GENERATION Z CONSUMERS' INTENTION TO PURCHASE SECOND-HAND CLOTHING PRODUCTS: THE EFFECT OF MOTIVATIONAL AND INHIBITORY FACTORS[1]

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ABSTRACT

This study aims to examine the motivational and inhibitory factors that shape the purchase intention of Generation Z individuals towards second-hand clothing products. In the theoretical model developed within the scope of the research; sustainability, price perception, uniqueness and nostalgia were considered as motivational factors; hygiene concern, embarrassment and performance risk were considered as inhibitory factors. Within the scope of the research, 340 data were collected from Generation Z individuals living in Turkey via an online survey and the obtained data were analyzed using structural equation modeling (SEM). The findings show that while the motivational factors sustainability, price advantage and nostalgia variables have positive and significant effects on purchase intention, the inhibitory factor embarrassment variable can weaken this relationship. In addition, the analysis results show that gender differences become evident in some variables. In particular, the effects of sustainability, price perception and embarrassment variables on purchase intention were statistically significant and higher in female participants. In males, the nostalgia variable stood out as a stronger motivational element.

Keywords: Second-Hand Clothing, Purchase Intention, Generation Z, Motivational Factors, Inhibitory Factors

Z KUŞAĞI TÜKETİCİLERİN İKİNCİ EL GİYİM ÜRÜNÜ SATIN ALMA NİYETİ: MOTİVASYONEL VE ENGELLEYİCİ FAKTÖRLERİN ETKİSİ

ÖZ

Bu çalışma, Z kuşağı bireylerin ikinci el giyim ürünlerine yönelik satın alma niyetini şekillendiren motivasyonel ve engelleyici faktörleri incelemeyi amaçlamaktadır. Araştırma kapsamında geliştirilen kuramsal modelde; sürdürülebilirlik, fiyat algısı, benzersizlik ve nostalji motivasyonel faktörler olarak; hijyen kaygısı, utanma ve performans riski ise engelleyici faktörler olarak ele alınmıştır. Araştırma kapsamında, Türkiye'de yaşayan Z kuşağı bireylerden çevrimiçi anket yoluyla 340 veri toplanmış ve elde edilen veriler yapısal eşitlik modellemesi (SEM) ile analiz edilmiştir. Bulgular, motivasyonel faktörlerden sürdürülebilirlik, fiyat avantajı ve nostalji değişkenlerinin satın alma niyeti üzerinde pozitif ve anlamlı etkileri olduğunu ortaya koyarken; engelleyici faktörlerden utanma değişkeninin bu ilişkiyi zayıflatabildiğini göstermektedir. Ayrıca analiz sonuçları, cinsiyet farklılıklarının bazı değişkenlerde belirginleştiğini göstermektedir. Özellikle sürdürülebilirlik, fiyat algısı ve utanma değişkenlerinin satın alma niyeti üzerindeki etkisi kadın katılımcılarda istatistiksel olarak anlamlı ve daha yüksek düzeyde gerçekleşmiştir. Erkeklerde ise nostalji değişkeni daha güçlü bir motivasyon unsuru olarak öne çıkmıştır.

Anahtar Kelimeler: İkinci El Giyim, Satın Alma Niyeti, Z Kuşağı, Motivasyonel Faktörler, Engelleyici Faktörler

1. Introduction

Generation Z is a generation that differs markedly from previous generations in their consumption behavior, has grown up with digitalization, and tends to express their individual values through consumption preferences (Li & Hassan, 2023). Members of this generation are driven not only by the pursuit of economic benefits, but also by multi-layered motivations such as authenticity, nostalgia, ethical sensitivity, and environmental responsibility (Herjanto et al., 2024; İşçioğlu & Yurdakul, 2018). In this context, second-hand clothing has become not only a shopping choice for Generation Z, but also an expression of identity and a form of value-based consumption (Mazanec & Harantová, 2024).

Generation Z's interest in second-hand products increases due to their aesthetic understanding, sensitivity to sustainability and search for authenticity, which are shaped through social media and digital platforms. These products carry both economic and symbolic value and play an important role in the identity construction and value-based consumption preferences of Generation Z individuals (Kawulur et al., 2022; Onurlubaş & Gümüş, 2022).

Consumers' purchase intentions towards second-hand clothing products are shaped by the interaction of various push (motivational) and inhibiting factors. Naturally, these factors also shape the behavior of Generation Z (Koay et al., 2024; Silva et al., 2021). While factors such as nostalgia, sustainability, affordability, and uniqueness provide strong motivators for this generation, factors such as hygiene concerns, embarrassment, and performance concerns can negatively affect purchase behavior (Hur, 2020; Munir, 2020; Cavazos-Arroyo & Zapata-Sánchez, 2025; Silva et al., 2021). In addition, the impact of these factors may differ according to the gender of individuals; male and female consumers may differ significantly in their attitudes towards second-hand clothing (Harantová & Mazanec, 2025).

This study aims to identify the motivational and inhibiting factors affecting the purchase intentions of Generation Z individuals towards second-hand clothing products and to examine the effects of these factors through structural equation modeling. In addition, it is also analyzed whether the gender variable creates a significant difference in these relationships. Thus, it is attempted to understand consumption trends that may have important consequences at both individual and societal levels in more depth.

This study makes an important contribution to the literature by addressing the purchase intention towards second-hand clothing products in a multidimensional structure specific to Generation Z. While most studies in the literature explain this behavior with only economic or environmental motivations, this study proposes a more balanced and comprehensive framework by evaluating both motivational and inhibitory factors together. In addition, by focusing on the gender variable and analyzing how these factors differ according to individual characteristics, it adds methodological richness to studies aimed at understanding demographic-based consumer behavior. For practitioners, it offers practical findings that provide guidance in terms

of sustainable fashion, target audience-specific marketing strategies and social awareness-oriented communication studies.

2. Literature Review and Hypothesis Development
2.1. Theory of Planned Behavior and Second-Hand Clothing Purchase Intention

The Theory of Planned Behavior (TPB) was developed by Ajzen (1991) to explain individuals' intentions to engage in a specific behavior and has been widely applied in the field of consumer behavior. According to the theory, an individual's intention to engage in a behavior is determined by three fundamental constructs: attitude, subjective norm, and perceived behavioral control. Attitude refers to an individual's overall evaluation of the behavior; subjective norm refers to the tendency to conform to the expectations of the social environment; and perceived behavioral control refers to the individual's perception of competence in performing the behavior (Ajzen, 1991).

In recent years, the TPB has been expanded to explain sustainable consumption behaviors and has been used as an effective theoretical basis, particularly in the context of second-hand product purchase intentions. A multi-method study by Koay et al. (2024) showed that individuals' purchase intentions for second-hand clothing products were significantly related to the attitudes, norms, and control structures predicted by the TPB. Similarly, Wicaksono et al. (2024) found that the TPB constructs, informed by environmental beliefs and attitudes, strongly predicted purchase intentions for second-hand fashion products. Rodrigues et al. (2023) integrated variables such as price, environmental concern, and uniqueness into the TPB, providing a more comprehensive explanation of young consumers' intentions toward second-hand products.

This study examines Generation Z consumers' intentions to purchase second-hand clothing within the framework of the Theory of Planned Behavior. The motivational factors examined in this study (sustainability, price advantage, uniqueness, nostalgia) represent positive attitudes and perceptions, while inhibitory factors (hygiene, embarrassment, performance risk) represent elements that may limit individuals' intentions. Therefore, this study evaluates the impact of motivational and inhibitory factors in line with the fundamental assumptions of the TPB to explain purchase intentions for secondhand clothing and expands the theory within the context of Generation Z's consumption behavior.

2.2. Key Factors Affecting Second-Hand Product Purchasing Behavior

Second-hand product purchasing behavior is a multidimensional phenomenon shaped by the interaction of consumers' economic, environmental, social and psychological motivations. In the literature, price advantage, sustainability awareness, uniqueness of the product, nostalgic values and ethical consumption tendencies stand out among the main factors affecting this behavior (Rodrigues et al., 2023; Steffen, 2017). While economic motivations are associated with consumers' desire to protect their budgets, environmental concerns increase the tendency towards second-hand products for sustainability-based reasons such as efficient use of resources and waste reduction (Daldal & Aydın, 2023). However, social norms, perceived risks (e.g.

hygiene or performance concerns) and uncertainties about the product's usage history are among the factors that limit this behavior (Negash and Akbar, 2024; Kim, et al., 2021; Koay et al., 2024).

Second-hand clothing products attract attention as a consumption category that carries both economic and symbolic value. The acceleration of the fashion cycle, increasing environmental impacts and the diversification of individual expression forms have increased the interest in second-hand clothing (Negash & Akbar, 2024). In this context, sustainability awareness, affordable price, search for uniqueness, nostalgia, social impact and aesthetic preferences stand out among the factors affecting the purchasing behavior towards second-hand clothing products (Frahm et al., 2025; Rodrigues et al., 2023; Evans et al., 2022). However, perceptions towards these products are also shaped by inhibiting factors such as hygiene concerns, fear of social judgment and uncertainty about product quality (Kim et al., 2021; Silva et al., 2021; Frahm et al., 2025). Especially among young consumers, second-hand clothing is considered a meaningful choice in terms of both environmental responsibility and style expression (Kawulur et al., 2022).

In this study, the factors affecting the purchasing intentions of Generation Z individuals towards second-hand clothing products are discussed under two main headings as motivational (push) and inhibitory (limiting). Motivational factors include nostalgia, sustainability, price perception and uniqueness. Inhibitory factors are determined as embarrassment (social embarrassment), hygiene concern and performance anxiety.

2.3. Relationships Between Motivational Factors and Second-Hand Clothing Product Purchase Intention

2.3.1. The Relationship Between Sustainability and Purchase Intention

Sustainability and sustainable consumption, which have great importance in the lives of individuals, are becoming more and more important day by day with the decrease in resources. Sustainable consumption is the actions that individuals take into account in the process of purchasing, using and disposing of goods and services, taking into account ecological and economic impacts (Geiger et al., 2018). According to another definition, sustainable consumption is adopting a lifestyle such as avoiding excessive consumption and being responsible to future generations, rather than purchasing and consuming ecological products (Dimitrova et al., 2022). As consumers pay more attention to environmental problems, they become aware of their purchasing habits and seek alternative consumption methods (Machado et al., 2019).

When the literature is examined, it can be said that the effect of sustainability or ethical behavior on the intention to purchase second-hand products is interpreted differently. Edbring et al. (2016) and Slaton et al. (2024) argue that sustainability is the main determinant of the intention to purchase second-hand products. Sandes and Leandro (2019) stated that this factor has a very small role. While Masserini et al. (2024) stated that Generation Z is more likely to purchase

second-hand clothing, Ali et al. (2025) revealed that Generation Z's intention to purchase sustainable clothing is influenced by behavioral beliefs, attitudes and pricing elements. However, Prisco et al. (2025) emphasize that the norms and desires of Generation Z individuals significantly affect their decisions to purchase second-hand clothing products, and the importance of ecological awareness and moral judgment in sustainable consumption.

Demographic characteristics are a variable that affects consumers' decisions during purchasing processes. Gender is one of these demographic characteristics and can create a significant difference in sustainability-based purchasing behaviors. In the study conducted by Barrera-Verdugo and Villarroel-Villarroel (2022), it was found that women showed higher awareness and purchase tendency towards sustainable clothing products, while men gave more importance to functional criteria such as quality and hygiene (Silva et al., 2021). Similarly, in the study by Pang et al. (2025), it was stated that the effect of sustainability perception on purchase intention differed between male and female consumers, and price sensitivity, especially in men, could weaken this relationship. These findings show that the effect of sustainability perception on purchase intention may vary by gender.

Based on this information, the following hypotheses were developed.

H_1: Sustainability behavior has a positive effect on Generation Z consumers' purchasing second-hand clothing products.

H_{1a}: The positive effect of sustainability behavior on Generation Z consumers' purchasing second-hand clothing products varies by gender.

2.3.2. The Relationship Between Price Advantage (Economic Benefit) and Purchase Intention

It can be said that the economic situation has a significant impact on individuals' lives, especially on purchasing decisions. Many situations, such as individual income and family income, high or low prices of products, are of great importance in purchasing decisions. Levrini and Jeffman dos Santos (2021) state that price is the biggest factor in purchase intention. While consumers' perceptions of price have a significant effect on attitudes towards second-hand product shopping, these attitudes also positively affect purchase intention (Telli et al., 2021).

Second-hand products are generally perceived as an opportunity by consumers because they are offered at lower prices, and this, combined with the expectation of economic gain, encourages purchasing behavior (Koay et al., 2024). In the study conducted by Mobarak et al. (2025), it was revealed that the perception of price advantage and economic benefit played a decisive role in individuals' purchasing intentions for second-hand clothing products. Harantová and Mazanec (2025) examined gender, Generation Z and second-hand product purchasing behavior together and stated that purchasing second-hand products is important for Generation Z due to their economic contributions. The behavior of renting clothing products, which is similar to the purchasing behavior of second-hand products, was examined on women and it was found that

this behavior was preferred by women in Generations Y and Z in terms of economic benefit (Helinski & Schewe, 2022).

Based on this information, the following hypotheses were developed.

H₂: Price perception has a positive effect on Generation Z consumers' purchasing second-hand clothing products.

H₂ₐ: The positive effect of price perception on Generation Z consumers' purchasing second-hand clothing products varies by gender.

2.3.3.   The Relationship Between Uniqueness and Purchase Intention

The need for uniqueness is associated with individuals' desire to be different from others, to exhibit originality, and to reflect their personal style (Tian et al., 2001). Especially in the field of fashion and clothing, the desire to have unique products seriously affects consumers (Mangeshkar & Rao, 2025). Similarly, according to the results of the study conducted by Rodrigues et al. (2023), the desire for exclusivity, in other words, the need for uniqueness, positively affects consumers' intention to purchase second-hand products.

Second-hand products, especially in the clothing category, are perceived as unique by consumers due to designs from past periods, limited availability, and personal stories (Jenß, 2004). This perception satisfies the motivations of individuals to differentiate themselves and emphasize their originality. Afonso and Farinha (2025) revealed in their study that the search for "treasure hunting" and "uniqueness" are among the determining motivations in the intention to purchase second-hand products. Singh et al. (2023) emphasize that self-concept and brand image, as well as uniqueness, play a role in Generation Z consumers' interest in clothing, and that these elements influence purchasing motivation. Wojdyla and Chi (2024) state that Generation Z consumers' environmental knowledge, fashion leadership, and need for uniqueness significantly influence their attitudes toward fast fashion. Copeland (2024) states that Generation Z individuals are willing to pay more for a sustainable clothing product and that it is extremely important for the product to be unique.

Frahm et al. (2025) found that, in general, there was no difference between men and women in terms of purchasing second-hand clothing. In contrast, Barrera-Verdugo and Villarroel-Villarroel (2022) found in a study conducted on university students that purchasing second-hand clothing differed for men and women. Again, in a study conducted on university students (Seo & Lang, 2019), it was concluded that the need for uniqueness was an important determinant in purchasing clothing and that this need was stronger in men.

Based on this information, the following hypotheses were developed.

H₃: The need for uniqueness has a positive effect on Generation Z consumers purchasing second-hand clothing products.

H₃ₐ: The positive effect of the need for uniqueness on Generation Z consumers' purchasing second-hand clothing products varies by gender.

2.3.4.   The Relationship Between Nostalgia and Purchase Intention

Nostalgia is a powerful psychological experience that allows individuals to create an emotional bond by recalling positive memories from the past (Routledge et al., 2013). In the marketing literature, nostalgia has been evaluated as a factor that positively affects consumers' attitudes towards brands and products (Muehling and Sprott, 2004). Nostalgic emotions can increase purchase intentions by triggering feelings such as belonging, trust and warmth in individuals (Sierra & McQuitty, 2007). In particular, nostalgia-based advertisements allow consumers to identify with the past and establish an emotional bond with the brand identity (Gilal et al., 2025). In this context, the effect of nostalgia on consumer behavior can produce significant results at both emotional and cognitive levels.

In the context of second-hand products, nostalgia creates an emotional value in consumers not only by longing for the past but also by associating products with historical, cultural and personal meanings (Rodrigues et al., 2023; Evans et al., 2022). Second-hand clothing products, in particular, further strengthen nostalgic associations due to their inclusion of styles and aesthetic elements from past periods (Kim and Choi, 2016). Young consumer groups such as Generation Z see these products not only for economic or environmental reasons, but also as a means of self-expression and connection with the past (Kawulur et al., 2022). This suggests that nostalgia may play a decisive role in the purchase intention for second-hand clothing products.

In the study conducted by Harantová and Mazanec (2025), it was found that female individuals defined their second-hand shopping experiences as more enjoyable, authentic and emotional, while male individuals evaluated this experience as more functional and neutral. Similarly, in the study by Cho et al. (2025), it was revealed that the effect of nostalgia on consumer behavior was stronger in men, and this difference became especially evident in conspicuous consumption and impulsive purchasing behaviors.

Based on this information, the following hypotheses were developed.

H₄: Nostalgia has a positive effect on Generation Z consumers purchasing second-hand clothing products.

H₄ₐ: The positive effect of nostalgia on Generation Z consumers' purchasing second-hand clothing products varies by gender.

2.4. Relationships Between Inhibitory Factors and Second-Hand Clothing Purchasing

2.4.1. The Relationship Between Hygiene and Purchase Intention

The issue of hygiene is of great importance to many individuals in daily life in different subjects. When it comes to second-hand products, individuals perceive them as dirty if they have been used or touched by others before, and these products are more negatively treated compared to new products. However, this situation presents itself as a source of concern (Argo et al., 2006). One of the most important factors that prevent consumers from purchasing second-hand products is the perception of the risk of disease transmission from these products (Yan et al., 2015). Individuals are concerned about whether the previous owners of second-hand products had any diseases (Kim et al., 2021). This concern shows that consumers have a negative approach to buying and using a second-hand product (Edbring et al., 2016). In addition, although consumers' perceptions of hygiene do not affect their attitudes towards purchasing second-hand products online, this attitude affects their purchasing behavior (Telli et al., 2021).

The effect of gender on hygiene perception is included in the literature as an important variable that shapes individuals' consumption behavior. In the study conducted by Eriksson et al. (2022), it was revealed that women have stricter hygiene norms compared to men. Similarly, in the study conducted by Harantová and Mazanec (2025), it was determined that hygiene perception is an important obstacle in the consumption of second-hand clothing and that various inhibitory factors have different effects on women and men. Based on this, it can be said that women will exhibit a more negative behavior than men in terms of hygiene towards the purchase of second-hand clothing. The study conducted by Herjanto et al. (2024) shows that the attitudes of Generation Z towards the hygiene of second-hand clothing products directly affect their purchase intention.

Based on this information, the following hypotheses were developed.

H5: Hygiene perception has a negative effect on Generation Z consumers' purchasing second-hand clothing products.

H5a: The negative effect of hygiene perception on Generation Z consumers' purchasing second-hand clothing products varies by gender.

2.4.2. The Relationship Between Embarrassment and Purchase Intention

The concept of embarrassment means "social risk", "fear of social judgment" or "social shame" in the context of purchasing second-hand clothing (Silva et al., 2021). Especially in highly visible categories such as fashion and clothing, judgmental views from individuals' social circles can negatively affect the intention to purchase second-hand products.

Calvo-Porral et al. (2024) examined online second-hand product purchasing behavior. According to the research results, social embarrassment did not have an effect on second-hand product purchasing. Mobarak et al. (2025) stated that perceived social risks (e.g. fear of judgment) in second-hand clothing shopping are an obstacle for consumers and constitute a significant barrier especially for new users. At this point, it can be said that the view of the social environment is not important for some second-hand products (products that can be perceived as antiques), but this effect comes to the fore in clothing products. Auxtova et al. (2025) associated second-hand clothing consumption with moral decision-making processes and suggested that the feeling of "embarrassment" has an inhibitory role in individuals' tendency to second-hand shopping. Shopping online at secondhand stores is one way to recycle used clothing. This niche market is attracting the attention of Generation Z. This generation generally wants a variety of clothes in their wardrobes and is reluctant to pay a fortune. Selling and buying second-hand clothing, especially in urban areas, can be challenging due to the embarrassment of buying used clothes at a lower price (Nukhu & Singh, 2024).

The reflection of this factor on the individual's behavior may differ depending on the individual's gender. This situation may differentiate the effect of social embarrassment perception on purchasing behavior (Li et al., 2018). Gebhardt et al. (2011) stated that women are more shy than men in purchasing special personal health and sexual products. At this point, the perspective of the social environment in purchasing second-hand clothing products may cause a higher shyness in women, and this may result in avoiding purchasing behavior.

Based on this information, the following hypotheses were developed.

H6: Embarrassment has a negative effect on Generation Z consumers purchasing second-hand clothing products.

H6a: The negative effect of embarrassment on Generation Z consumers' purchasing second-hand clothing products varies by gender.

2.4.3. The Relationship Between Performance Risk and Purchase Intention

Consumers' purchasing decisions for second-hand clothing products are also shaped by perceptions of the functional adequacy of the product. In this context, product performance perception refers to consumer expectations regarding features such as durability, functionality, aesthetic status and lifespan of second-hand products (Hur, 2020; Cavazos-Arroyo & Zapata-Sanchez, 2025). Especially in clothing products, elements such as fabric quality, stitch strength and traces of use are decisive in consumers' evaluations of the product's performance.

The performance of refurbished products, if the performance is at the desired level, is effective in purchasing second-hand products (Negash & Akhbar, 2024). However, if the desired level of performance is not achieved, this situation negatively affects consumers' intention to purchase a garment. Based on this, we can say that the performance of second-hand products poses a risk for consumers. Mobarak et al. (2025) stated that used clothes may be perceived by

consumers as having a shorter lifespan and lower quality because they have been worn by someone else before; and this perception can negatively affect attitudes towards the reuse of clothes, especially those used by others. These findings suggest that perceptions regarding the performance of second-hand clothing products may have a negative effect on purchase intention. Onurlubaş and Gümüş (2023) state that performance risk, one of the perceived risk dimensions, has a low negative and significant effect on Generation Z's intention to purchase renewed products.

The situation perceived as the most risky by women and men in second-hand clothing shopping is performance (Çakır & Dedeoğlu, 2020). However, it is seen that the perceived risks of online clothing shopping differ in many ways for women and men (Ağaç et al., 2018). Hayran et al. (2017) examined risk perceptions in online shopping and concluded that performance risk differs for women and men.

Based on this information, the following hypotheses were developed.

H7: The performance of second-hand products has a negative effect on Generation Z consumers' purchasing second-hand clothing products.

H7a: The negative effect of the performance of second-hand products on Generation Z consumers' purchasing second-hand clothing products varies by gender.

3. Methodology
3.1. Purpose, Importance and Scope of the Research

In today's world, where sustainable consumption is becoming increasingly important, revealing the factors that affect individuals' demand for second-hand products is one of the main objectives of this research. Efforts made for the proper use of resources, reduction of waste, attention paid to sustainable consumption, etc. have also caused the use of second-hand clothing to gain importance. It is especially important to reveal the sensitivity of young consumers on this issue. In this context, the universe of this research consists of Generation Z consumers. In this direction, only Generation Z consumers were included in the research and data was collected so that Generation Z consumers were born between 1996-2008 (Kotler et al., 2021).

3.2. Method of Research

A survey was used as the data collection method in the study. Convenience sampling was used as the sampling method. The survey form was prepared online and delivered to the participants. The scales used within the scope of the research were rated as 5-point Likert (1-Strongly disagree, 2-Disagree, 3-Neither agree nor disagree, 4-Agree, 5-Strongly agree). Those other than those born between 1996-2008 were not included in the study. At the beginning of the survey, participants were asked their birth date as an screening question, and participants of an

age not included in the study were excluded from the survey. In addition, participation was carried out on a voluntary basis. The ethics committee approval for this study was given by the Bursa Technical University Rectorate, Science, Engineering and Social Sciences Research Ethics Committee with the decision numbered 176886 and dated 28.11.2024. 580 data were collected for the study, and after the wrong answers (240) given to four different control questions were eliminated, a total of 340 data were used for the analyses.

3.3. Scales Used in The Study

Within the scope of the research, three main variables were used to measure motivational factors, inhibitory factors, and purchase intention. Among the motivational factors, the sustainable consumption behavior scale (3 statements) was adapted from the study of Borusiak et al., (2020), the price advantage scale (3 statements) from the study of Guiot and Roux (2010), the uniqueness scale (4 statements) from the study of Padmavathy et al., (2019), and the nostalgia scale (4 statements) from the study of Roux and Guiot (2008). Among the inhibitory factors, the hygiene scale (5 statements) was adapted from the study of Calvo-Porral et al. (2024), the embarrassment scale (4 statements) from the study of Calvo-Porral et al. (2024), and the risk perception scale (3 statements) from the study of Silva et al., (2021). Finally, the purchase intention scale was adapted from the study of Calvo-Porral et al. (2024).

4. Findings
4.1. Demographic Characteristics of Participants

All individuals participating in the study are Generation Z individuals. 64.1% of the participants are female and 35.9% are male. While 97.9% of the participants are single and 2.1% are married; 78.2% are undergraduate students, 7.1% are associate degree students, 4.7% are high school graduates, 2.9% are graduate students, 7.1% are associate degree graduates and bachelor's degree graduates. 79.4% of the participants are unemployed, 11.2% work part-time, and 9.4% work full-time. Monthly expenses of the participants are as follows: 24.1% 0-5,000 TL, 40.1% 5,001-10,000 TL, 18.2% 10,001-15,000 TL, 9.1% 15,001-20,000 TL, 2.6% 20,001-25,000 TL, 1.8% 25,001-30,000 TL, 4.1% 30,001 TL and above.

4.2. Testing The Measurement Model

In this study, SmartPLS-4 software was used to assess the reliability and validity of the measurement model. Cronbach's Alpha and Composite Reliability values were taken into account for the reliability analyses of the scales, and Average Variance Extracted (AVE) criteria were taken into account for the validity analyses. In addition, calculations such as HTMT and Fornell-Larcker were made. The analysis results are presented below.

Table 1. Confirmatory Factor Analysis

Items	Sustain	Price	Uniq	Nostalg	Hygiene	Embar	Perform	Intention
Sustain1	0.925							
Sustain2	0.903							
Sustain3	0.925							
Price1		0.901						
Price2		0.721						
Price3		0.919						
Uniq1			0.805					
Uniq2			0.827					
Uniq3			0.886					
Uniq4			0.769					
Nostalg1				0.776				
Nostalg2				0.781				
Nostalg3				0.902				
Nostalg4				0.861				
Hygien1					0.812			
Hygien2					0.875			
Hygien3					0.787			
Hygien4					0.755			
Hygien5					0.633			
Embar1						0.833		
Embar2						0.869		
Embar3						0.813		
Embar4						0.874		
Perform1							0.874	
Perform2							0.876	
Perform3							0.860	
Intention1								0.905
Intention3								0.909

According to the confirmatory factor analysis (CFA) results, all items in the scale have high loading values on the factors they belong to (Hair et al., 2022). According to the confirmatory factor analysis results, it was seen that the loadings were between 0.903 and 0.925 in the Sustainability variable. The Price variable was in a range between 0.721 and 0.919. The factor loadings of the Uniqueness variable ranged between 0.769 and 0.886. The factor loadings of the Nostalgia variable were determined to be between 0.776 and 0.902. The factor loadings of the Hygiene variable ranged between 0.633 and 0.875. The factor loadings for the Embarrassment variable ranged between 0.813 and 0.874. The factor loadings of the Performance variable ranged between 0.860 and 0.876. Finally, the loadings for the Intention variable are quite strong, concentrated between 0.905 and 0.909.

Table 2. Cronbach's Alpha, AVE ve CR

Variables	α	CR	AVE
Sustainability	0.907	0.911	0.842
Price Advantage	0.816	0.891	0.725
Uniqueness	0.845	0.878	0.677
Nostalgia	0.850	0.859	0.692
Hygiene	0.836	0.908	0.603
Embarrassment	0.869	0.883	0.718
Performance	0.844	0.873	0.757
Intention	0.784	0.784	0.822

α: Cronbach's Alpha; CR: Composite Reliability; AVE: Average Variance Extracted

Alpha, CR and AVE values given in Table 2 are used for the reliability and validity of the variables in the model (Hair et al., 2022). Cronbach's Alpha values are above 0.7 for all variables (0.784 - 0.907), indicating that the internal consistency of the scales is sufficient. Composite Reliability (CR) values also exceed 0.7 for all variables, indicating that the reliability of the structures is sufficient. In this context, the highest composite reliability value is 0.911 and the lowest value is 0.784. When the Average Variance Explanation (AVE) results are examined, the AVE values of all variables are above 0.5, indicating that it is sufficient for convergent validity (Hair et al., 2022). The highest AVE value is 0.842 for the Sustainability variable. The lowest AVE value is observed in the Hygiene variable with 0.603.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

HTMT	Embar	Hygen	Intention	Nostalg	Perform	Price	Sustain	Uniq
Embar								
Hygen	0.247							
Intention	0.283	0.460						
Nostalg	0.093	0.385	0.633					
Perform	0.219	0.747	0.439	0.325				
Price	0.139	0.288	0.487	0.416	0.288			
Sustain	0.276	0.267	0.417	0.245	0.189	0.549		
Uniq	0.176	0.321	0.445	0.599	0.333	0.422	0.244	

The HTMT values in the table were used to evaluate the discriminant validity between the variables in the model. As a generally accepted rule, HTMT values below 0.85 or 0.90 indicate sufficient discriminant validity between the variables (Hair et al., 2022). According to this table, all HTMT values remain below the 0.85 limit. These results support that the variables in the model are independent of each other and the validity of the measurement structure is ensured.

Table 4. Fornell-Larcker Criterion

Fornell Larcker	Embar	Hygen	Intention	Nostalg	Perform	Price	Sustain	Uniq
Embar	0.848							
Hygen	0.214	0.777						
Intention	-0.236	-0.398	0.907					
Nostalg	-0.073	-0.341	0.519	0.832				
Perform	0.195	0.656	-0.370	-0.291	0.870			
Price	-0.128	-0.259	0.414	0.362	-0.257	0.852		
Sustain	-0.248	-0.241	0.353	0.220	-0.171	0.464	0.918	
Uniq	0.075	-0.297	0.383	0.518	-0.307	0.377	0.234	0.823

The diagonal values in the table are the square root of the explanatory variance (AVE) of each construct. These values should be greater than their correlations with other constructs (the values in the lower and upper triangles of the table) (Fornell & Larcker, 1981). When the table is examined, it is seen that the diagonal value (square root of AVE) of each construct is greater than the correlation values of that construct with other constructs. This shows that discriminant validity is achieved according to the Fornell-Larcker criterion.

4.3. Common Method Bias

Common Method Bias (CMB) is a type of systematic error that may occur in the relationships between variables due to the use of the same data collection method or measurement tool in research. CMB is a situation where the measurement method used, especially in the analysis of survey data, can artificially increase the relationships between independent and dependent variables (Fuller et al., 2016). Below, common method bias is examined based on the given VIF values.

Table 5. Inner VIF

Variables	VIF
Sustain -> Intention Price -> Intention Uniq -> Intention Nostalg -> Intention Hygen -> Intention Embar -> Intention Perform -> Intention	1.365 1.475 1.559 1.496 1.891 1.154 1.832

As stated in Kline (2023) and other literature, VIF values can be used to assess Common Method Bias. If the VIF values of all independent variables are below 3.3, it is assumed that Common Method Bias is not a serious problem in the measurement model (Kock, 2015). The VIF values in the table are between 1.154 and 1.891, all of which are well below 3.3. This indicates that Common Method Bias is not a significant problem in the model.

4.4. Testing The Structural Model

SmartPLS-4 program was used to test the model established in the research. Before testing the model, some values related to the model were taken into account and the compatibility of the model was examined. SmartPLS was chosen because it is suitable for complex research models containing multiple latent variables, can analyze reflective and formative measurement models

together, and does not require the assumption of a normal distribution in the data set. Furthermore, the predictive nature of PLS-SEM is suitable for the purposes of this study. Furthermore, thanks to the advanced multigroup analysis (MGA) feature offered by SmartPLS, we were able to test for gender differences in the model.

R^2, F^2 and SRMR values were used to evaluate the model. R^2 was used to determine the level of explanation of the dependent variable by the independent variables and this value was determined as 0.410. According to Hair et al. (2019), an R^2 above 0.26 means a moderate level of explanatory power. In this case, it can be said that the effect of the independent variables on Intention is significant and the model generally performs well.

The F^2 value measures the magnitude of the effect of each independent variable on the dependent variable (Cohen, 1988). According to the analysis results, Nostalgia ($F^2 = 0.120$) has a small to medium effect size according to Cohen's classification (0.02 = small, 0.15 = medium, 0.35 = large effect). The F^2 values of the variables Hygen ($F^2 = 0.010$), Perform ($F^2 = 0.009$), Uniq ($F^2 = 0.007$) are very low and their effects on Intention are quite limited. The variables Embar ($F^2 = 0.024$), Price ($F^2 = 0.022$), Sustain ($F^2 = 0.019$) have a small but significant effect.

SRMR (Standardized Root Mean Square Residual) is a fit index used to evaluate the fit of a model and expresses the difference between the measured covariance matrix and the covariance matrix estimated by the model. Lower SRMR values indicate that the model fits the data well. The SRMR value was determined as 0.073 and a SRMR value lower than 0.08 indicates that the model has a good fit (Henseler et al., 2015).

After these explanations indicating that the model fit was fixed, the analysis of the model was started. In this research, the effects of the factors that push and prevent consumers from buying second-hand products on the purchase intention were first analyzed for all individuals participating in the research. Then, the model was analyzed separately according to the gender of the participants.

Table 6. Analysis of The Structural Model

Variables	Std. Regression	T values	P values	Hypothesis	Supported/Not Supported
Sustain -> Intention	0.124	2.392	0.017	H_1	Supported
Price -> Intention	0.138	2.829	0.005	H_2	Supported
Uniq -> Intention	0.080	1.446	0.148	H_3	Not Supported
Nostalg -> Intention	0.326	5.386	0.000	H_4	Supported
Hygen -> Intention	-0.105	1.624	0.104	H_5	Not Supported
Embar -> Intention	-0.128	3.049	0.002	H_6	Supported
Perform -> Intention	-0.100	1.519	0.129	H_7	Not Supported

As a result of the analysis of the structural model, sustainability perception among motivational factors has a positive and significant effect on purchase intention (β = 0.124, T = 2.392, p = 0.017). This shows that environmental awareness and sustainability play a decisive role in consumers' purchasing decisions. According to this result, hypothesis H_1 was supported. Price perception has a positive effect on purchase intention (β = 0.138, T = 2.829, p = 0.005). This

result reveals that consumers show a positive tendency in purchasing decisions based on the perception of reasonable price. According to this result, hypothesis H_2 was supported. The effect of perception of uniqueness on purchase intention is not significant ($\beta = 0.080$, T = 1.446, p = 0.148). The perception of uniqueness of products does not seem to be an important factor affecting the intention to purchase second-hand products. According to this result, hypothesis H_3 was not supported. The nostalgia factor has a strong and positive effect on purchase intention ($\beta = 0.326$, T = 5.386, p = 0.000). This can be considered as an indicator of the interest of Generation Z in nostalgia. According to this result, hypothesis H_4 is supported.

The effect of the hygiene factor, which is one of the inhibiting factors, on purchase intention was not found to be statistically significant ($\beta = -0.105$, T = 1.624, p = 0.104). This result shows that consumers' perception of hygiene has no effect on determining their intention to purchase second-hand products. According to this result, hypothesis H_5 was not supported. The embarrassment factor seems to have a negative effect on purchase intention ($\beta = -0.128$, T = 3.049, p = 0.002). This shows that the feeling of embarrassment may negatively affect consumers' intention to purchase second-hand products. With this result, hypothesis H_6 was supported. The effect of the performance factor on purchase intention was not significant ($\beta = -0.100$, T = 1.519, p = 0.129). This indicates that the perception of product performance has no effect on consumers' decisions to purchase second-hand products. According to this result, hypothesis H_7 was not supported.

Table 7. Comparison of the Research Model According to Gender (Multigroup Analysis)

Variables	Std. Regression		t value		p value		Hypothesis	Supported/Not Supported
	Male	Female	Male	Female	Male	Female		
Sustain -> Intention	0.055	0.171	0.616	2.991	0.538	0.003	H_{1a}	Supported
Price -> Intention	0.109	0.146	1.219	2.814	0.223	0.005	H_{2a}	Supported
Uniq -> Intention	0.071	0.103	0.808	1.535	0.419	0.125	H_{3a}	Not Supported
Nostalg -> Intention	0.435	0.251	4.675	3.235	0.000	0.001	H_{4a}	Not Supported
Hygen -> Intention	-0.059	-0.137	0.609	1.460	0.543	0.144	H_{5a}	Not Supported
Embar -> Intention	-0.082	-0.136	0.870	2.390	0.384	0.017	H_{6a}	Supported
Perform -> Intention	-0.128	-0.090	1.333	0.966	0.183	0.334	H_{7a}	Not Supported

The findings presented in Table 7 show the results of the research model disaggregated by gender. It was observed that there were significant differences in the effects of some variables on purchase intention between male and female participants.

The sustainability factor has a significant effect on purchase intention only for female participants ($\beta = 0.171$, t = 2.991, p = 0.003). The effect of this variable was not found significant for male participants ($\beta = 0.055$, t = 0.616, p = 0.538). This result shows that the sustainability variable is important only for females in purchasing second-hand products. According to this result, hypothesis H_{1a} is supported.

Price factor has a significant and positive effect on purchase intention only for females ($\beta = 0.165$, t = 2.814, p = 0.005). There is no such effect for males ($\beta = 0.109$, t = 2.119, p = 0.223).

This finding reveals that females are more sensitive to price perception than males. According to this result, hypothesis H_{2a} is supported.

For both groups, the nostalgia factor was found to have a positive and significant effect on purchase intention. The nostalgia effect was stronger in males ($\beta = 0.435$, $t = 4.675$, $p = 0.000$) and was observed to be a more decisive factor than in females. In females, the effect of nostalgia was significant but weaker than in males ($\beta = 0.251$, $t = 3.235$, $p = 0.001$). Since there was a significant effect in both groups, the multigroup difference test results were examined. According to these results, the difference between the male and female groups was found to be 0.184, and the significance level was found to be 0.128. As a result, the effect of nostalgia on the purchase intention of second-hand clothing products did not differ by groups. According to these results, hypothesis H_{4a} was not supported.

For female participants, the effect of the embarrassment factor on purchase intention was found to be negative and significant ($\beta = -0.136$, $t = 2.390$, $p = 0.017$). For male participants, the embarrassment factor did not show a significant effect ($\beta = -0.082$, $t = 0.870$, $p = 0.384$). According to this result, hypothesis H_{6a} was supported.

On the other hand, uniqueness, hygiene and performance factors were not found to have a significant effect on purchase intention for both groups. This indicates that these factors are not decisive in consumers' second-hand product purchase decisions. According to these results, hypotheses H_{3a}, H_{5a} and H_{7a} were not supported.

5. Conclusion and Discussion

This study aimed to reveal the driving and inhibiting factors that affect the purchasing intentions of Generation Z individuals towards second-hand clothing products. It also addressed whether the effects of these factors on purchasing intention differ according to gender.

The first findings of this study reveal that motivational factors play an important role in the intention of Generation Z individuals to purchase second-hand clothing products. The nostalgia factor significantly and strongly affected the participants' purchase intentions positively. This shows that second-hand products are seen not only as an economic but also as a means of establishing an emotional bond with the past. Participants establish a deeper relationship with these products through associations and memories of the past, and this emotional interaction positively shapes their purchasing decisions. In addition, price perception also stands out as an effective factor in the purchasing tendencies of Generation Z. The appeal of affordable products coincides with the effort of this economically conscious generation to protect their budget. Sustainability, as another meaningful and motivating factor, reveals that individuals with high environmental sensitivity exhibit ethical consumption behavior. In particular, the effort to reduce environmental impacts and use resources efficiently leads to a positive attitude in individuals who tend to prefer second-hand products. On the other hand, no significant effect of the perception of the uniqueness of the product on purchase intention was observed. This

shows that Generation Z prefers second-hand products not for the purpose of looking different, but rather for value-oriented reasons.

When evaluated in terms of inhibitory factors, embarrassment has a significant and negative effect on purchase intention. This result shows that individuals fear social judgment, loss of status or prejudice when purchasing second-hand products. In particular, the negative meanings and symbols that society attributes to second-hand products create an internal resistance in consumers and suppress purchasing behavior. On the other hand, perceptions of hygiene and performance did not have a significant effect on purchase intention. This finding reveals that Generation Z individuals focus more on social and emotional values rather than the physical quality or functionality of the product. It is understood that concrete criteria such as hygiene and performance are not a primary determinant, especially in the general perception of the brand or product.

Multigroup analyses based on gender show that the effect of motivational factors on purchase intention differs in females and males. Nostalgia has a positive and significant effect in both groups, but this effect is stronger in males. While male participants prefer second-hand products more for nostalgic reasons, this tendency of females are weaker. Price perception shows a significant effect only for females. It is seen that female participants have higher budgetary sensitivity and economic advantages shape purchase intention more. While sustainability perception has a significant effect on purchase intention only in females, this effect is insignificant in males, indicating that females are more sensitive to environmental and ethical values. The uniqueness factor did not have a significant effect for either gender.

The study by Barrera-Verdugo and Villarroel-Villarroel (2022) revealed that female consumers' awareness and purchasing tendency towards sustainable clothing are higher than males. It is observed that male individuals prioritize more functional and benefit-based values such as product quality, hygiene status and performance instead of sustainability (Silva et al., 2021). In the study by Pang et al. (2025), it was stated that sustainability motivation in male individuals weakened due to price sensitivity. In this context, it can be said that male participants preferred pragmatic decision-making processes rather than environmental concerns and therefore sustainability perception did not play a decisive role in purchasing behavior.

In the study by Mobarak et al. (2025), although it was emphasized that price advantage plays a decisive role in the purchase intention for second-hand clothing products, it was stated that this effect may vary according to the value priorities of individuals. In the study of Harantová and Mazanec (2025) on Generation Z, it was stated that economic reasons are an important source of motivation in second-hand shopping; however, it was observed that this motivation was more dominant in female individuals. Similarly, in the study conducted by Helinski and Schewe (2022), it was revealed that the behavior of renting clothing products is preferred especially by females in Generation Y and Z for economic benefit. These findings show that female individuals have higher budgetary sensitivity and that economic advantages play a more

decisive role in purchasing decisions. Male individuals may focus on more subjective and symbolic values such as nostalgia, style or status instead of price in second-hand shopping.

According to the research findings, the need for uniqueness variable did not have a statistically significant effect on the intention to purchase second-hand clothing products in both female and male participants. Although this result seems to partially contradict studies in the literature that argue that the search for uniqueness positively affects second-hand shopping behavior (Tian et al., 2001; Rodrigues et al., 2023; Afonso & Farinha, 2025), this situation can be explained by various contextual and methodological reasons. First of all, the fact that the effect of the search for uniqueness was not significant indicates that Generation Z individuals may have started to prefer second-hand products not only for being "unique" or "different" but also for other motivations such as sustainability, price advantage or nostalgia. Indeed, in the study of Frahm et al. (2025), it was stated that the second-hand clothing purchasing behavior, regardless of gender, is mostly associated with environmental and economic factors. In addition, the search for uniqueness may be effective in other categories related to design rather than clothing products.

When the inhibitory factors were examined in terms of gender, the feeling of embarrassment was effective only in female. In females, the feeling of embarrassment significantly reduces the intention to buy second-hand products, and the motivation to gain social acceptance and avoid negative judgments is more prominent. It can be said that male individuals are less affected by the social perceptions associated with buying second-hand products than females. Hygiene and performance factors did not show a significant inhibitory effect in both gender groups.

The research findings found that social embarrassment had a significant inhibitory effect on the intention to purchase second-hand clothing products only for female participants. In socially salient categories such as fashion and clothing, how individuals are perceived by others can create higher social sensitivity for females. As stated by Silva et al. (2021), the behavior of purchasing second-hand clothing brings with it social risk and fear of judgment. This risk can turn into a stronger social embarrassment for females. Gebhardt et al. (2011) also revealed that females experience more embarrassment, especially in socially sensitive categories (such as personal care and health products). This situation works similarly for a product that is in direct contact with the body and is open to the outside, such as second-hand clothing; it can cause females to internalize the possibility of being evaluated negatively by society on grounds such as "cleanliness" or "economic inadequacy" more. Auxtova et al. (2025) emphasized, embarrassment in second-hand clothing consumption is a moral decision process that is directly associated with the individual's moral and social values, and this process may work more suppressively for females. In male participants, social shame does not have a significant effect on purchase intention. This may be because males do not see second-hand clothing products as a social status threat or they may be less sensitive to negative evaluations from society (Li et al., 2018).

As emphasized in the study by Telli et al. (2021), while the perception of hygiene may affect individuals' attitudes towards second-hand products, this attitude is not always reflected in

purchasing behavior. This situation can be associated with the assurance that the products are sterilized, the professional presentation of the visuals, and the communication strategies of the platforms that emphasize the hygiene standards, especially in online shopping environments. Therefore, although hygiene anxiety continues to exist at the mental level, it may have lost its effect at the behavioral level. In terms of gender, although Eriksson et al. (2022) revealed that females have stricter hygiene norms, the fact that these norms are not directly reflected in the purchase intention in the context of second-hand clothing suggests that females can compensate for their hygiene concerns in other ways (e.g. product cleanliness, disinfection guarantee, product descriptions). As a result, the fact that hygiene perception did not show a significant effect in both female and male groups indicates that this variable has now been internalized as a "familiar" risk in the context of second-hand shopping and that consumers can manage this risk with various strategies.

The fact that performance risk did not have a significant effect on the intention to purchase second-hand clothing products in both female and male groups in the research findings suggests that this variable is no longer perceived as a decisive obstacle in the consumer's mind. The maturation of the second-hand clothing market and the detailed presentation of products through digital platforms may have reduced consumers' uncertainties regarding performance. Elements such as product descriptions, user reviews, high-resolution images and return guarantees may have eliminated performance risk at a mental level and caused it to affect the purchase decision less (Negash & Akhbar, 2024). The findings emphasized by Mobarak et al. (2025) that "used products may be perceived as short-lived and of low quality" may be especially valid for individuals who are distant from second-hand shopping. However, since the research sample largely consists of Generation Z individuals, this group may have a more flexible and experience-based perspective on the performance of second-hand products. This may have weakened the behavioral effect of performance risk. As a result, the fact that performance risk does not emerge as a significant obstacle indicates that consumers have either internalized this risk or are able to manage it with various strategies.

In general, this research has revealed that the second-hand product purchasing behavior of Generation Z individuals is based on multi-layered dynamics and that these dynamics differ according to individual characteristics.

6. Implications

This study contributes to the literature by examining Generation Z's intention to purchase second-hand clothing within the framework of planned behavior theory. The association of motivational (sustainability, price advantage, uniqueness, nostalgia) and inhibitory (hygiene, embarrassment, performance risk) factors with the TPB expands the theory in the context of second-hand clothing. Furthermore, conducting the study in a developing country like Türkiye adds geographical diversity to the literature and emphasizes the critical role cultural context plays in understanding consumer behavior. The study results suggest that sustainability, price advantage, nostalgia, and embarrassment factors play decisive roles. Furthermore, the results

suggest that gender may play a moderating role. The significant effects found for sustainability and price advantage in female, while not for male, suggest that motivational factors should be examined in a gender-sensitive manner in consumer behavior literature. While the nostalgia factor was significant for both groups, its greater strength in male highlights the importance of considering emotional factors like nostalgia from a gender perspective in explaining purchase intentions. The fact that the embarrassment factor was only a barrier for female suggests that second-hand fashion research should be approached with gender sensitivity, given the context of social norms, societal perceptions, and cultural pressures.

Practically, second-hand clothing platforms and retailers are advised to prioritize sustainability and price advantage messages. Such messages will increase purchase intention. The effectiveness of the nostalgia factor suggests that brands can more strongly attract Generation Z consumers with retro/vintage-themed collections or campaigns. Due to the negative impact of embarrassment, businesses can develop communication campaigns such as influencer collaborations and social media trends that normalize second-hand shopping. The lack of impact on hygiene and performance risks suggests that Generation Z is accustomed to or more tolerant of these issues. In this case, cleaning and certification practices can play a supportive role in reinforcing trust. Additionally, marketing strategies targeting female consumers should prioritize sustainability (e.g., environmentally friendly production) and price advantages (e.g., discounts, campaigns). For male consumers, nostalgia-themed campaigns can create stronger purchasing motivation. Given that embarrassment deters female from purchasing, communication strategies such as collaborations with female influencers and social benefit-focused campaigns can be developed to normalize second-hand shopping.

Managers and fashion retailers should prioritize sustainability when developing business models for the second-hand clothing market and create discounts, coupons, or barter systems that embody price advantages. Managers can collaborate with online platforms to develop social norms that reduce consumer embarrassment by positioning second-hand shopping as a trending or prestigious behavior. Brand managers can normalize second-hand shopping through fashion influencers and celebrities to reduce the embarrassment factor. Furthermore, policymakers can develop tax incentives or sustainability campaigns to support the second-hand market and increase its social acceptance. Additionally, managers should segment their marketing strategies, emphasizing sustainability and price advantages for female consumers and nostalgia-focused communication for male. Second-hand clothing platforms should develop inclusive advertising and campaigns that challenge social norms to reduce the barrier of embarrassment for female customers. The strong influence of nostalgia on male offers businesses the opportunity to develop practices such as retro experience stores, past collections, and brand stories about fashion history. The findings also suggest the need to develop gender-focused awareness campaigns to increase social acceptance of the secondhand fashion market.

7. Limitations and Future Research

In this study, motivational factors were limited to sustainability, price advantage, uniqueness, and nostalgia, while inhibitory factors were limited to hygiene, embarrassment, and

performance risk. Furthermore, the effects of other psychological, cultural, and other factors outside of these variables were excluded. Furthermore, the determination of differences among demographic variables was limited to gender; income, education, and age were not considered.

In the academic field, future research can examine social norms, aesthetic expectations, and gender effects in more depth. In particular, mixed-method approaches supported by qualitative studies can be recommended to understand the behavioral effects of emotional and cultural components. Additionally, it is recommended to conduct studies on different generations to determine the motivational and inhibitory factors affecting the intention to purchase second-hand clothing products.

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