.5, suggesting achievement of internal consistency of validity and reliability

Testing of hypothesis

The results of statistical test on the relative importance of the various variables are shown in Tables 4, 5 and 6. The b coefficients serve as a representation of all the variables. There were significant correlations between product features, price sensitivity, emotions and experience, location, and status symbol, according to the standard regression coefficient (b), which indicates the significance of the regression coefficient.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 ^a	.379	.310	.82246

a. Predictors: (Constant), SS, PF, PS, EE, L

Table 5: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	18.558	5	3.712	5.487	<.001 ^b
Residual	30.440	45	.676		
Total	48.998	50			

a. Dependent Variable: DTP
 b. Predictors: (Constant), SS, PF, PS, EE, L

Table 6: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.071	.928		-.077	.939
	PF	.236	.138	.370	3.118	<0.001
	PS	.171	.239	.133	.3100	<0.001
	SS	.519	.373	.423	1.394	.170
	L	.147	.305	.116	.362	<0.001
	EE	.282	.257	.217	2.773	<0.001

a. Dependent Variable: DTP

Results and Discussion

The results of the current study link product attributes and purchase behavior to the Indian youth's interest in acquiring secondhand clothing. To some extent, Indian youth's motivations correspond with at least one of the pricing or socio-cultural elements. Since the vast majority of responses are from either students or young professionals, this satisfies the economic motivation. However, the inexpensive prices appear to also exhibit a crucial feature that enables more widespread use of secondhand clothing and apparel. Regarding the shopping experience, it was informed that the variety and originality of the secondhand avenues available in the Delhi-NCR make shopping a thrilling and surprising pastime, whether done alone or with others. It was also established that the respondents enjoyed the thought of their garments having a story, which may be indicative of a nostalgic disposition. Findings traditionally associated with the leisure dimension have also revealed a need for one-of-a-kind clothing items and, by extension, novelty. Secondhand clothing is seen as trendy and as a way to demonstrate a concern for the environment and a desire to do the "right" thing by Indian youth, according to the research. To reflect the caring and sensitive mentality that is deemed "cool" in today's culture, it's cool to shop secondhand. However, it may be claimed that customers do not always live up to their sustainable consumption rhetoric.

According to Hypothesis 1, product features have a significant relationship with the decision to purchase. The statistical result, $r = 0.236$, $p < 0.001$, deduces that the variable, product features, substantially predicts the consumers' decision to purchase secondhand clothing. Therefore, H1 is accepted.

Hypothesis 2 states that price sensitivity has a significant relationship with consumers' decisions to purchase secondhand clothing. The result $r = 0.171$, $p < 0.001$, verifies that the variable price sensitivity is a strong predictor of the purchasing decision. Therefore, H2 is accepted.

As per Hypothesis 3, the status symbol has a significant effect on consumers' decisions to purchase secondhand clothing. The statistical result ($r = 0.519$, $p > 0.001$) depicts that the variable status symbol did not significantly predict the purchasing decision. Therefore, H3 is rejected.

Hypothesis 4 states that the seller's location has a significant effect on consumers' decisions to purchase secondhand clothing. The statistical result ($r = 0.147$, $p < 0.001$) proves that there is significant relationship between location and consumers' decision to purchase. Therefore, H4 is accepted.

According to Hypothesis 5, emotions and experiences have a significant relationship with the decision to purchase. The statistical analysis ($r = 0.282$, $p < 0.001$) confirms that young adults' decisions to purchase secondhand clothing are significantly shaped by their emotions and experiences. Therefore, H5 is accepted.

The research was conducted in the Delhi-NCR with a sample of youngsters in the age group of 22 to 28 years. Therefore, it is recommended that a more extensive study be conducted with more diverse age groups. Secondhand clothing was purchased mainly from Daryaganj and Sarojini markets in New Delhi, as well as online marketplaces like OLX and Quikr, which may be a limitation of the research. Due to price, quality, and demand fluctuations, recycled or upcycled clothing and antique apparel were not included in the current study.

The study indicated that the factors of product features, price sensitivity, status symbol, location, emotions and experience, and the decision to purchase secondhand clothing have minimal bearing on one another when making a purchase. The data reveals that purchasing secondhand clothing is not equivalent to purchasing new clothing and that consumers evaluate each component separately when purchasing secondhand clothing. As a result, product features, price sensitivity, emotions and experience, and the seller's location should all be considered equally by vendors. In addition, they should provide any and all relevant information pertaining to those factors. The price of a product or service may be the most important factor for some customers. If one is selling secondhand clothing, they will need to provide all relevant information, such as the

original purchase price, current retail price, and final sale price. Alternatively, cultural attitudes toward clothing may be important to some customers. In order to make an informed purchase decision, the seller of secondhand clothing should also include additional information, such as the condition of the clothing as well as any warranties or guarantees that may be available. In addition, the study found that price is the most important consideration for buyers of secondhand clothing. The price of secondhand clothing also has a considerable impact on the purchasing decision, but other criteria such as product features, status symbol, location, and emotions and experience have little effect on the pricing. Secondhand clothing sellers must therefore adhere to a sensible pricing strategy so that consumers may afford their products. Consequently, the high price also limits the seller's capacity to sell the clothing (Völckner and Sattler, 2005), which must be considered. The regression model's coefficients, on the other hand, indicate that consumers' decisions to purchase secondhand clothing are affected by the marketplace. When looking to purchase secondhand clothing, a buyer takes the seller's location into account. As a result, the seller should disclose all relevant information about the area, such as the location of the garment collection site and the delivery method.

Conclusion

The study addressed factors like product features, price sensitivity, status symbol, seller location, and emotions and experiences in relation to secondhand clothing consumption and customer purchase behavior.

Based on the study's findings, the most pivotal consideration for customers when it comes to secondhand clothing is pricing, even though the brand name doesn't hold the utmost significance in the decision-making process for secondhand clothing purchases. This research reveals that there is no direct connection between branding and pricing in the context of secondhand clothing buying decisions. Second-hand clothing retailers can use this information to devise relevant and effective marketing strategies. For example, a consumer-centered pricing strategy can be established by placing exclusive emphasis on the buyer's perspective.

In the past, people often indicated their social status through physical possessions or easily recognizable attributes and titles. During the 1990s, individuals placed significant value on tangible and observable entities, such as ostentatious belongings and activities that had the potential to enhance one's societal status. Nevertheless, the results of

this study demonstrate that Indian youth have re-established alternative means of achieving wealth and prosperity without solely relying on status symbols. An increasing number of young Indians are contemplating the notion of streamlining their lifestyles and discovering their own purpose. The younger generation in India possesses unique ideals and perspectives that differ from those of preceding cohorts, mostly due to their maturation at a time characterized by remarkable societal transformations and the recent COVID-19. The process of advertising to contemporary young adults necessitates a distinct methodology in contrast to the strategies employed when addressing older cohorts. Today's Indian youth have been raised in an era characterized by the ubiquitous presence of computers and mobile gadgets. Rather than prioritizing monetary prosperity, individuals in this context prioritize freedom of expression, exploration of novel experiences, and utilization of state-of-the-art technologies to augment their fast-paced way of life. Merely possessing a state of uncomplicated luxury is insufficient. A noticeable change has occurred in consumer behavior, wherein there has been a transition from brand loyalty to cause loyalty. Due to the rapid progress in technology, the younger generation of today possesses enhanced connectivity to the global sphere and an increased awareness of global issues, including climate change. Conversely, there exists a positive correlation between individuals' level of comprehension and their degree of concern. The aforementioned method exhibits self-sustainability in an optimal manner, as the Indian youth display a willingness to acquire pre-owned garments. Consequently, this behavior establishes a recurring pattern that generates favorable feedback and yields profitable benefits for social entrepreneurship. As a result, a novel cohort is emerging, characterized by their inclination to make purchasing decisions not solely driven by status representations, but in fact, they demonstrate a generation's commitment to sustainability and address the challenges of climate change, thus encouraging a shift towards conscious clothing consumption. Therefore, it is important for researchers to explore the motivations of secondhand clothing consumers and investigate ways to overcome negative perceptions towards pre-owned clothing in order to encourage more widespread adoption of sustainable fashion consumption.

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