Determinants of consumers' intentions to purchase second-hand clothing in Romania

~ *Ph.D. Student* **Izabela-Flavia Hejja** *(Faculty of Business and Administration, University of Bucharest, Bucharest, Romania)*

E-mail: izabela.hejja.19@gmail.com

Abstract: *With the growing awareness of the harmful effects of fast fashion, consumers are now distancing themselves from disposable fashion and turning towards second-hand options. This study aims to analyze the determinants of consumers' intentions to purchase second-hand clothing in Romania using a model that integrates the Theory of Planned Behavior and the Theory of Consumption Values. The study collected data from 496 Romanian respondents through a self-report survey and used the partial least squares path modeling (PLS-PM) technique to investigate the relationships between variables. The results indicate that attitudes, perceived behavioral control and past behavior have a positive influence on consumers' purchase intention. Additionally, all examined norms, i.e., injunctive norms, descriptive norms and moral norms, positively influence consumers' intention. Emotional value, social value and environmental value also play significant roles in positively influencing consumers' attitudes towards second-hand clothing. However, no evidence was found to support the positive influence of epistemic value on consumers' attitudes.*

Key words: second-hand clothing, determinants of second-hand clothing, Theory of Planned Behavior, Theory of Consumption Values, PLS-PM, Romania

JEL: C02, C10, C12, C14, C15, C25, C30, C35, C83, C87, D12, D91, E21

1. Introduction

Fast fashion, the global trend of producing and consuming cheap and disposable clothing (Brandão and Costa, 2021), often leads to a culture of overconsumption and impulsive shopping due to lifestyle changes and technological advances (Kotahwala, 2020). Moreover, this trend has negative environmental impacts, such as water contamination, carbon dioxide emissions and waste pollution (Koay, Cheah and Lom, 2022), as well as negative social impacts, such as poor working conditions and cheap labor (Ronda, 2024).

The fashion industry should consider adopting sustainable practices and shifting from linear to circular consumption models to mitigate these problems (Lambert, 2019). Therefore, alternative consumption models, including the consumption of second-hand clothing, have gained recognition (Hur, 2020) and are considered to promote environmental sustainability. Second-hand clothing (SHC) consumption, referred to as the consumption of clothing that was previously used by someone else (Machado et al., 2019), has attracted academic interest as it contributes to extending the life of clothing and combating overconsumption (Rodrigues, Proença and Macedo, 2023), as well as reducing waste and pollution caused by fast fashion (Koay, Cheah and Lom, 2022).

Therefore, the aim of this paper is to analyze the determinants of consumers' intention to purchase second-hand clothing in Romania and their attitudes towards it using a model integrating the Theory of Planned Behavior (TPB) and the Theory of Consumption Values (TCV), thus addressing the knowledge gap related to the motivations to purchase second-hand clothing.

Hence, this study will address the following two proposed research questions:

RQ1: What factors drive consumers' intentions to purchase second-hand clothing?

RQ2: What factors drive consumers' attitudes towards second-hand clothing?

The current paper is divided into five sections, and it begins with a brief introduction that informs the reader of the problem at hand and states the purpose of the research. The literature review serves as a theoretical framework and synthesizes the key contributions of prior studies. Next, the research methodology and data collection are presented, followed by the main findings. The paper ends with final discussions and conclusions.

2. Literature review

The theory of planned behavior (TPB), a highly regarded framework in the field of social psychology introduced by Ajzen in 1985, is widely used in understanding and predicting the relationship between intentions and behaviors (Ajzen, 1991). It highlights that intentions significantly influence behavior, with attitudes, subjective norms and perceived behavioral control as key determinants of behavioral intentions (Ajzen, 1991). Furthermore, Ajzen (1991) suggests that the TPB should not be limited to three key predictors, encouraging researchers to include additional factors. With this in mind, the current study also includes moral norms and past behavior to predict consumers' intentions to purchase SHC, emphasizing the importance of flexibility in the TPB.

Attitudes, as understood in the TPB framework, encompass an individual's overall perspective on a particular behavior (Borusiak et al., 2020), including both cognitive and emotional

elements (Ajzen, 1991). Essentially, attitudes are shaped by evaluations of the desirable and undesirable outcomes associated with a behavior. Previous studies have shown that attitudes significantly shape intentions and behaviors, including purchasing green products (Yadav and Pathak, 2017) or second-hand clothing (Ögel, 2022; Hoang et al., 2022). Therefore, it is hypothesized that:

H1: Consumers' attitudes towards second-hand clothing positively influence their intention to purchase second-hand clothing.

Cialdini (2007) divided subjective norms into injunctive and descriptive categories. Injunctive norms refer to expected behaviors and social expectations. They influence individuals because people are more likely to engage in behaviors that are positively viewed or approved of by significant people in their lives (Cialdini, 2007). Descriptive norms, on the other hand, are based on observed behaviors, and individuals are more likely to engage in a particular action if they see significant people in their lives actually engaging in that action (Cialdini, 2007; Koay, Cheah and Lom, 2022). Previous research shows that both injunctive and descriptive norms influence consumers' intentions to purchase eco-friendly products (Kim, Lee and Hur, 2012) or second-hand clothing (Koay, Cheah and Lom, 2022). Thus, the following two corresponding hypotheses are proposed:

H2: Consumers' injunctive norms positively influence their intention to purchase second-hand clothing.

H3: Consumers' descriptive norms positively influence their intention to purchase second-hand clothing.

The moral norm is "an individual's perception of the moral correctness or incorrectness of performing a behavior" (Ajzen, 1991; Conner and Armitage, 1998, p. 1441). It plays an important role in influencing intentions, as academics suggest that individuals may adopt behaviors based on altruism rather than rational considerations alone and may feel remorse or guilt when their actions contradict their moral standards (Schwartz, 1977). According to prior studies, moral norms significantly predict sustainable behavior (Borusiak et al., 2020; Chaturvedi, Kulshreshtha and Tripathi, 2020). In light of these considerations, the following hypothesis is formulated:

H4: Consumers' moral norms positively influence their intention to purchase second-hand clothing.

Perceived behavioral control (PBC) is another important factor in predicting behavioral intention and refers to an individual's perception of the ease or difficulty of performing certain actions (Ajzen, 1991). It assesses perceptions of control and self-efficacy and emphasizes the importance of resources and opportunities in performing the given action. The influence of perceived behavioral control has been found to be significant for consumers' intention to purchase recycled clothing (Chaturvedi, Kulshreshtha and Tripathi, 2020) or sustainable apparel (Tran et al., 2022). The corresponding hypothesis is stated below:

H5: Consumers' perceived behavioral control positively influences their intention to purchase second-hand clothing.

Past behavior is a predictor of future actions, as repeated behaviors become habits over time (Ajzen, 1991). Consumers' habits are influenced by their past experiences, which may affect their product preferences. Studies have shown that consumers' past experiences significantly influence their intention to buy second-hand clothes (Xu et al., 2014; Sweety, 2022). Hence, this paper proposes the following hypothesis:

H6: Consumers' past behavior positively influences their intention to purchase second-hand clothing.

The theory of consumption values (TCV) states that an individual's product purchase decision is influenced by functional, social, emotional, epistemic and conditional values (Sheth, Newman and Gross, 1991). The theory acknowledges that consumer choice is driven by multiple values, each contributing differently and independently of the others (Sheth, Newman and Gross, 1991). Moreover, TCV can be adjusted based on the specific attributes of the product being evaluated. Building on the study by Koay, Cheah and Lom (2022), this paper analyzes consumers' attitudes towards SHC as a function of four values, namely emotional, social, espistemic and environmental.

Emotional value, defined as "the perceived utility acquired from an alternative's capacity to arouse feelings or affective states" (Sheth, Newman and Gross, 1991, p. 161), plays a crucial role in consumers' willingness to purchase second-hand clothing, as consumers may prioritize the positive feelings generated by a product over potential perceived drawbacks, such as lower quality or lack of durability (Koay, Cheah and Lom, 2022). Studies highlight emotional value as a key factor in green product purchases (Amin and Tarun, 2020) and attitudes towards sustainable fashion (Kim, Jung and Lee, 2021). This leads to the formulation of the following hypothesis:

H7: Consumers' emotional value positively influences their attitudes towards second-hand clothing.

Social value refers to "the perceived utility acquired from an alternative's association with one or more specific social groups" (Sheth, Newman and Gross, 1991, p. 161). Consumers consider the social value of a product when making purchase decisions, especially if it enhances their social acceptance (Hur, 2020). This is supported by studies showing that social value positively influences attitudes towards sustainable apparel like second-hand clothing (Kim, Jung and Lee, 2021). Therefore, the following hypothesis is postulated:

H8: Consumers' social value positively influences their attitudes towards second-hand clothing.

Epistemic value is "the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge" (Sheth, Newman and Gross, 1991, p. 162). In the context of this study, it refers to how consumers perceive SHC as rare, unique or novel. Second-hand clothing offers a sense of curiosity and uniqueness to consumers who seek to express their individuality and creativity through distinctive pieces (Hur, 2020). Yoon (2013) supports the idea that consumers' desire for unique and rare fashion items drives their purchase intention. Thus, the following hypothesis is developed below:

H9: Consumers' epistemic value positively influences their attitudes towards second-hand clothing.

Environmental value refers to "the perceived utility acquired from an alternative's capacity to produce positive outcomes for the environment" (Koay, Cheah and Lom, 2022, p. 7). Consumers' growing environmental awareness leads to increased product reuse and participation in eco-friendly activities, as shown in the literature (Silva et al., 2021; Koay, Cheah and Lom, 2022). In addition, Kim, Jung and Lee (2021) found a strong connection between environmental

values and attitudes towards SHC. This paved the way for the next hypothesis, which is presented below:

H10: Consumers' environmental value positively influences their attitudes towards second-hand clothing.

Figure 1 shows the proposed research model and the associated hypotheses. The model is an adaptation of the study by Koay, Cheah and Lom (2022), which combines the TPB and TCV frameworks, and is supported by corresponding hypotheses describing the influence (positive or negative) of each predictor on the outcome variables.

Figure 1: The conceptual research model
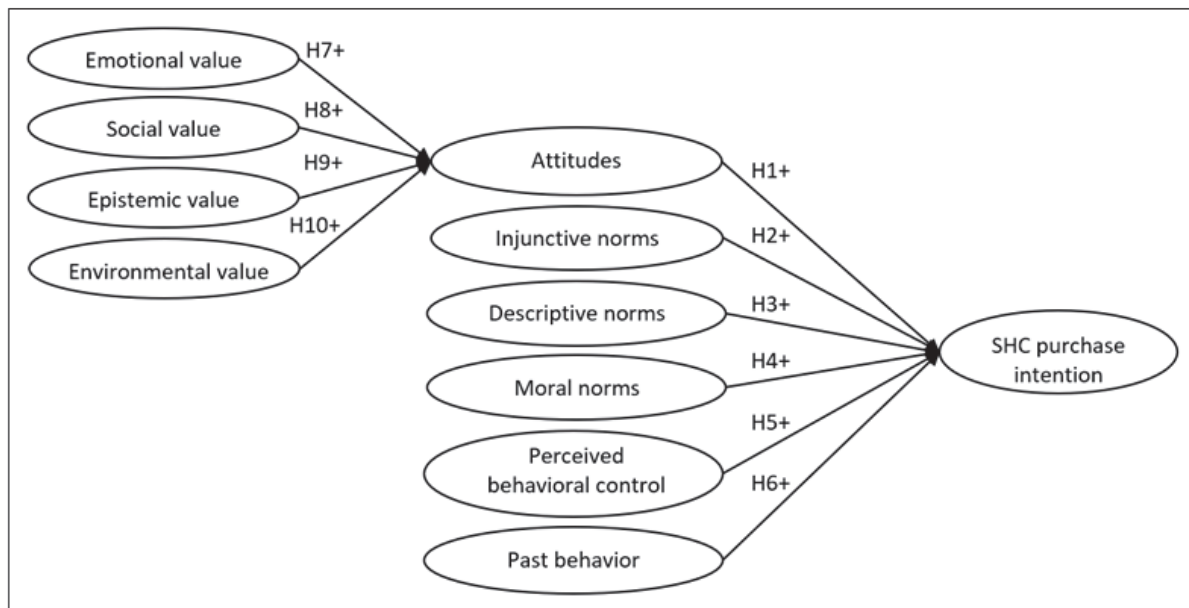
Source: Author's own research

3. Research methodology

For the aim of this paper, the author collected a data sample of 496 Romanian respondents between March and May 2024 through a self-administered Google Forms survey distributed to respondents via social media networks using a mix of convenience and snowball sampling. Prior to completing the survey, participants were informed of the purpose of the research and how the data provided would be processed, that all information collected would be confidential and used for research purposes only, the time required to complete the questionnaire, and that participation was voluntary and could be withdrawn at any time. All items composing the latent constructs were measured on a 7-point Likert scale, with 1 indicating total disagreement and 7 indicating total agreement, and are presented in Table 1, along with their references.

To test the proposed relationships, the author analyzed the data using partial least squares path modeling (PLS-PM), an exploratory statistical method widely used across disciplines (Hair

et al., 2019) in WarpPLS 8.0. The PLS-PM approach aims to maximize the explained variance in the intention to purchase second-hand clothing and attitudes using the integrated conceptual model, shown in Figure 1, and control variables. The iterative partial least squares estimation algorithm involves a two-stage analysis: first, the measurement (outer) model, which examines the relationships between the latent constructs and their specific measurement items, and second, the structural (inner) model, which explores the structural relationships among latent constructs (Hair et al., 2019).

Table 1: The measurement items

Construct	Item	Reference
Purchase intention (PI)	PI1: I intend to buy second-hand clothing in the future	Ajzen (1991); Fishbein and Ajzen (2011)
	PI2: I will try to buy second-hand clothing in the future	
	PI3: I am willing to buy second-hand clothing in the future	
Attitudes (ATT)	ATT1: For me, buying second-hand clothing is wise	Ajzen (1991); Fishbein and Ajzen (2011); Lang (2018)
	ATT2: For me, buying second-hand clothing is beneficial	
	ATT3: For me, buying second-hand clothing is satisfactory	
	ATT4: For me, buying second-hand clothing is interesting	
	ATT5: For me, buying second-hand clothing is pleasant	
Injunctive norms (INJ)	INJ1: My friends would approve me buying second-hand clothing	Ajzen (1991); Fishbein and Ajzen (2011)
	INJ2: My family members would approve me buying second-hand clothing	
	INJ3: People around me would approve me buying second-hand clothing	
Descriptive norms (DES)	DES1: My friends buy second-hand clothing	Ajzen (1991); Fishbein and Ajzen (2011)
	DES2: My family members buy second-hand clothing	
	DES3: People around me buy second-hand clothing	
Moral norms (MOR)	MOR1: I believe I have a moral obligation to choose second-hand clothing when I have to buy something	Shin et al. (2018); Ru et al. (2019)
	MOR2: Choosing second-hand clothing is consistent with my moral principles	
	MOR3: My personal values encourage me to choose second-hand clothing when I have to buy something	
	MOR4: I would feel guilty if I did not buy second-hand clothing	
Perceived behavioral control (PBC)	PBC1: Whether or not I buy second-hand clothing is completely up to me	Ajzen (1991); Fishbein and Ajzen (2011)
	PBC2: I am confident that if I wanted to, I could buy second-hand clothing	
Past behavior (PB)	PB: I have purchased second-hand clothing in the past 6 months	Fishbein and Ajzen (2011)
Emotional value (EMV)	EMV1: I feel happy when I wear second-hand clothing	Sheth (1991); Kim et al. (2021)
	EMV2: Buying second-hand clothing makes me feel good	
	EMV3: The stress is relieved by buying second-hand clothing	
Social value (SOV)	SOV1: Buying second-hand clothing can give its owner social approval	Sheth (1991); Kim et al. (2021)
	SOV2: Second-hand clothing would make a good impression on other people	
	SOV3: Second-hand clothing would improve the way I am perceived by my friends	
Epistemic value (EPV)	EPV1: Second-hand clothing offers uniqueness	Sheth (1991); Kim et al. (2021)
	EPV2: Second-hand clothing has points of difference from general clothing	
	EPV3: Second-hand clothing has many new features	
Environmental value (ENV)	ENV1: Second-hand clothing has a positive impact on the environment in that it extends the life of discarded materials	Sheth (1991); Kim et al. (2021)
	ENV2: Second-hand clothing is environmentally friendly	
	ENV3: Second-hand clothing has more environmental benefits than other clothing	

Source: Author's own research

4. Results

In the sample of 496 Romanian respondents who were aged 17–82 years (mean = 25.82, sd = 11.34), the majority were women (72.6%) and lived in urban areas (81.5%). About half of the participants were unemployed students (49.2%), while 23.8% were full-time employees. The majority had a high school education (54.4%) and a monthly income below 2000 RON (42.1%).

After a preliminary analysis of the latent variables, five items, respectively PI1, ATT1, ATT2, ATT4 and EPV2, were removed due to loadings below the 0.7 threshold and multicollinearity.

In the first stage, the measurement (outer) model implies three criteria of evaluation: internal consistency reliability, convergent validity and discriminant validity (Hair et al., 2019). Table 2 presents the reliability results for the measurement model and the convergent validity check. The composite reliability (CR) index ranges from 0.827 to 0.907, exceeding the 0.7 threshold. The Cronbach's alpha (CA) coefficients indicate internal consistency, with values above the 0.7 threshold except for PBC and EPV, which still exceed the minimum of 0.5 accepted in exploratory research. Nevertheless, the small number of items involved and the theoretical recommendation (Nunnally and Bernstein, 1994) justify their inclusion in the analysis. The average variance extracted (AVE) index for each construct exceeds the recommended value of 0.5. Hence, the results confirm the reliability of the measurement model. Finally, the factor loadings of all items are above 0.7, with a high statistical significance ($p < 0.001$), and range from 0.751 to 0.911, with the off-diagonal item scores lower than the corresponding diagonal item scores, supporting convergent validity.

Table 2: The reliability of the measurement model and the convergent validity of the latent constructs

Construct	CR	CA	AVE	Item	Factor loading
Purchase intention (PI)	0.907	0.794	0.829	PI2	0.911
				PI3	0.911
Attitudes (ATT)	0.880	0.728	0.786	ATT3	0.887
				ATT5	0.887
Injunctive norms (INJ)	0.913	0.856	0.777	INJ1	0.883
				INJ2	0.856
				INJ3	0.905
Descriptive norms (DES)	0.906	0.844	0.764	DES1	0.901
				DES2	0.803
				DES3	0.914
Moral norms (MOR)	0.867	0.795	0.619	MOR1	0.818
				MOR2	0.751
				MOR3	0.816
				MOR4	0.761
Perceived behavioral control (PBC)	0.827	0.583	0.706	PBC1	0.840
				PBC2	0.840
Emotional value (EMV)	0.877	0.788	0.704	EMV1	0.888
				EMV2	0.855
				EMV3	0.770
Social value (SOV)	0.846	0.727	0.647	SOV1	0.793
				SOV2	0.818
				SOV3	0.801
Epistemic value (EPV)	0.855	0.660	0.746	EPV1	0.864
				EPV3	0.864
Environmental value (ENV)	0.907	0.846	0.764	ENV1	0.876
				ENV2	0.878
				ENV3	0.868

Source: Author's own research

The study confirms discriminant validity by examining correlations among latent constructs with square roots of AVEs. Block diagonal scores are higher than the corresponding off-diagonal scores, with off-diagonal correlations below the 0.8 threshold, as shown in Table 3.

Table 3: Correlations among latent constructs with square roots of average variances extracted (AVEs)

Construct	PI	ATT	INJ	DES	MOR	PBC	EMV	SOV	EPV	ENV
PI	**0.911**	0.716	0.613	0.615	0.559	0.445	0.648	0.474	0.586	0.590
ATT		**0.887**	0.532	0.585	0.672	0.337	0.732	0.544	0.502	0.502
INJ			**0.881**	0.666	0.420	0.519	0.511	0.419	0.433	0.541
DES				**0.874**	0.486	0.337	0.589	0.530	0.439	0.428
MOR					**0.787**	0.216	0.682	0.679	0.468	0.480
PBC						**0.840**	0.287	0.165	0.315	0.497
EMV							**0.839**	0.561	0.579	0.514
SOV								**0.804**	0.440	0.409
EPV									**0.864**	0.508
ENV										**0.874**

Source: Author's own research

In the second stage, the structural (inner) model was evaluated by estimating the relationships between the latent variables involved in the proposed model. Following the procedure for reporting structural models proposed by Hair et al. (2019), Table 4 reports the estimated path coefficients, their level of significance and the associated effect sizes for each of the latent constructs influencing the outcome variables, using Cohen's f2 equivalent, as well as the goodness-of-fit measures.

The inner model has high explanatory powers (R2) for the two endogenous constructs. Hence, it explains 65.7% of the variance in consumers' intention to purchase SHC and 60.9% of the variance in attitudes towards SHC. According to the multicollinearity check, there is no evidence of common method bias or multicollinearity in the analysis, as all VIF values are less than 3.232, below the ideal recommended threshold of 3.3. The model also has a Tenehaus goodness-of-fit value of 0.716, classified as large, and a standardized root mean squared residual (SRMR) of 0.08, within the range accepted in the literature (Hu and Bentler, 1999), indicating a good fit. In addition, the data do not exhibit Simpson's paradox, statistical suppression or bivariate causality direction.

The inner model estimates the influence of the predictors on consumers' intention to purchase second-hand clothing. The results in Table 4 reveal that attitudes towards second-hand clothing have a significant positive influence on consumers' intention to purchase SHC ($\beta = 0.362$, $p < 0.001$), therefore confirming H1. All of the norms involved, i.e., injunctive norms ($\beta = 0.147$, $p < 0.001$), descriptive norms ($\beta = 0.113$, $p = 0.006$) and moral norms ($\beta = 0.131$, $p = 0.002$) also indicate a significant positive influence on consumers' purchase intention, thus supporting H2, H3 and H4. The results also support H5 and H6 by showing a significant positive influence of perceived behavioral control ($\beta = 0.163$, $p < 0.001$) and past behavior ($\beta = 0.106$, $p = 0.008$) on purchase intention. However, none of the control variables included have a significant effect on

purchase intention. In terms of effect sizes, attitudes emerge as the strongest predictor of consumers' intention to purchase SHC, with the highest effect size (f2 = 0.265), considered moderate according to Cohen (1988). This is followed by small effect sizes attributed to injunctive norms (f2 = 0.091), moral norms (f2 = 0.079), perceived behavioral control (f2 = 0.073) and descriptive norms (f2 = 0.070), while past behavior is the least significant predictor of the consumers' intention (f2 = 0.061). While all the predictors of purchase intention show effects that are strong enough for the variables to be relevant to practical interventions (Cohen, 1988), all of the control variables have effect sizes between 0.001 and 0.01, below the minimum value of 0.02, and are thus too weak to be of practical relevance.

Furthermore, the inner model also assesses the influence of the constructs that determine consumers' attitudes towards second-hand clothing. As shown in Table 4, three out of the four attitude predictors have a significant positive influence on the outcome variable. Specifically, emotional value (β = 0.571, p < 0.001), social value (β = 0.150, p < 0.001) and finally environmental value (β = 0.123, p < 0.001) have a significant positive influence on consumers' attitudes, hence supporting H7, H8 and H10. However, as the epistemic value does not show a significant positive influence on consumers' attitudes towards SHC (β = 0.064, p = 0.077), H9 cannot be supported by the results of this paper. In terms of effect sizes, emotional value stands out as the strongest determinant of attitudes, with the highest effect size (f2 = 0.431), described as strong (Cohen, 1988), followed by the social value (f2 = 0.082) and the environmental value (f2 = 0.062), with effects that are small, but relevant from a practical perspective (Cohen, 1988). Nevertheless, epistemic value has the smallest effect size, which, although above the recommended threshold of 0.02, does not render epistemic value practically relevant.

Table 4: The structural model results and summary of the research hypothesis testing

Hypothesis	Relationship	Path coefficients	Significance	Effect size	Decision
H1	ATT → PI	0.362***	p < 0.001	0.265	Supported
H2	INJ → PI	0.147***	p < 0.001	0.091	Supported
H3	DES → PI	0.113**	p = 0.006	0.070	Supported
H4	MOR → PI	0.131**	p = 0.002	0.079	Supported
H5	PBC → PI	0.163***	p < 0.001	0.073	Supported
H6	PB → PI	0.106**	p = 0.008	0.061	Supported
H7	EMV → ATT	0.571***	p < 0.001	0.431	Supported
H8	SOV → ATT	0.150***	p < 0.001	0.082	Supported
H9	EPV → ATT	0.064	p = 0.077	0.034	Rejected
H10	ENV → ATT	0.123**	p = 0.003	0.062	Supported
-	Age → PI	-0.008	p = 0.431	0.001	-
-	Gender → PI	-0.019	p = 0.335	0.004	-
-	Income → PI	-0.045	p = 0.159	0.011	-
Goodness of Fit Indices					
Model		**Attitudes**		**Purchase intention**	
R^2 / Adjusted R^2		60.9% / 60.6%		65.7% / 65.1%	
Tenehaus GoF			0.716 (large)		

Notes: *** p-value < 0.001; ** p-value < 0.01; * p-value < 0.05

Tenehaus GoF: small >= 0.1, medium >= 0.25, large >= 0.36

Source: Author's own research

5. Discussions and conclusions

Consumers' attitudes towards SHC significantly influence their purchase intention, indicating that favorable feelings towards SHC increase the likelihood of purchase, aligning with previous studies (Seo and Kim, 2019; Ögel, 2022). Both injunctive and descriptive norms also positively influence consumers' intention to purchase SHC, showing that consumers are more likely to purchase SHC when they believe it is socially approved or when important people in their lives purchase it, in line with prior research (Koay, Cheah and Lom, 2022), while other studies show opposite results (Seo and Kim, 2019; Borusiak et al., 2020). Moral norms also positively influence purchase intention. Consumers with personal values that align with SHC are more likely to engage in SHC purchases, which is consistent with the study by Borusiak et al. (2020) and contradicts the study by Hoang et al. (2022). Perceived behavioral control is also relevant, indicating that consumers are more willing to purchase SHC when they believe they are in control and capable of doing so, which supports the findings of Borusiak et al. (2020) and contradicts the findings of Sweety (2022). Similarly, past behavior positively influences the purchase intention, suggesting that consumers are more likely to purchase SHC if they have done so in the past, which is supported by previous literature (Xu et al., 2014; Sweety, 2022). Furthermore, emotional, social and environmental values are significant in influencing attitudes towards SHC. Consumers are more likely to have positive attitudes towards SHC when they experience positive emotions and stress relief, receive social acceptance and image enhancement, and perceive positive environmental outcomes from purchasing SHC. Koay, Cheah and Lom (2022) confirm the significance of emotional, environmental, but not social value. While Kim, Jung and Lee (2021) found evidence to support the influence of all four values, this paper does not confirm that of the epistemic value, indicating that Romanian consumers' desire for unique and rare items does not influence their engagement in SHC purchases.

In terms of theoretical implications, this paper contributed to the body of existing literature by adding two additional predictors, i.e., moral norms and past behavior, to the original TPB framework and extending it with the inclusion of the four values from the TCV framework.

Based on the findings, practical implications are also worth mentioning. To motivate consumers to purchase SHC, retailers could raise awareness about the negative impacts of fast fashion and build a positive image of SHC by highlighting its positive social and environmental outcomes in campaigns (Hur, 2020; Koay, Cheah and Lom, 2022). Additionally, selling SHC at charity events and providing affordable prices is also crucial, especially for low-income consumers. However, as SHC is commonly associated with hygiene and quality risks, the potential negative attitudes towards it could be changed by promoting its cleanliness, minimal health risks (Silva et al., 2021), and emotional, social and environmental benefits. This can be further supported by collaboration with policymakers to align with sustainable development goals (Koay, Cheah and Lom, 2022).

Limitations include the use of data collected solely in Romania, although future research could consider samples from developed and developing countries. Another caveat is the predominance of young respondents, with specific educational and employment status or income, and thus not representative of the entire Romanian population. Additionally, it is crucial to

investigate the gap between intention and actual behavior in sustainable practices, and this paper also encourages future scholars to revisit the model and consider including other additional predictors, as well as exploring different theoretical frameworks that might fit the context of SHC purchase intention.

The fashion industry is changing as consumers seek more environmentally friendly options, such as second-hand clothing, which is worth exploring further. The present paper examined the determinants of consumers' intention to purchase second-hand clothing and found that attitudes, subjective norms and perceived behavioral control, as well as moral norms and past behavior, positively influenced consumers' intention to engage in SHC purchases. Moreover, emotional, social, and environmental values were found to positively influence attitudes towards SHC, while the significance of epistemic value was inconclusive. By incorporating the TPB and TCV frameworks, this paper made an important contribution to the body of literature. Finally, this paper provided implications for theory development and practical strategies, as well as future research directions.

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