

THE FACTORS THAT INFLUENCE CONSUMER PURCHASE FREQUENCY  
TOWARDS SECONDHAND APPAREL OR ACCESSORIES: IS IT FASHION  
LIFESTYLE OR SOCIAL RESPONSIBILITY?

by

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(Under the direction of Megan Lee)

ABSTRACT

There has been a substantial amount of editorial discussion regarding sustainability in the fashion industry, but there lacked extensive research examining purchase frequency towards secondhand clothing. This research examined the influence of consumer's sustainability and their fashion lifestyle towards their purchase frequency of secondhand clothing. Secondhand apparel and accessory shoppers in Athens, Georgia were quantitatively analyzed through their participation in an online survey. The results showed significant influence of Environmental Apparel Consumerism, Apparel Knowledge and Concern for Apparel Social Issues, Fashion Leadership, and Shopping Enjoyment on Purchase Frequency of secondhand apparel and accessories.

INDEX WORDS: Secondhand Apparel or Accessories; Sustainability; Fashion Lifestyle; Shopping Orientation; Fashion Orientation; General Social Responsibility; Apparel Environmental Knowledge; Apparel Social Knowledge.

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## **DEDICATION**

This thesis is dedicated to my family. To my father, you have helped me achieve so many goals. You have taught me many extraordinary life lessons that have helped me accomplish not only my thesis but lessons that will continually help me grow as a person. To my mother, you have always been a great source of encouragement. You introduced me to my love for apparel and you helped to inspire my thesis topic of secondhand apparel and accessories. To both my mother and my father, your unconditional love has truly been a blessing. To my brother, thanks for always being there for me throughout all my life experiences. Finally, to Brandon, your unconditional support throughout this process will never be forgotten. You have been always believed in me and given me daily encouragement to accomplish my goals.

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## TABLE OF CONTENTS

	Page
LIST OF TABLES .....	iv
LIST OF FIGURES .....	v
CHAPTER	
1 INTRODUCTION .....	1
Statement of Problem.....	3
Objectives .....	3
Definition of Terms.....	3
2 REVIEW OF LITERATURE .....	6
Secondhand Apparel and Accessories .....	6
Sustainability.....	8
Fashion Lifestyle.....	16
Theoretical Framework .....	22
Research Questions .....	24
Hypothesis.....	25
3 METHODOLOGY .....	26
Description of Sample.....	27
Recruitment of Participating Stores and Study Participants .....	28
Data Collection .....	29
Data Analysis .....	35
4 RESULTS .....	36

Description of Respondents .....	36
Factor Analysis .....	38
Creation of Variables .....	45
Reliability Analysis.....	46
Creation of Summated Variables .....	48
Correlation Analysis .....	49
Linear Regression Analysis .....	51
Multiple Regression Analysis: Independent Variables.....	58
5 CONCLUSION.....	60
Discussion .....	60
Conclusion .....	67
Limitations .....	68
Future Research .....	69
Summary .....	72
REFERENCES .....	73
APPENDICES .....	80
A SURVEY QUESTIONS MODIFIED .....	80
Dependent Variables.....	80
Sustainability Questions.....	80
Fashion Lifestyle Questions.....	83
Demographic Questions.....	85
B SURVEY QUESTIONS ORIGINAL .....	87

Sustainability Questions.....	87
Fashion Lifestyle Questions.....	89
C INSTRUMENT ORGANIZATION .....	92
Modified General Social Responsibility Questions.....	93
Modified Fashion Orientation Questions.....	94
Modified Shopping Orientation Questions .....	95
D PACKET TO STORE OWNERS .....	96
E POSTCARD.....	102
F INFORMATIONAL LETTER .....	103

**LIST OF TABLES**

Table 1: .....	37
Table 2: .....	39
Table 3: .....	39
Table 4: .....	40
Table 5: .....	40
Table 6: .....	41
Table 7: .....	42
Table 8: .....	43
Table 9: .....	43
Table 10: .....	44
Table 11: .....	45
Table 12: .....	49
Table 13: .....	50
Table 14: .....	52
Table 15: .....	59
Table A1: .....	92
Table A2: .....	93
Table A3: .....	94
Table A4: .....	95

## LIST OF FIGURES

Figure 1: Model .....	24
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## **CHAPTER 1**

### **INTRODUCTION**

The fashion industry in the past few years has increased its awareness of the damages textile and apparel industry has on the environment. Consumers also have started to realize the impact created by supporting products and companies with negative influence. While other industries changed their manufacturing techniques years ago to lower their negative impact on the environment, the fashion industry has just started to realize their negative impact. Nathaniel Beard wrote, “In comparison to the food or cosmetics sectors, the fashion industry has, to an extent, been seemingly lackadaisical in its embrace of tackling dilemmas relating to the environmental and human costs of its impact on society” (2008, p. 448). Theresa Winge wrote about celebrities and their involvement with the fashion industry she stated:

The fashion industry exists at a high cost to animals, humans, and the local and global environment, ranging from the pesticides and chemicals used within textile production to the discarded clothes rapidly filling landfills, as well as the exploitation of human rights in connection to child labor issues and sweatshops (2008, p. 513).

With a realization of such a dramatic impact, the fashion industry also could increase their awareness of the effects on communities and people involved. Allowing communities to become more socially aware of the apparel products they are purchasing could help increase the demand for more sustainable apparel products. Since the fashion industry has joined the movement for a better environment, new stores have opened that

are focused on carrying eco-friendly and sustainable merchandise. With all the activity of companies trying to *go green* this movement also, “created a new demand for stylish garments made with sustainable materials, which designers like Giorgio Armani, Betsey Johnson, Stella McCartney, Todd Oldman, and Oscar de la Renta made with celebrities in mind” (Winge, 2008, p. 513). Now designers produce apparel for consumers desiring sustainable apparel.

A webpage geared towards the apparel industry, [www.Fibre2Fashion.com](http://www.Fibre2Fashion.com), wrote an article on the increased demand for secondhand goods. The article included the following statistic: “Consignment and thrift shops are also becoming increasingly popular, growing at a rate of 5% every year providing options for the sale of used clothing (“Second life”, 2010). An increase of secondhand stores showed a higher demand for secondhand apparel items. Since secondhand apparel was a form of recycling, this also would relate to having products that are more environmentally friendly and sustainable.

As Payne and Raiborn wrote, “Businesses should engage in sustainable development because, in the minds of all rational people, reclaiming and preserving the earth's environment as well as limiting pollution and resource depletion is the ‘right’ thing to do” (2001, p. 160). Another group of authors, Andrews and DeValut thought, “Moral leaders have encouraged a rethinking of consumer values, but businesses and governments have focused more narrowly on providing consumer information. ‘Green’ consumerism is an emerging force for environmental improvement” (2009, p. 327). Pressure from outside sources towards companies to raise consumer’s awareness of the morals they uphold has created a strong interest in environmental consumerism.

## **Statement of Problem**

There has been a substantial amount of editorial discussion regarding sustainability in the fashion industry, but there lacked extensive research examining purchase frequency towards secondhand clothing. Therefore, adding to the limited research that has been conducted to investigate why consumers were buying secondhand apparel, this research examined the influence of consumer's fashion lifestyle and their level of sustainability towards their purchase frequency of secondhand clothing.

## **Objectives**

Several objectives were to be completed including: (1) examine the relationship between consumers who purchased secondhand clothing and their sustainability and (2) identify the fashion lifestyle of consumers who purchased secondhand apparel and accessories.

## **Definition of Terms**

1. Buying behavior- "...measured in a number of ways, such as total expenditure, number of visits and number of product types bought, enabling us to test the stability of the findings" (De Cannière, De Pelsmacker, & Geuens, 2010, p.88).
2. Corporate Social Responsibility (CSR)- "Concern by consumers, activists, academics and others has concentrated particularly on labour, environmental and social issues... including child labour, forced labour, wages and benefits, working hours, disciplinary practices, the right to freedom of association, health and safety, and environmental practices" (Mamic, 2005, p. 81).

3. Dress- "dress" incorporates all aspects of the subject—fashion, style, production, consumption, textiles, and beauty regimes in which the group was interested (Tulloch, 2010).
4. Eco- “*Eco*, *green*, and *environmental*, have usually been used interchangeably when describing garments that conform to the *ecofashion* of designers, labels, and companies whose creative design and manufacture do not harm the environment” (Thomas, 2008, p. 531).
5. Ecofashion- “Within academic study, when the term *ecofashion* is used, it references fiber and fabric selection. However, it can also refer to cutting patterns for thrifty fabric utilization (an economic fabric lay), less construction and the ease of disassembly when the garment has finished its first life” (Thomas, 2008, p. 532).
6. Eco-dress- “Includes clothing, accessories, and shoes that may be designed, manufactured, transported, consumed, or recycled with methods and materials that reflect an enlightened consciousness about environmental issues and human and animal rights” (Winge, 2008, p. 514).
7. Fair Trade- addresses aspects of global equity, social justice and responsibility. Based on a philosophy and a method of trading with developing countries, it enables the growers and makers of goods to receive fair payment, or a living wage (Thomas, 2008, p. 532).
8. Lifestyle- An individual’s distinctive way of living; a pattern that influences a person’s choices in all areas of life, from how to spend time to how to spend money (Rath, Bay, Petrizzi, & Gill, 2008, p. 440).

9. Sustainability- All those elements that comprise the design, development, and construction of the built environment that have the potential of permanently altering the physical environment and/or the human condition (Kopec, 2009, p. 332).
10. Recycled: (a) convert (waste) into reusable material; (b) goods made of recycled materials; (c) return (material) to a previous stage in a cyclic process (Oxford, 2010).
11. Reuse: The action of using something again (Oxford, 2010).
12. Repurposed- Adapt for a use in a different purpose (Oxford, 2010).
13. Secondhand- Having had a previous owner; not new (Oxford, 2010).
14. Vintage- Wearing vintage is primarily about being involved in a change of status and a revaluing of clothing beyond the original time period or setting, and only secondarily about markets for resale of clothing (DeLong, Heinemann, & Reiley, 2005, p. 1)

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

To understand the factors that influenced consumers' purchase frequency towards buying secondhand clothing and accessories this literature reviewed two potential factors of secondhand apparel and accessories purchase frequency: (1) sustainability and (2) fashion lifestyle. There were two dimensions of sustainability examined below general social responsibility not related to fashion and social responsibility related to fashion. Fashion lifestyle choices are factors related to consumers purchase decisions. Fashion lifestyle has been separated into two categories: (1): fashion orientation, and (2) shopping orientation (Gutman & Mills, 1982). An addition to sustainability and fashion lifestyle, secondhand apparel and accessories were also examined.

#### **Secondhand Apparel and Accessories**

Before apparel or accessories become a secondhand product, the product user must return the product to the consumption chain instead of permanently disposing of the product. However, it has been more common for apparel and accessories items, after their first time use, to be disposed of in landfills instead of reentering the consumption chain as a secondhand product (Dickson & Eckman, 2006; Hawley, 2006; Solomon & Rabolt, 2004). Solomon and Rabolt (2004) stated, "Consumers most often dispose of things, either because they have fulfilled their designated functions, or possibly because they no longer fit with customers' view of themselves" (p. 456). One socially responsible disposal option for apparel and accessories items was to donate or sell them to a secondhand store (Hamilton, 2007; Parsons, 2000; Solomon & Rabolt, 2004). Dickson

and Eckman (2006) found that educators in apparel and textiles considered recycling used clothing as a topic of social responsibility.

Unique to fashion and unlike many other products, fashion has a market for recycled and repurposed clothing. The second life of apparel and accessories has introduced a niche market of secondhand clothing and accessory stores, and now as consumers are looking for more secondhand stores to purchase apparel and accessories there has been an increase in the opening of secondhand stores (Beard, 2008; Hamilton, 2007; Parsons, 2000; Solomon & Rabolt, 2004). Hamilton (2007) stated, “Since more shoppers are loading up on cheap chic every few weeks instead of purchasing a few higher-priced basics once every few months, they're less sentimental about quickly unloading them to help finance the next round” (p. 85). Consumers have been looking for apparel and accessory items from secondhand stores more often than in the past.

Purchasing secondhand apparel or accessories has many benefits. For example, investing in classic, good quality fashion items ensures an apparel or accessory item that has been in style for decades (Parsons, 2000; Rudner, 2009). Within fashion in particular, the production of retro outfits has manifested itself in the seemingly endless recycling and adaption of popular styles, prints or patterns from the 1920s, and subsequent decades onwards, up until almost the present day (Beard, 2008, p. 10). Another benefit of purchasing secondhand apparel or accessories was links to the environmental consumerism. Beard (2008) also noticed consumers of secondhand apparel consider ‘vintage’ and ‘ethical’ identical. Consumers also could find attractive quality apparel for a much lower price (Parsons, 2000). Although many benefits have been identified as to why people should buy secondhand, minimal research has been

conducted to investigate the exact factors why consumers bought secondhand apparel (Parsons, 2000). Secondhand apparel and accessories has many benefits to communities and consumers. This study identified the underlying purchase frequency of secondhand apparel and accessories.

### **Sustainability**

Sustainability can be categorized into three main components: (1) social equity, (2) economic development, and (3) the environment (Newport, Chesnes, & Lindner 2003). Sustainability has been centralized around social responsibility, which means everyone participates in making the environment better for future generations (Rath, Bay, Petrizzi, & Gill, 2008). Members in a community participated in sustainability as a result of being socially responsible through recycling and being a socially conscious consumer (Webster Jr., 1975). Fernando (2007) explains sustainability as the social awareness of labor force issues, environmental actions, creating jobs, and participating in the costs to sustain the environment economically. In conclusion, although sustainability was a broad concept, the common theme of sustainability was attention to consumer consumption and the act of preservation for future generations. Since the fashion industry has been focused on rapid and mass consumption, sustainability directly affects the industry and its consumers.

#### **General social responsibility.**

The majority of literature on social responsibility of consumers has been approached from the perspective of Corporate Social Responsibility (CSR). CSR has been explained by Mamic (2005) as human concern on environmental and social issues

created by corporations. Wood (1991) describes how social responsibilities throughout the 1960s and 1970s were not universally upheld equally among multiple corporations.

The United States of America saw an increase of interest in environmental issues during a large environmental movement in the 1960s. The EPA was formed in 1970 and the federal government funded a program to oversee environmental issues (Lewis, 2009). The first Earth Day occurred in 1970, and Earth Day is still celebrated every year in April (Lewis, 2009). A few other important environmental milestones such as The Clean Air Act of 1963 and The Federal Water Program occurred in 1966 (Lewis, 2009). From the oil crisis in the 1970s until the most recent natural disaster of the 2010 British Petroleum (BP) oil spill in the Gulf Shore off the coast of Louisiana, Mississippi, Alabama, and parts of Florida, many environmental events have taken place to raise domestic consumers' environmental awareness over the past forty years.

Other forms of social responsibility have been stressed to the public such as recycling. The Environmental Protection Agency (EPA) listed several reasons to sustain the environment for future generations including recycling, energy conservation, protecting local employment and conserving natural resources (Dahm, Samonte, & Shows, 2009; Lewis, 2009). An example of social responsibility was participation in recycling programs (Dahm, Samonte, & Shows, 2009; Rath et al., 2008). A webpage geared at informing others of sustainable living practices, further explained how functional sustainable communities depend on community members to participate in social equity and holds them responsible for economic and environmental aspects (Sustainable.org, 2010). Much like a sustainable community being equally balanced, an individual could do the same to become a socially responsible citizen. For example,

“Individuals contribute to local and global sustainability when they adopt more responsible patterns of buying and consumption, thereby consuming less energy and fewer resources” (2010). Individuals could be socially responsible by donating used clothing, using renewable and natural fibers, and reducing their greenhouse gas emissions (Rath et al., 2008).

### ***Corporate social responsibility.***

By analyzing the commonly discussed subject of corporate social responsibility (CSR) an overview of an individual’s general social responsibility could be made. Wood (1991) described, “Early proponents of corporate social responsibility focused attention on factory disasters, oil spills, toxic wastes, harmful products, illegal payments to politicians, improper testing, and similar negative social impacts of business behavior” (p. 708). Corporate social responsibility (CSR) has been defined in more detail by global label standards. CSR has expanded from mild regulations placed on companies to heavy monitoring regulated internationally (Bartley & Child, 2010). The apparel sweatshop issue that was heavily exposed in the 1990s also raised awareness to other social issues in the textile and apparel sector such as labor codes, fair trade, and child labor laws (Bartley & Child, 2010; Rath et al., 2008). Several celebrity clothing lines have been embattled in the social responsibility of clothing manufacturing. For instance, Kathy Lee Gifford fought a public dispute about her clothing lines involvement with sweatshop labor in 1996. Rath, Bay, Petrizzi, and Gill (2008) explained that the Kathie Lee Line versus the National Labor Committee changed public awareness,

The publicity from this case helped raise awareness of the prevalence of sweatshops and harsh working conditions in the fashion industry, which in turn

has led to public pressure on companies to verify that the products they sell have been manufactured according to ethical labor practices (p. 391).

***Environmental consumerism.***

Consumers' beliefs in living a socially responsible lifestyle have been found to influence consumer shopping characteristics (Vermeir & Verbeke, 2004). Environmental consumerism has been a form of environmentally conscious behavior (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997). Environmental consumerism could be observed in an individual's environmental and economic lifestyle (Kim & Damhorst, 1998).

Researchers have found consumers' values of the environment affected their marketplace decisions (Dahm et al., 2009; Kim & Damhorst, 1998; Shahrudin, Pani, Mansor, & Elias, 2010). Kim and Damhorst found a consumer's environmental lifestyle could explain their inclinations to participate in environmental apparel consumption.

Researchers have found a positive relationship between the social responsibility of consumers and their purchase intention toward organic food (Tanner & Kast, 2003).

Consumers also have been found willing to pay more for ethically or organically produced products because of personal values (De Pelsmacker, Driesen, & Rayp, 2005; Shahrudin et al., 2010). Kim and Damhorst found that consumers who exhibited general environmental behavior could explain their consumption of environmental apparel.

In 1975, Frederick E. Webster, Jr. identified independent variables measuring personality, rather than demographic or socioeconomic factors, were better predictors of the characteristics for a socially responsible consumer. In order to obtain a measure for a socially conscious consumer the level of social responsibility would be an independent variable pertaining to the participant's personality. Ogle, Hyllegard, and Dunbar (2004)

suggested further work after their study testing consumer patronage behaviors in a sustainable retail environment. Kozar and Connell (2010) noted in their study about an absence in the investigation of the relationship between the role knowledge plays in apparel purchasing behaviors. Ogle et al. (2004) suggested their findings, "...serve as a foundation for additional work exploring the importance of social responsibility in consumer decision making" (p. 737). Kim, Littrell, and Ogle (1999) conducted a study that focused on purchase behavior dependent on social responsibility instead of purchase behavior due to the product's features. Their study showed "socially responsible attitudes are an important motive influencing consumers' purchasing behavior" (Kim et al., 1999, p. 216). For these reasons the following hypotheses for this research were created:

H1: General social responsibility of the participant will influence secondhand apparel and accessories purchase frequency.

H2: Environmental apparel consumption will influence secondhand apparel and accessories purchase frequency.

### **Apparel social responsibility.**

Social responsibility has also been prevalent in the apparel industry. Applying the concept of social responsibility to an apparel consumer has been very similar to the social responsibility in other consumer based industries. Many studies have noted a growing interest in apparel social responsibility (Beard, 2008; Dickson & Eckman, 2006; Kim & Damhorst, 1998; Kozar & Connell, 2010). The consumer prioritized apparel social responsibility based on importance of environmentally friendly clothing, economic

development within the community, and issues relating to social equity. Beard (2008) further explained additional changes active in the fashion industry:

It appears that the fashion industry as a whole is now coming of age, facing up to its responsibility to society and its place within it. Since its beginnings, and almost throughout its history, the industry of fashion, particularly clothing production, has been a tale associated with exploitation, of both resources and of people. (p. 450)

Even though the fashion industry has been making progress towards sustainable practices the major issue with the mainstream diffusion of sustainable apparel related to the awareness of consumers regarding their individual purchasing habits and consumption. Purchasing secondhand apparel or accessories fulfills socially responsible actions while still remaining stylish (Beard, 2008).

To further understand the branding of sustainable fashion and consumers' behaviors Beard (2008), analyzed ecofashion companies, designers, and public statements. He wrote that, "...there is a polarization in behavior, amongst consumers, on the matter of ethical or ecofashion. Increasingly, consumers are concerned about the 'ethical impact' their purchasing decisions have, both on the environment and on people" (p. 459). The customers' concern was recognized as the consumer became more socially conscience and responsible. The secondhand apparel and accessory market has steadily increased due to current retro trends and spiked interests in environmental consumerism (Beard, 2008).

To qualify as ecofashion Smal (2009) stated that the apparel needed to be "... products that are produced taking the environment into consideration. This could be achieved by a number of possibilities that I group into two categories, namely (1) raw materials, components and processes and (2) product criteria and subsequent lifecycle" (p. 3). Not all consumers who purchased secondhand apparel were aware it was considered as ecofashion. Some consumers who purchased environmentally friendly products might have purchased them with alternative motives such as style, price, or convenience (Smal, 2009). Some consumers considered ecofashion to cost more than regular apparel (Smal, 2009). This perception that secondhand apparel and accessories were a form of "ecofashion" could potentially explain if consumers were buying secondhand clothing for price but were not buying it for sustainability values.

### **Secondhand clothing and the *cradle to cradle* concept.**

Secondhand clothing could be applied using the "cradle to cradle" concept developed by architects McDonough and Braungart in the 2002 book, *Cradle to Cradle*. The concept of cradle to cradle created a new paradigm for how manufacturing, production and consumers determined the life cycle of products. Currently, the majority of products sold today are products that follow the cradle to grave life cycle (McDonough & Braungart, 2002). The cradle to grave life cycle, McDonough and Braungart defined as, "Resources are extracted, shaped into products, sold, and eventually disposed of in a 'grave' of some kind, usually a landfill or incinerator" (p. 27). The opposite of the cradle to grave concept was the cradle to cradle concept. In the cradle to cradle paradigm, products were on a closed loop that either returns to manufacturing for a new use, or returns safely to the earth. The basis of this concept explains that: "Products can be

composed either of materials that biodegrade and become food for *biological cycles*, or of technical materials that stay in closed-loop *technical cycles*, in which they continually circulate as valuable nutrients for industry” (McDonough & Braungart, p. 104).

Secondhand apparel products could also be included in the cradle to cradle ideal when consumers donated or sold their clothing to vintage or secondhand clothing stores. The used garments were returned back into the cycle to be used again by different consumers. Thomas (2008) described a similar pattern of recycling:

When a garment is of no further use to the first owner, it is *recycled*, after which it may have a second life as secondhand/vintage clothing... they may be *upcycled*, *redeployed* or *downcycled*. *Upcycling* is where discarded garments have their value increased through altering or customizing. Similarly, it may be *redeployed*: altered, deconstructed or dyed, or customized and sold back into the clothing system... (p. 534)

Although apparel sustainability may sound like a new concept in the fashion industry, the actual concept of apparel sustainability has existed in some forms for many years. Previously sustainable apparel was worn as an antifashion statement for environmental and social causes (Winge, 2008).

Another common form of sustainable apparel included apparel tagged with a “No Sweat” label. Dickson (2001) found in a study testing fair trade label users versus non-users, “Label Users were more supportive of social responsible businesses” (p.112). By recycling clothing and purchasing recycled clothing the consumer was participating in social equity by helping the community (local businesses) and the environment. Secondhand clothing formerly appealed to low income consumers while now secondhand

clothing stores are more popular in cities and have more diverse consumers, some of which are eco-conscious (Beard, 2008).

For these reasons the following hypotheses were created for this research:

H3: Level of apparel environmental knowledge of the participant will influence the purchase frequency of secondhand apparel and accessories.

H4: Level of knowledge and concern on apparel social issues will influence the purchase frequency of secondhand apparel and accessories.

### **Fashion Lifestyle**

Fashion lifestyle has been a common analysis of researchers to explain reasons why consumers purchased certain apparel items. Solomon and Rabolt (2004) defined lifestyle as, "... a pattern of consumption reflecting a person's choices of how he or she spends time and money" (p. 267). The goods purchased by a consumer provided information about the person's social identity. Subsequently, that social identity was reflected in their lifestyle (Solomon & Rabolt). An individual's fashion lifestyle could be categorized by one of seven segments. These segments are identified by Gutman and Mills (1982) as: (1) Leaders, (2) Followers, (3) Independents, (4) Neutrals, (5) Uninvolveds, (6) Negatives, and (7) Rejectors (p. 76). Researchers have made associations with consumers' profiles and the generalized lifestyle to which they associate. Webster (1975) found, "...the socially conscious consumer has a profile similar to that of the classic 'opinion leader' (p. 189). As written by Visser and du Preez (2001), "According to Moschis (1976), lifestyles and shopping orientations are good predictors of various aspects of shopping behaviour..." (p. 74). As Gutman and Mills (1982) explain, lifestyle showed the consumer's attitudes, interests, and opinions of

fashion and shopping. By understanding the consumer's fashion lifestyle, more information behind the purchase decision of the consumer was derived. Gutman and Mills (1982) used two measures to analyze an individual's fashion lifestyle. These measures were fashion orientation and shopping orientation.

### **Fashion orientation.**

Fashion orientation was first explained by five fashion characteristics of the consumer. Tigert, Ring, and King (1976) use fashion awareness, fashion knowledge, fashion interest, fashion interpersonal communications, and fashion innovativeness to describe fashion involvement. A few years later, Gutman and Mills (1982) adapted parts of the Tigert, Ring and King's fashion orientation scale and developed four factors of fashion orientation: (1) fashion leadership, (2) fashion interest, (3) importance of being well dressed, and (4) anti-fashion attitude. In the Gutman and Mills (1982) research these four factors served as the independent variables intended to measure the participant's fashion priority (more versus less important), time frame (past versus present versus future), and initiative towards fashion (passive versus active).

The factor of fashion leadership was defined by Solomon and Rabolt (2004) as consumers who make fashion decisions before other consumers and take risks on apparel items (p. 417). Solomon and Rabolt (2004) stated, "True fashion leaders constantly seek distinction and therefore are likely to launch a succession of fashions rather than just one..." (p. 417). A secondhand apparel and accessory shopper might be considered a fashion leader if they are setting trends among their peers, or as Webster Jr. (1975) explained that socially conscious consumers are typically opinion leaders. The factor of fashion interest has been a key component of fashion orientation. Tigert, Ring, and King

(1976) defined fashion interest as “A continuum ranging relatively from the highly interested fashion consumer to the totally non-interested buyer” (p. 47). A consumer shopping for secondhand apparel and accessories could be doing so because they have a very high interest in fashion or just for the goal of obtaining different clothing. The factor of the importance of being well dressed measured the participant’s “use of clothing for social mobility” (Gutman and Mills, 1982, p. 70). The factor of antifashion attitude has been explained by Solomon and Rabolt as “A classic is in a sense ‘antifashion,’ since it guarantees stability and low risk to the purchaser for a long period of time” (p. 13). Solomon and Rabolt gave an example of “The Little Black Dress” as a classic piece of apparel (p. 13). Antifashion attitudes also involved consumers that wanted to make their own decisions towards apparel without the influence of fashion experts (Gutman and Mills, 1982). These consumers still enjoy clothing; however, they want to find out which styles they like on their own without any outside influence (Gutman and Mills, 1982). Cho and Lee (2005) describe consumers categorized into antifashion as those trying express self-identity. Classics and apparel expressing forms of self-identity are antifashion because they are not mainstream and prevalent as fashion apparel (Solomon & Rabolt, 2004; Cho & Lee, 2005). Secondhand apparel has not been considered mainstream fashion apparel and by these definitions could be considered as antifashion.

Based from the above information the following hypothesis was formed:

H5: Fashion leadership of the participant will influence secondhand apparel and accessories purchase frequency.

### **Shopping orientation.**

The shopping orientation of a consumer indicated the needs and preferences of consumer groups (Moye & Kincade, 2003). Most research of shopping orientation has been developed from the research conducted by Stone in 1954. Four consumer groups for shopping orientation were identified by Stone (1954) as the ethical consumer, the economic consumer, the personalizing consumer, and the apathetic consumer. Moye and Kincade (2003) note, "Since Stone's early work, many of these studies have identified with similar but varying shopping orientations" (p. 59). The shopping orientation by Gutman and Mills (1982) was very similar to Stone's seminal break down of the four consumer groups (Moye & Kincade, 2003). Visser and Preez (2001) merged all other shopping orientation results prior to 2001 in a research paper using content analysis. Visser and Preez found: "Almost all the researchers included personal characteristics in their studies, including variables such as lifestyles (psychographic characteristics) and demographic characteristics, e.g. social class, family life cycle, income, gender, marital status, occupation, education, income, and type of residence" (p. 75).

Shopping orientation involved consumers' views on six factors defined by Gutman and Mills (1982) as: (1) shopping enjoyment, (2) cost consciousness, (3) traditionalism, (4) practicality, (5) planning, and (6) following (p. 81). The results from their study operationalized the characteristics of each lifestyle segment based off the shopping orientation. The seven lifestyle segments were explained:

The leaders enjoyed shopping and are not cost-conscious, practical or traditional.

The Independents were similar to leaders but had a high score for cost-conscious.

The Followers enjoy shopping and scored high on traditionalism and following.

The Neutrals were found to be neutral on all factors. The Uninvolveds scored low on planning. The Negatives scored high on cost consciousness, traditionalism, and practicality. Finally, the Rejectors scored very high on cost consciousness and practicality. (Gutman & Mills, 1982, p. 80)

Shopping orientation was different for every consumer and was dependent on the type of store and product offered (Solomon & Rabolt, 2004). From the Gutman and Mills (1982) list of shopping orientation variables, shopping enjoyment was an important part of consumer purchase decisions (Solomon & Rabolt, 2004). Shopping enjoyment has been hypothesized to be effected by a few variables including the type of shopping (bargain or browsing) and also by time restraints on the consumer (Kim & Kim, 2008).

Cost consciousness was another variable of shopping orientation (Gutman & Mills, 1982). Buying secondhand allowed consumers to have fashionable items for a lower price (Hamilton, 2007). A significant relationship could be identified between fashion involvement and price of the apparel or accessory item (Tigert et al., 1976). Moye and Kincade (2003) found the same group labeled “cost consciousness” by Gutman and Mills (1982) to be bargain shoppers with the goal of saving money. The common concept behind bargain shopper was that consumers can get brand name apparel and accessory items at secondhand stores for a fraction of the original price ("Thrifty Fashion," 2003).

Practicality was one variable of shopping orientation (Gutman & Mills, 1982). Catalani and Chung (2005) noticed secondhand shoppers' clothing priorities: “In choosing their items, collectors accordingly stated that they look at the wearability, the style, conditions, material and manufacture” (p. 6). These shoppers choose items that

would stay in style for a longer period of time (Gutman & Mills, 1982). Kim and Damhorst (1998) found these shoppers to participate in environmental apparel consumption since they buy “basic” styles.

Traditionalism, planning, and following are the final three factors of a consumer’s shopping orientation (Gutman & Mills, 1982). Traditionalism, a shopping orientation factor, measured the consumer’s typical style of clothing and their shopping location based off average apparel consumption and average shopping locations (Gutman & Mills, 1982). The shopping orientation factor planning included how a consumer planned their wardrobe and shopping trips also reflected their shopping orientation and could influence the amount of variety in a consumer’s wardrobe (Gutman & Mills, 1982). Following, another shopping orientation factor, measured if consumers who follow trends were influenced more to shop at places that carried current trends or if consumers were influenced to follow the opinions of the company with them while on shopping trips (Gutman & Mills, 1982). These three factors were not relevant to secondhand apparel and accessory purchase frequency for several reasons. Traditionalism, planning, and following were excluded from the hypotheses because these factors would not bring any meaningful information to the study. The average type of apparel and where the consumer planned to shop for are already defined as secondhand apparel and accessories.

The shopping orientation factors shopping enjoyment, cost consciousness, and practicality were the most appropriate factors to explain consumer purchase frequency of secondhand apparel and accessories. Shopping enjoyment would help define if the consumer enjoyed searching for acceptable apparel or accessories. The cost consciousness factor would give more information on if price was an underlying issue for

purchasing secondhand apparel or accessories. Finally practicality would explain if consumers found secondhand apparel and accessories fully offered their apparel needs.

Based off this information the following hypotheses were formed:

H6: Shopping enjoyment will influence secondhand apparel and accessories purchase frequency.

H7: Practical shopping behavior will influence secondhand apparel and accessories purchase frequency.

### **Theoretical Framework**

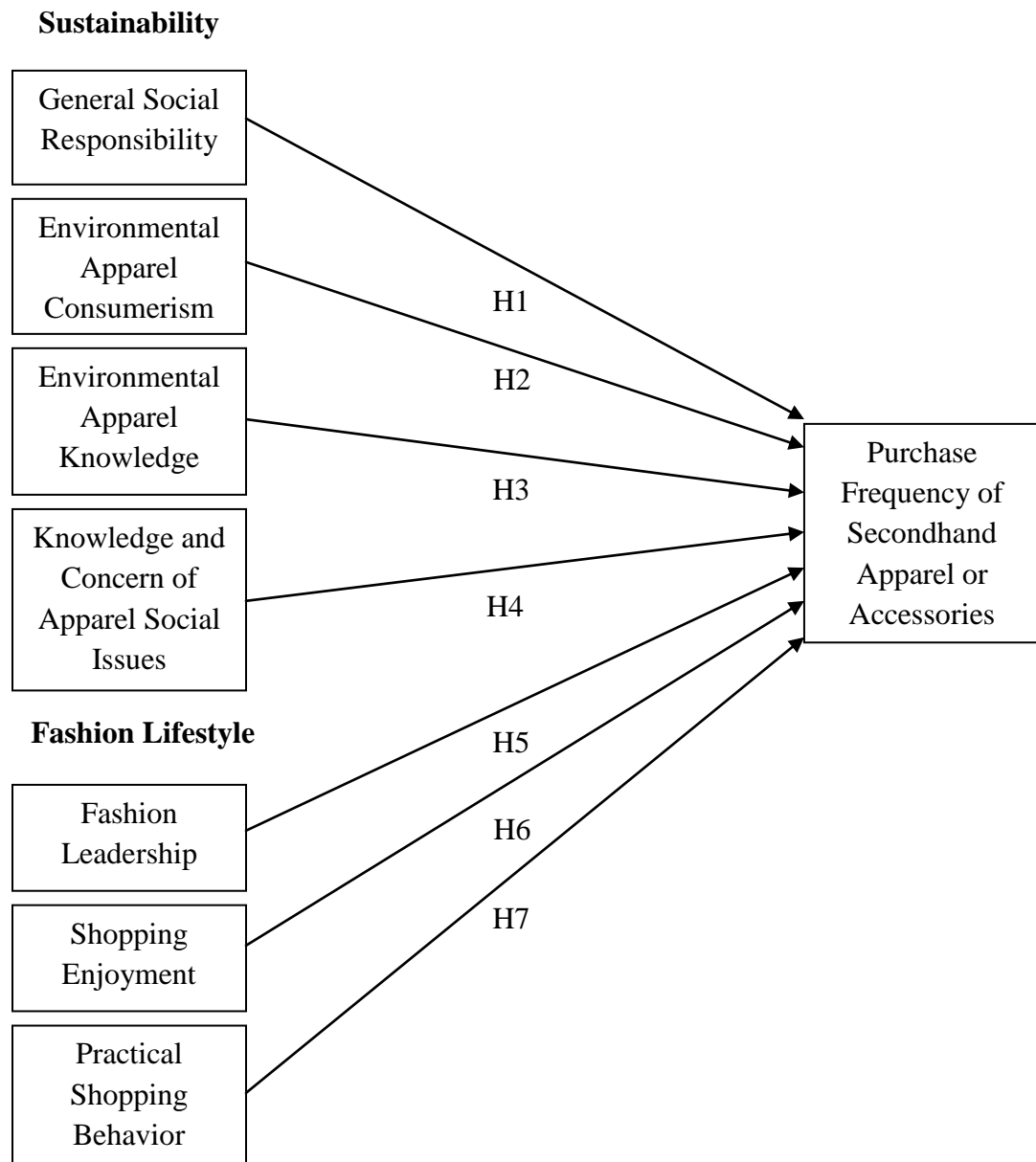
Jonathan Gutman (1982) developed the theoretical model for consumer behavior called The Means-End Theory. Gutman stated that “The means-end chain model offers researchers a guide to procedures that specifically address the linkages connecting values important to the consumer to specific attribute of the product” (p. 70). Gutman explained The Means-End chain as the connection between what a person perceives they want to be and how that individual chooses to achieve that goal.

To further understand this concept Gutman (1982) described *means* as an object (product) that people would purchase or also as activities that people participate in throughout their daily life. *Ends*, also called “consequences” could be described as valued states of being such as happiness and accomplishment. Gutman’s theory applied to this research study suggested the *means* would be the secondhand apparel and accessories products. The *ends* would be the values the consumer subconsciously has leading to the purchase frequency. Gutman offered an example of the theory in relation to fashion, “... knowing that consumers want to look well dressed doesn’t tell us much

unless we know why they want to look that way (sexual attractiveness, accomplishment, neatness, etc., which are value-level considerations)...” (p. 60).

The Means-End model explained how consumers use means to create their desired end state and confirm how consumer’s values were shown through their behavior (Gutman, 1982). The subconscious “value” aspect of the theory involved the consumer facing good and bad physiological or psychological consequences from each decision made (Gutman, 1982, p. 61). Whether the consequence of the consumer’s decision to purchase was positive or negative an act of consumption must occur before the desired consequence was realized (Gutman, 1982). Each consumer might have viewed the same consequence differently depending on his or her values. A consumer might have purchased secondhand clothing without realizing they did so because they had a certain level of sustainability and/or because of their fashion lifestyle attributes. Sometimes the consequence of the behavior was not taken into account but this does not change the values of the consumers (Gutman, 1982). Use of Gutman’s Means-End model guided this research by providing a framework to analyze if the consumer’s behavior (purchase frequency) towards secondhand clothing and accessories was guided by the values of the consumer (sustainability and fashion lifestyle).

A figure was developed to test the relationships among the variables (See Figure 1.) The hypothesized model was based on Gutman’s The Means-End Theory that stated consumer values were shown through their behavior (Gutman, 1982).



**Figure 1.** Proposed Theoretical Model.

### Research Questions.

RQ1: Does sustainable behavior influence secondhand apparel or accessories purchase frequency?

RQ2: Does fashion lifestyle influence secondhand apparel or accessories purchase frequency?

**Hypotheses.**

H1: General social responsibility of the participant will influence secondhand apparel and accessories purchase frequency.

H2: Environmental apparel consumption will influence secondhand apparel and accessories purchase frequency.

H3: Level of apparel environmental knowledge of the participant will influence the purchase frequency of secondhand apparel and accessories.

H4: Level of knowledge and concern on apparel social issues will influence the purchase frequency of secondhand apparel and accessories.

H5: Fashion leadership of the participant will influence secondhand apparel and accessories purchase frequency.

H6: Shopping enjoyment will influence secondhand apparel and accessories purchase frequency.

H7: Practical shopping behavior will influence secondhand apparel and accessories purchase frequency.

### **CHAPTER 3**

#### **METHODOLOGY**

Secondhand retail stores in Athens-Clarke County, Georgia served as the locations of respondent recruitment for this research. Athens-Clarke County, Georgia has a population of 111,580 residents (“Census,” 2009). Athens-Clarke County, Georgia is located east of Atlanta, Georgia and is the location of The University of Georgia. University undergraduates, graduate students, young professionals, and local residents make up the local population. Athens has been recognized for some progressive movement in regards to community sustainability over the years. Athens-Clarke County Solid Waste Department noted: “The first national recognition was received in September 2000 from the National Recycling Coalition which selected Athens-Clarke County as being one of the nation's most accomplished recyclers; receiving the ‘Outstanding Government Program’ award” (2006). This population was representative of a diverse sample of consumers heavily involved in social responsibility and also those who overlook this issue. Athens-Clarke County Solid Waste Department lists twenty-two drop off locations available to the public and businesses for recycling purposes (2006). This information showed the awareness level of the Athens, Georgia community towards some environmental issues.

The retail stores involved in participant recruitment all specialized in selling secondhand apparel and accessory items. One aim of this study was to research the relationships between the participant’s sustainability and their purchase frequency of secondhand apparel and accessories. The second aim of the study was to measure the

relationship between the participant's fashion lifestyle and their purchase frequency of secondhand apparel and accessories. The results expanded the fashion industry and consumers' knowledge regarding the factors that influence secondhand apparel and accessory purchase frequency. The results gave guidance towards further research on secondhand apparel consumer behavior and behaviors of socially responsible consumers. Another benefit of the results was awareness to the store owners on their consumers' sustainability values and more specific merchandise assortment in which their clientele was shopping.

### **Description of Sample.**

The sample was a convenience sample of shoppers that purchased secondhand apparel or accessory item(s) within the past year. Customers shopping for secondhand apparel or accessory item(s) at the specified stores composed the sample target. Certain demographics of the participants were measured through the survey (age, sex, household income level, level of education, and enrollment status of education). According to the demographic information informally gathered with the store owners, the age and sex of shoppers were diverse; therefore this study included all customers 18 and older and both male and female. Household income level was expected to vary among the participants, and this could have affected the main reason for purchasing secondhand apparel or accessory item(s). The final demographic variables were enrollment status of education and level of education. If the variable of cost consciousness, a factor of the shopping orientation variable, had significant results then the level of education and enrollment status of education would be helpful to assess the findings. A minimum number of 250

participants was the goal for the study. This was a moderate sample size and allowed for a quality representation of the proposed population.

### **Recruitment of Participating Stores and Study Participants.**

The recruitment for this study required two different phases. The first phase of recruitment included obtaining permission from the store owners to help gain participation of the shoppers in the research survey. The second phase involved recruiting the shoppers to participate in the research survey.

#### **Recruitment of the participating stores.**

In Athens there are twelve stores that sell secondhand apparel and accessories. As of April 19, 2011, nine stores agreed to participate and three stores did participate. The three stores which declined to participate either felt their clients would have a lack of interest in participation (e.g., age and lack of computer access were given as reasons) or an agreement was not able to be made between the store owner and the researcher.

The store owners needed to support the study because data collection involved approaching shoppers after they have browsed the merchandise and/or purchased goods at the store. An informational packet regarding the research study was created to present to the store owners of the selected secondhand stores (see Appendix D). This packet was created with the intention of being allowed to conduct a survey of their customers. The researcher visited each store until she was able to make face-to-face contact with the store owner. The study was explained to the store owners and the informational packet was left behind with the store owner. The store owners also agreed to post the survey on their social media pages (i.e., Facebook and Twitter). All of the store owners that agreed to participate agreed during the face-to-face meeting.

### **Recruitment of the participating shoppers.**

The store owners agreed to provide all shoppers with a postcard that included a statement about the study and the webpage address to the online survey (see Appendix E). During the period of time when the shopper was in the store, the store owners and staff informed the shopper about the research survey. At this time the shopper was given an informational postcard with the survey webpage address and asked if they would participate. Three weeks were chosen for all the stores to handout the postcards. This method ensured the stores would all be participating throughout the same time period. Since a three week period was chosen, all potential customers shopping during all times the stores were open had an equal chance of participating. These steps ensured a more diverse and accurate sample of consumers. Periodically, the researcher visited the store to replenish the postcard stack and to gently remind the staff of the importance of handing out the study postcards. In addition to gaining participants in the stores, a web link of the online survey was also posted on the participating store's social media (Facebook and Twitter).

### **Data Collection**

The survey was conducted online using Survey Monkey, a reliable online host of independent surveys. The shoppers' purchase frequency served as the dependent variable. The independent variable questions were grouped into the two categories of sustainability and fashion lifestyle. The survey questions for the sustainability and fashion lifestyle questions were modified from the original instruments. The sustainability survey questions were modified from Webster's study on socially conscious consumers in 1975. The fashion lifestyle survey questions were modified from

Gutman and Mills' study of fashion and shopping orientation in 1982. Both of these sections of questions were modified to shorten the length of the survey and to only address questions fully pertinent to the aims of this study. Careful attention was focused on maintaining the reliability of the original measures being modified during the decision making process of excluding certain variables.

### **Survey development.**

To further explain the original survey instruments and modifications made in order to create the new instrument for this study Table A1 was created (see Appendix C.1). Table A1 showed a comparison of the original surveys with the included, excluded, and modified variables. The creation of this table allowed an easily accessible reference point for any changes made to the original instruments and why the changes were made. Another benefit of the table was an easy reference point for the research study's hypotheses and which modified or original instrument would measure each variable. Since many variables were used in this study the table would be beneficial to anyone reading the study. Another benefit of the table was for the potential future use of the new instrument, which was created from reliable measures. If the success of the results was high, the table would be useful to jump start more research towards secondhand apparel and accessories purchase frequency. All original instruments were included in the appendices.

The length of the new survey was sixty-four questions long. In order to check for any discrepancies of the new instrument a pilot test was conducted with the new survey. This pilot test was conducted with some of The University of Georgia students. The pilot test also verified the length of the survey was reasonable to ensure a low number of

incomplete surveys from participants. The decision making process behind including, excluding, and modifying every original variable into the new instrument was documented in Appendix C.

***Dependent variable: Purchase frequency.***

As previously mentioned, purchase frequency served as the dependent variable in this study. Each participant was asked how often he or she purchased secondhand apparel and accessories. This question was a continuous scale question with the choice of answers being “never”, “about once a year”, “about once every six months”, “about once a month”, and “about once a week”.

***Independent variables: Sustainability.***

Level of sustainability was tested on each participant. There were four scales of items composing each participant’s level of sustainability, (1) general social responsibility level, (2) environmental apparel knowledge level, (3) environmental apparel consumption, and (4) knowledge and concern of apparel social issues.

***Development of the sustainability instrument.***

An instrument developed by Kim and Damhorst (1998) measured participants’ environmental apparel knowledge (see Appendix B.1) and participants’ environmental apparel consumption (see Appendix B.2). All items that measured environmental apparel knowledge and environmental apparel consumption from the original measures were kept to measure participants in this study. The instrument that measured knowledge and concern about apparel social issues developed by Dickson (1999) was kept intact and used in this study. This instrument was composed of three items that measured the

knowledge and concern the participant has of US and foreign apparel social issues (see Appendix B.3).

Frederick E. Webster, Jr. constructed the Socially Conscious Consumer Index (SCC) (see Appendix B.4) in the 1975 article *Determining the Characteristics of the Socially Conscious Consumer*. This measure was modified to create the third aspect of the sustainability instrument that will measure the participant's general sustainability level not related to apparel and accessories.

The questions that have been modified were slightly changed to bring the social consumer index up to date since it was developed thirty-five years ago (see Table A2). For example, the question about consuming low lead or lead-free gasoline was taken out of the new, modified version since fuel no longer contains lead; therefore, it has no longer been a consumer's choice to purchase leaded or unleaded gas. Another example of updating the original questionnaire was changing the fourth question that originally asked the participant if they had, "reused paper grocery shopping bags" (Webster Jr., 1975, p. 190). The modified question asked the participant if they reuse grocery bags or if they frequently use a reusable bag. The fifth question also needed to be more current. The original question asked if the participant "had reduced usage of petroleum products and electricity during the Winter 1973-74 fuel shortage" (Webster Jr., 1975, p. 190). The modified question asked the participant if they turn off all the electricity in the house when they are not home. The final question to be modified due to being out of date asked the participant if they "had ever refused to buy a product involved in a labor dispute" (Webster Jr., 1975, p. 190). The modified question asked the participant if they have ever refused to buy a product not involved in fair trade practices.

One question from the Webster Jr. questionnaire was modified to make the question relevant to the demographics of Athens, Georgia. The original question asked the participant if they “had disconnected the car’s pollution control device if it had one” (Webster Jr., 1975, p. 190). The modified question asked the participant if they have ever walked or used a bicycle to decrease amount of driving.

***Independent variables: Fashion Lifestyle.***

The second independent variable set of questions was the participant’s fashion lifestyle. The fashion lifestyle instrument measured two characteristics of the participant: (1) fashion orientation, and (2) shopping orientation (see Appendix B.5). The first characteristic was the participant’s fashion orientation. Three scales measured the participant’s fashion orientation: (1) fashion leadership, (2) fashion orientation, and (3) antifashion attitude. The second characteristic of the fashion lifestyle instrument included the participant’s shopping orientation. Shopping orientation was measured by three scales: (1) shopping enjoyment, (2) cost consciousness, and (3) practicality.

***Independent variable: Fashion orientation.***

The section measuring fashion orientation excluded questions asking the participants their importance of being well-dressed (see Table A3). These questions were created to measure the participant’s “use of clothing for social mobility” and were removed in this research due to the researcher’s perceived lack of relevance of the concept for modern relationships to fashion orientation (Gutman & Mills, p. 70). From measuring the participant’s fashion leadership, fashion interest, and antifashion attitude a fashion orientation score was attained that was directly related to this study and current times.

*Independent variables: Shopping orientation.*

The second section measured the participant's shopping orientation was changed in two ways: (1) three original sections of questions were excluded, and (2) three original questions were slightly modified. The modifications for both of the aforementioned changes are discussed in detail below.

The three excluded questions are discussed in this paragraph, plus the original questions that were available in Appendix B.5. The first exclusion was a series of three questions asking the participant about their shopping orientation in relation to traditionalism. The second set of questions that were excluded asked the participant about how they plan their shopping trips and wardrobe. Finally, the third section measured the participants shopping orientation in relation to following their peers. The outcomes of these three questions were not relative to secondhand shopping and purchase frequency.

The second modification to the shopping orientation variables made the instrument more appropriate to secondhand apparel and accessories and current times. The three variables being used in this study are: (1) shopping enjoyment, (2) cost consciousness, and (3) practicality. No modifications to the questions in shopping enjoyment and practicality were needed; therefore the original measures were used. Cost conscious was modified and discussed below.

The first question under cost consciousness asked, "I buy *less* clothing because of rising prices" (Gutman & Mills, 1982, p. 72). This question was modified to ask, "I buy *secondhand* clothing because of rising prices." The third question in the cost consciousness section asked, "I make fewer shopping trips because of the high cost of

*gasoline*” (Gutman & Mills, 1982, p. 72). This question was modified to ask, “I make fewer shopping trips because of the high cost of *living*.” The final question to be modified was also in the cost consciousness section and asked, “In this period of *rising prices*, spending excessive amounts of money on clothes is ridiculous” (Gutman & Mills, 1982, p. 72). This question was modified to ask, “In this period of *economic recession*, spending excessive amounts of money on clothes is ridiculous.” Through these modifications the survey was more up-to-date to cost issues relative to year 2011 and shopping orientation was measured through shopping enjoyment, cost consciousness, and practicality.

### **Data Analysis**

The independent variables for the study were a five point Likert type scale continuous scales and measured the following areas: environmental apparel knowledge, environmental apparel consumption, knowledge and concern of apparel issues, fashion orientation, and shopping orientation. However, the independent variable general social responsibility was measured on a three point Likert type scale. The dependent variable of purchase frequency was measured using one question that was a Likert type scale and measured on a continuous level. The question to measure the dependent variable was: How often do you purchase secondhand clothing and accessories?

Descriptive statistics were used for the demographics. The hypotheses in the study were analyzed using correlation statistics to identify if a relationship existed between the dependent and independent variables. Factor analysis, reliability, correlation, and simple linear regression tests were conducted on the data.

## **CHAPTER 4**

### **RESULTS**

The University of Georgia approved the data collection method through their Institutional Review Board (IRB). The University of Georgia's IRB ensured all data collection methods were not harmful towards human subjects. The data from the online survey host, Survey Monkey, was collected and transferred into a statistical software program, SPSS, where it was then analyzed. The collected data resulted in 283 total participants with 171 useable surveys based on the population description. Respondents not qualifying over the age of 18 were disqualified from the sample. Respondents who did not specify a location of residence in close proximity to Athens, Georgia were also disqualified from the sample. Finally respondents who did not complete a majority of the survey were also disqualified from the sample.

#### **Description of Respondents**

A demographic table of the respondents was created based on the participant's responses (see Table 1). The majority of the sample was female ( $n = 129$ ) and between the ages of 18-29 ( $n = 124$ ), and white ( $n = 146$ ). The sample contained an even distribution of income levels and student enrollment status. Income levels for the sample varied from under \$15,000 ( $n = 38$ ) to over \$100,000 ( $n = 38$ ). Students enrolled in school represented 51.5% ( $n = 88$ ) of the sample while non-enrolled participants represented 48.5% ( $n = 83$ ) of the sample. Therefore the sample represents professionals and students enrolled in a higher education program.

Table 1.

*Demographic Frequency*

Demographic Variable	Frequency	Percent	Cumulative Percent
Sex			
Male	42	24.6	24.6
Female	129	75.4	100.0
Age			
18-23	65	38.0	38.0
24-29	59	34.5	72.5
30-35	14	8.2	80.7
36-41	13	7.7	88.3
42-47	7	4.1	92.4
48-53	8	4.8	97.1
54+	5	2.9	100.0
Race			
Asian	5	2.9	2.9
Black, African American	5	2.9	5.8
White	146	85.4	91.2
Hispanic, Latino, Spanish	6	3.5	94.7
Two or more races and other	9	3.5	98.2
Education Level			
High School	9	5.3	5.3
2 year Associate	1	.6	5.9
Some undergraduate	33	19.3	25.1
4 year college	27	15.8	80.7
Graduate degree	33	19.3	100.0
School Status			
Student	88	51.5	51.5
Non-student	83	48.5	100.0
Household Income			
Below \$15,000	38	22.2	22.2
\$15,000-\$34,999	27	15.8	38.0
\$35,000-\$49,999	31	18.1	56.1
\$50,000-\$74,999	24	14.0	70.2
\$75,000-\$99,000	13	7.6	77.8
\$100,000+	38	22.2	100.0

*Note:* N=171. Only reported variables that had at least one respondent.

## **Factor Analysis**

Factor analysis has been a statistical test that could help create succinct and reliable scales based on similar behaviors. Factor analysis was conducted on questions pertaining to sustainability and fashion lifestyle. Small factor loadings below the absolute value of .60 were suppressed from the factor analysis.

### **Factor analysis: Sustainability.**

The results for the twenty-eight sustainability items showed The Kaiser-Meyer-Olkin measure of sampling adequacy was .831, above the recommended value of .60. Bartlett's test was significant for the twenty-eight sustainability items ( $\chi^2(378)=1813.80$ ,  $p<.001$ ). Sustainability was found to be comprised of eight factors.

#### ***Deleted factor items for sustainability variables.***

Out of the eight factors, factors 5, 6, 7, and 8 contained either one or two Sustainability items. Therefore, the seven items from factors 5-8 were discarded and factors 5-8 were not used in the final analyses (see Table 2). One of the seven items from factor 1 was discarded due to relevance between the original scale and the factor the item loaded onto.

#### ***Factor items that remained.***

Factors 1, 2, 3 and 4 explained 47.57% of the total variance for the sustainability items: Factor 1= 24.85% (see Table 3), Factor 2= 11.21% (see Table 4), Factor 3= 5.80% (see Table 5), and Factor 4= 5.71% (see Table 6).

Table 2.

*Items Deleted Through Factor Analysis: Sustainability  
Factors 1, 5, 6, 7, and 8*

Item
Laundry detergent meant for cold water
Turn off electricity while absent in household
Refused to buy a product not involved in fair labor practices
Select apparel that you can wear over a longer term compared to trendy apparel that goes out of style quickly
Federally and regionally mandated standards for clean air and water have not yet been imposed on textile companies (-)
Fibers such as wool cannot be commercially recycled (-)
Natural fibers are usually biodegradable
The use of larger quantities of natural fibers by the apparel industry will significantly decrease energy consumption
<i>Note:</i> All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization. (-): Reverse coded item

Table 3.

*Factor Loadings: Factor 1. Environmental Apparel Consumerism (EAC)*

Item	Factor Loading
Buy apparel from recycled material	.64
Purposely select fabrics that require cooler washing temperature, shorter drying time, or less ironing	.69
Avoid an apparel product because of environmental concern	.78
Buy clothing made of organically grown natural fibers	.80
Buy apparel with low impact or no dye processing	.82
Buy apparel with environmentally friendly labeling or packing techniques	.78
<i>Note:</i> All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.	

Table 4.

*Factor Loadings: Factor 2. Environmental Apparel Knowledge (EAK)*

Item	Factor Loading
Chemical pollutants are produced during manufacturing of synthetic or manufactured fibers such as polyester	.83
Chemical pollutants are produced during processing of natural fibers such as cotton (-)	.63
Air pollution can occur during some common dye processes of textiles	.79
Textile dyeing and finishing processes use a lot of water	.81
Disposable diapers have substantially contributed to the quantity of textile products discarded in landfills	.57
Special finished on fabrics may create problems for recycling	.73
Phosphate containing laundry detergents can be a source of water pollution	.76

*Note:* All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization. (-): Reverse coded items.

Table 5.

*Factor Loadings: Factor 4. General Social Responsibility (GSR)*

Item	Factor Loading
Beverages in reusable bottles	.58
Used a recycling service	.62
Walked or used a bicycle to decrease amount of driving	.65
Reused grocery bags or frequently used a reusable bag	.62

*Note:* All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.

Table 6.

*Factor Loadings: Factor 3. Knowledge and Concern of Apparel Industry Issues (KC)*

Item	Factor Loading
I am knowledgeable about socially responsible clothing businesses	.76
I believe that I am informed about issues in the US/foreign clothing manufacturing businesses	.75
I am concerned with issues affecting workers in US/foreign clothing manufacturing businesses	.55
<i>Note:</i> All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.	

**Factor Analysis: Fashion orientation.**

Factor analysis was conducted on thirteen fashion items. The Kaiser-Meyer-Olkin measure of sampling adequacy was .892, above the recommended value of .60. Bartlett's test was significant for fashion orientation ( $\chi^2(78)=958.77$ ,  $p < .001$ ). Three factors were found after suppressing small coefficient values below .50.

***Deleted factor items for fashion orientation.***

One item did not load onto any of the three factors and therefore was discarded (see Table 7). Two of the three factors contained either one or two items and therefore factors 2 and 3 and the items in factors 2 and 3 were discarded (see Table 7).

Table 7.

*Items Deleted Through Factor Analysis: Fashion Orientation*

Item
Because of my active lifestyle, I need a wide variety of clothes
I resent being told what to wear by so-called fashion experts
I buy clothes I like, regardless of current fashion
Fashion in clothing is just a way to get more money from the consumer
<i>Note:</i> All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.

***Factor items that remained for Fashion orientation.***

Factor 1 contains items related to the participant's fashion leadership. Factor 1 accounted for 41.13% of the total variance. A total of nine fashion items loaded together which created Factor 1 (see Table 8).

**Factor analysis: Shopping orientation.**

Factor analysis was conducted on fourteen shopping items. The Kaiser-Meyer-Olkin measure of sampling adequacy was .787, above the recommended value of .60. Bartlett's test was significant for Shopping Orientation ( $\chi^2(91)=772.53$ ,  $p < .001$ ). Four factors were found after suppressing small coefficient values below .50. Two of the four factors contained either one or two items and therefore both factors and items were discarded (see Table 9).

Table 8.

*Factor Loadings: Factor 1. Fashion Leadership*

Item	Factor Loading
It is important for me to be a fashion leader	.82
I am aware of fashion trends and want to be one of the first to try them	.81
I am confident in my ability to recognize fashion trends	.62
Clothes are one of the most important ways I have of expressing my individuality	.72
I am the first to try new fashion; therefore, many people regard me as being a fashion leader	.85
I always buy at least one outfit of the latest fashion	.54
I never read fashion magazines or pay attention to fashion trends	.61
I spend a lot of money on clothes and accessories	.53
I spend a lot of time on fashion-related activities	.80

*Note:* All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.

Table 9.

*Items Deleted Through Factor Analysis: Shopping Orientation*

Item
My apparel selections are strongly influenced by clothing worn by people I admire
I buy new fashion looks only when they are well accepted
I am confident in my own good taste in clothing

*Note:* All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.

*Factor items that remained for shopping orientation.*

Shopping orientation had two factor items that remained. Factor 1 accounted for 30.17% of the total variance and showcased items relating to shopping enjoyment (see Table 10).

Table 10.

*Factor Loadings: Factor 1. Shopping Enjoyment*

Item	Factor Loading
I don't like to go shopping	.73
I often go shopping to get ideas even though I have no intention of buying	.72
I go shopping often	.68
I like to go to stores to see what's new in clothing	.88
I like to shop in many different stores	.78

*Note:* All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.

Factor 2 accounted for 14.0% of the total variance and showcased items relating to practical shopping behaviors (see Table 11). A total of five items were loaded on to Factor 2.

Table 11.

*Factor Loadings: Factor 2. Practical Shopping Behaviors*

Item	Factor Loading
I make purchases only when there is a need, not an impulse	.61
I make fewer shopping trips because of the high cost of living	.72
In this period of economic recession, spending excessive amounts of money on clothes is ridiculous	.73
I like my clothes to be practical	.54
I avoid high fashion clothing because it goes out of style too quickly	.50

*Note:* All factors were extracted through Principal Component Analysis and rotated through Varimax with Kaiser Normalization.

**Creation of Variables**

After conducting factor analysis on both sustainability items and fashion lifestyle items, new variables were created based on the seven factors identified from the factor analysis. Cronbach's reliability tests were used to ensure reliability of the new scales measuring the variables. All variables that were found to be reliable with Cronbach's alpha above .7 were summated to create new variables.

**Creation of variables: Sustainability.**

After conducting factor analysis with the sustainability items, four new variables were created based on the factor that loaded the items together. Factor 1, Environmental Apparel Consumerism (EAC) was created with six items showing a coefficient alpha above .50 (see Table 3). Factor 2, Environmental Apparel Knowledge (EAK) was created with seven items showing a coefficient alpha above .5 (see Table 4). Factor 3,

General Social Responsibility was created with four items showing a coefficient alpha above .5 (see Table 5). Factor 4, Knowledge and Concern of Apparel Social Issues (KC) was created with three items showing a coefficient alpha above .5 (see Table 5).

#### **Creation of variables: Fashion Orientation.**

After conducting factor analysis with the fashion items, one new variable labeled Fashion Leadership was created with nine items (see Table 7).

#### **Creation of variables: Shopping Orientation.**

After conducting factor analysis with the shopping items, two new variables labeled Shopping Enjoyment and Practical Shopping Behavior were created based on the factors that loaded the items together (see Table 10 and Table 11).

#### **Reliability Analysis**

Internal consistency is used in statistics to ensure measurements used in a particular scale provide consistent results. Internal consistency was computed through Cronbach's Alpha reliability tests with the research data on SPSS. Each newly created variable was measured to ensure internal reliability of the items. An internal reliability test of each scale would prove if the scale significantly measures the items to provide consistent results within each scale. Items above the accepted level of .70 were kept.

#### **Reliability of Sustainability variables.**

##### ***Reliability analysis: EAC.***

The first factor, Environmental Apparel Consumption (EAC), was found internally reliable with the inclusion of all six items with a coefficient alpha of .87 (see Table 12), above the accepted level of .70. Therefore, no items were deleted from the Environmental Apparel Consumption (EAC) scale.

***Reliability analysis: EAK.***

The second factor, Environmental Apparel Knowledge (EAK), consisting of seven items was found internally reliable. The coefficient alpha for the seven item EAK scale was .87, above the accepted level of .70 (see Table 12). Therefore, no items were deleted from The EAK scale.

***Reliability analysis: GSR.***

The third factor, General Social Responsibility (GSR), was discarded and contained four items. The scale for GSR showed a low coefficient alpha score of .57. Further deletion of items did not help increase the internal reliability of the scale. This score was below the commonly accepted level of .70. Since this scale was not statistically reliable, factor 3, GSR, was discarded from the research study.

***Reliability analysis: KC.***

The forth factor, Knowledge and Concern of Apparel Industry Issues (KC), was found internally reliable with the inclusion of three items. The scale was found reliable based on the coefficient alpha of .76, above the accepted level of .70 (see Table 12). Therefore, no items were deleted from the KC scale.

**Reliability of Fashion Orientation variables.**

One main factor, Fashion Leadership, shown through factor analysis includes nine items. The coefficient alpha for the complete scale was .89 (see Table 12). This scale was found to contain internal reliability with all items included; no items were deleted from the scale.

### **Reliability Shopping Orientation variables.**

The shopping scale showed two factors: (1) Shopping Enjoyment and (2) Practical Shopping Behavior. The scale for Shopping Enjoyment contains five items and was found reliable with all five items included with a coefficient alpha of .86 (see Table 12). The Practical Shopping Behavior scale was found to contain unreliable with the six items included from the factor analysis. Upon deletion of the item asking, “I buy secondhand clothing because of the rising prices”, the internal reliability of the scale increased with a coefficient alpha of .70.

### **Creation of Summated Variables**

Internal reliability was identified for six of the seven factors and the six reliable factors had summated variables created. The non-reliable factor, General Social Responsibility, did not have a summated variable created. Six summated variables were created for the corresponding factors to allow for further statistical analysis. Six summated variables pertaining to sustainability were created: (1) Environmental Apparel Consumerism, (2) Environmental Apparel Knowledge, (3) Knowledge and Concern of Apparel Social Issues, (4) Fashion Leadership, (5) Shopping Enjoyment, and (6) Practical Shopping Behavior. All factors were found statistically reliable with a coefficient alpha greater than or equal to .70 (see Table 12).

Table 12.

*Reliability of Scales*

Name of Scale	$\alpha$	Items Deleted to Obtain Reported $\alpha$
Environmental Apparel Consumerism	.87	n/a
Environmental Apparel Knowledge and Concern of Apparel	.87	n/a
Social Issues	.76	n/a
Fashion Leadership	.89	n/a
Shopping Enjoyment	.86	n/a
Practical Shopping Behavior	.70	buy secondhand clothing because of the rising prices

*Note:* All scales'  $\alpha$  level after deletion of items.

**Correlation Analysis**

Pearson's correlation analysis was conducted to identify the strength of the relationships between the six independent variables. Pearson's correlation analysis was necessary to complete with the six independent variables to decide if simple linear regression analysis or multiple regression analysis should be performed.

Table 13.

*Correlation Analysis of Independent Variables*

Variable	EAC	EAK	KC	Fashion Leadership	Shopping Enjoyment	Practical Shopping Behavior
Environmental Apparel Consumerism (EAC)	1	.30***	.55***	.05	.02	.18*
Environmental Apparel Knowledge (EAK)		1	.32***	-.05	-.03	.22**
Knowledge and Concern of Apparel Social Issues (KC)			1	.18*	.1	.03
Fashion Leadership				1	.67***	-.48***
Shopping Enjoyment					1	-.39***
Practical Shopping Behavior						1

Note: \*\*\*p < .001, \*\*p < .01, and \*p < .05.

**Correlation of independent variables.**

Pearson's correlation analysis tests were computed among the six independent variables: (1) Environmental Apparel Consumerism, (2) Environmental Apparel Knowledge, (3) Knowledge and Concern with Apparel Social Issues, (4) Fashion Leadership, (5) Shopping Enjoyment, and (6) Practical Shopping Behavior. The results

of the correlation analysis on the six independent variables shows nine of the fifteen relationships were statistically significant at the .05 level ( $p < .05$ ) (see Table 13). The strongest correlation was between Shopping Enjoyment and Fashion Leadership,  $r(169) = .67, p < .001$ . The second strongest relationship was between Knowledge and Concern of Apparel Social Issues and Environmental Apparel Consumerism,  $r(169) = .55, p < .001$ . Due to the high correlation among variables, multiple regression tests were not able to be conducted. An assumption that must be met in order to perform multiple regression analysis requires the independent variables to have a weak correlation. The assumption was violated and therefore, simple linear regression analyses were conducted between each independent variable and the dependent variable.

### **Linear Regression Analysis**

The purpose of the research study was to identify if a consumer's sustainable behaviors or fashion lifestyle would influence their decision to purchase secondhand apparel or accessories. The research hypotheses were measured statistically by a continuous dependent variable Purchase Frequency. Purchase Frequency, asking, "How often do you purchase secondhand apparel and accessories?" was measured on a five point Likert scale with answers ranging from "Never," "Once a year," "Every six months," "Once a month," and "Once a week." Since the dependent variable and all the independent variables were continuous variables, linear regression tests were conducted after all six scales for the factors were found to be statistically reliable. A linear regression test was measured independently with the dependent variable, Purchase Frequency and each independent variable. This was necessary due to the high correlation among the six factors (see Table 13). The correlation among the six factors was strong;

therefore, multiple regression tests would not show statistically accurate results so independent linear regression tests were conducted.

### **Linear Regression: Hypotheses.**

Purchase Frequency was measured with the six independent variables (see Table 14). The hypotheses were analyzed through linear regression of the dependent variable (Purchase Frequency).

Table 14.

#### *Simple Linear Regression: Purchase Frequency*

Variable	R <sup>2</sup>	B	SE B	$\beta$	t-value
EAC	.08	.36	.10	.28***	3.78***
EAK	.01	.12	.14	.07	.88
KC	.15	.47	.09	.38***	5.35***
Fashion Leadership	.05	.27	.09	.22**	2.86**
Shopping Enjoyment	.06	.28	.08	.25***	3.35***
Practical Shopping Behavior	.01	-.14	.12	-.09	-1.12

Note: \*\*\* $p \leq .001$ , \*\* $p < .01$ , \* $p < .05$ .

H1: General Social Responsibility of the participant influenced secondhand apparel and accessories purchase frequency.

After factor analysis, the scale for General Social Responsibility was not statistically reliable. The highest coefficient alpha reached was .57. Due to the low reliability of the scale, the hypothesis was not able to be measured. This may have occurred due to the original scale being out dated. Although, the scale was updated for this research (see Appendix C.2: Table 2), the items did not have a high internal reliability. The researcher suggests that the updated scale did not properly reflect current

General Social Responsibility behaviors. For instance, one question from the original scale asked, “How often you had reduced usage of petroleum products and electricity during the winter 1973-74 fuel shortage?” This question was modified to ask, “How often do you turn off all electricity while absent in household?” Due to the length of time between creation of the original scale and the modification of the questions (approximately thirty years), the scale might not have been reliable after modifications. In addition, the scale should be measured by a more defined Likert system such as a seven point Likert scale. Seven point Likert scales could provide more reliable results due to a smaller increase of response options.

H2: Environmental Apparel Consumption influenced secondhand apparel and accessories purchase frequency.

Further breaking down the first overarching research question that asked if Sustainability influenced secondhand apparel and accessories purchase frequency, H2 was analyzed through linear regression to investigate if the participant’s Environmental Apparel Consumption influenced secondhand apparel or accessory purchase frequency. Based on the magnitude of the correlation coefficient, Purchase Frequency was moderately related to the participant’s EAC ( $t(169) = 3.78$ ,  $\beta = .36$ ,  $p < .001$ ), see Table 14. Approximately 7.8% ( $R^2 = .078$ ) of the variance of EAC can be predicted from the participant’s Shopping Frequency for secondhand apparel or accessories. For every one unit increase in EAC, Shopping Frequency increased by .078. The finding that EAC positively influenced Shopping Frequency indicated shoppers in this study that shopped more frequently in secondhand settings had the higher Environmental Apparel Consumption behaviors.

H3: Apparel Environmental Knowledge of the participant influenced the purchase frequency of secondhand apparel and accessories.

Further breaking down the first overarching research question that asked if Sustainability influenced secondhand apparel and accessories purchase frequency, H3 was analyzed through linear regression to investigate if the participant's Environmental Apparel Knowledge (EAK) influences secondhand apparel or accessory purchase frequency. Based on the low magnitude of the correlation coefficient, Purchase Frequency was not related to the participant's EAK ( $t(168) = .88, \beta = .12, p = .38$ ). Approximately .5% ( $R^2 = .005$ ) of the variance of EAK can be predicted from the participant's Shopping Frequency for secondhand apparel or accessories. For every one unit increase in EAK, Shopping Frequency increased by .005. Therefore, EAK does not statistically influence Shopping Frequency. Environmental Apparel Knowledge of the participant did not influence their decision to purchase secondhand apparel and accessories. This might not be significant due to confusion of the items in the EAK scale. The items in the scale are very detailed to the apparel and textile manufacturing industry. A participant who did not have in depth knowledge of the apparel and textile manufacturing industry answered the questions based off common knowledge or their personal assumptions. A person who did have in depth knowledge of the apparel and textile industry would have a more defined portrayal of issues surrounding the industry. Therefore, a participant with less in depth knowledge might have correctly answered a few of the questions with a guess and not because of their awareness of issues. A person who does have in depth knowledge about the industry would be answering the questions based on pure knowledge and no assumptions. This scale would be more appropriate to

measure people who admit to being aware of apparel and textile manufacturing issues. If the participant did not know the answer then they might not have given accurate responses. The EAK scale should be revised to lower confusion to the respondents.

H4: Knowledge and Concern on Apparel Social Issues influenced the purchase frequency of secondhand apparel and accessories.

Further breaking down the first overarching research question that asked if Sustainability influenced secondhand apparel and accessories purchase frequency, H4 was analyzed through linear regression to investigate if the participant's Knowledge and Concern of Apparel Social Issues (KC) influences secondhand apparel or accessory purchase frequency. Based on the magnitude of the correlation coefficient, Purchase Frequency was moderately related to the participant's KC ( $t(169) = 5.35$ ,  $\beta = .47$ ,  $p < .001$ ). Approximately 14.5% ( $R^2 = .145$ ) of the variance of KC could be predicted from the participant's Shopping Frequency for secondhand apparel or accessories. For every one unit increase in KC, Shopping Frequency increased by .145. KC did positively influence Shopping Frequency. Shoppers of secondhand apparel and accessories considered themselves to have a high level of Knowledge and Concern of Apparel Social Issues. Knowledge and concern about issues relating to sweatshops, manufacturing, and economic apparel practices lead consumers to shop for secondhand apparel and accessories.

H5: Fashion Leadership of the participant influenced secondhand apparel and accessories purchase frequency.

Further breaking down the second overarching research question, Fashion Lifestyle influenced secondhand apparel and accessories purchase frequency, H5 was

analyzed through linear regression to investigate if the participant's Fashion Leadership influenced secondhand apparel or accessory purchase frequency. Based on the magnitude of the correlation coefficient, Purchase Frequency was moderately related to the participant's Fashion Leadership ( $t(169) = 2.86$ ,  $\beta = .27$ ,  $p < .01$ ). Approximately 4.6% ( $R^2 = .046$ ) of the variance of Fashion Leadership could be predicted from the participant's Purchase Frequency for secondhand apparel or accessories. For every one unit increase in Fashion Leadership, Purchase Frequency increased by .046. Therefore, Fashion Leadership did significantly influence Purchase Frequency. Secondhand apparel and accessory consumers have a high level of fashion interest and leadership. They purchase unique apparel and do not like mainstream or fast fashion items. Secondhand apparel and accessory shops have a high amount of shoppers who consider themselves to be fashion leaders. The fashion leaders are able to find unique items in secondhand apparel and accessory stores that omits the concern of following other fashion trends. Fashion leaders have a wide variety of items to select and are allowed to create new trends based on their personal styles. Due to the nature of how shops obtain their merchandise, once an item has been purchased from a secondhand apparel or accessory store, the chance of either someone else purchasing the same item or the consumer seeing the item on another person would be very low. Therefore, secondhand apparel and accessory stores have a large clientele base of fashion leaders.

H6: Shopping Enjoyment influenced secondhand apparel and accessories purchase frequency.

Further breaking down the second overarching research question, Fashion Lifestyle influenced secondhand apparel and accessories purchase frequency, H6 was

analyzed through linear regression to investigate if the participant's Shopping Enjoyment influenced secondhand apparel or accessory purchase frequency. Based on the magnitude of the correlation coefficient, Purchase Frequency was moderately related to the participant's Shopping Frequency ( $t(169) = 3.35$ ,  $\beta = .28$ ,  $p < .001$ ). Approximately 6.2% ( $R^2 = .062$ ) of the variance of Shopping Enjoyment could be predicted from the participant's Purchase Frequency for secondhand apparel or accessories. For every one unit increase in Shopping Enjoyment, Purchase frequency increased by .062. Shopping Enjoyment did influence Purchase Frequency. Consumers of secondhand apparel and accessories enjoy shopping. A secondhand apparel and accessory shopper must not get discourage or frustrated by shopping easily and must simply just enjoy the act of shopping. Secondhand apparel and accessory shoppers had a high level of Shopping Enjoyment, enjoy the thrill of the hunt, and accept that not every trip results in a purchase

H7: Practical Shopping Behavior influenced secondhand apparel and accessories purchase frequency.

Further breaking down the second overarching research question, Fashion Lifestyle would influence secondhand apparel and accessories purchase frequency. H7 was analyzed through linear regression to investigate if the participant's Practical Shopping Behavior influenced secondhand apparel or accessory purchase frequency. Based on the magnitude of the correlation coefficient, Purchase Frequency was not related to the participant's Practical Shopping Behavior ( $t(169) = -1.12$ ,  $\beta = -.14$ ,  $p = .26$ ). Approximately 1% ( $R^2 = .01$ ) of the variance of Practical Shopping Behavior could be predicted from the participant's Shopping Frequency for secondhand apparel or accessories. For every one unit increase in Practical Shopping Behavior, Purchase

Frequency increased by .01. Therefore, Practical Shopping Behavior did not significantly influence Purchase Frequency. Consumers of secondhand apparel and accessories did not purchase the items because of practical or cost conscious reasons. Buying secondhand apparel and accessories did not relate to wanting to buy practical apparel or accessories. In other words, secondhand consumers are not concerned about being able to wear the apparel or accessory for a long period of time nor are they concerned about the item going out of style too quickly. In addition, the consumers are not purchasing secondhand apparel and accessories due to price reasons. It has been a common assumption that people who purchase secondhand apparel and accessories do so to save money. However, neither cost consciousness nor practicality was significant factors when it comes to purchasing secondhand apparel and accessories.

### **Multiple Regression Analysis: Independent Variables**

After conducting simple linear regression on all the independent variables separately, a multiple regression analysis was conducted. Multiple regression analysis shows how the independent variables influence the dependent simultaneously. Although this was not one of the hypotheses, the results of multiple regression analysis helped answer which independent variables were the most important variables used to measure Purchase Frequency.

Multiple regression analysis of all six independent variables showed two variables with a significant influence on Purchase Frequency (see Table 15). Approximately 20% ( $R^2 = .20$ ) of the variance of all six independent variables could be predicted from the participant's Shopping Frequency for secondhand apparel or accessories. The first variable, Knowledge and Concern of Apparel Social Issues showed a significant

influence on Purchase Frequency ( $t(163) = 3.56$ ,  $\beta = .38$ ,  $p \leq .001$ ). The second variable, Shopping Enjoyment, showed a significant influence on Purchase Frequency ( $t(163) = 2.18$ ,  $\beta = .23$ ,  $p \leq .05$ ). Therefore, two of the six independent variables did significantly influence Purchase Frequency when measured simultaneously.

Table 15.

*Multiple Regression Analysis: Independent Variables*

Variable	<i>B</i>	<i>SE B</i>	$\beta$	t-value
Environmental Apparel Consumerism	.15	.11	.15	1.34
Environmental Apparel Knowledge and Concern of Apparel	-.11	.13	-.11	-.80
Social Issues	.38	.11	.38***	3.56***
Fashion Leadership	.02	.12	.02	.16
Shopping Enjoyment	.23	.11	.23*	2.18*
Practical Shopping Behavior	-.01	.14	-.01	-.05
$R^2$		.20		
F		6.92***		

*Note:* \*\*\* $p \leq .001$ , \*\* $p < .01$ , \* $p < .05$ .

## **CHAPTER 5**

### **CONCLUSION**

#### **Discussion**

Significant relationships were shown between four factors and Purchase Frequency: (1) Environmental Apparel Consumerism (EAC), (2) Knowledge and Concern of Apparel Social Issues (KC), (3) Fashion Leadership, and (4) Shopping Enjoyment. Environmental Apparel Knowledge and Practical Shopping Behaviors did not influence the participant's Purchase Frequency.

#### **General Social Responsibility.**

The scale measuring participant's General Social Responsibility was found unreliable and therefore was not tested with Purchase Frequency. The researcher suggests that the updated scale did not properly reflect current General Social Responsibility behaviors. For instance, one question from the original scale asked: "Whether he or she had disconnected his car's pollution control device if it had one?" This question was modified to ask, "Have you walked or used a bicycle to decrease amount of driving?" Due to the length of time between creation of the original scale and the modification of the questions (approximately thirty years), the scale might not have been reliable after modifications. In addition, the scale should be measured by a more defined Likert system such as a seven point Likert scale. Seven point Likert scales could provide more reliable results due to a smaller increase of response options. This scale should be modified and pilot tested on a sample before further usage.

### **Environmental Apparel Consumerism.**

Similar to other studies, this study showed a relationship between environmental consumerism and an apparel purchasing decisions (Kim & Damhorst, 1998). Findings indicated shoppers that higher Environmental Apparel Consumption behaviors such as purchasing apparel made from recycled material, purchasing apparel that can be washed in a more environmental friendly manner (cold water laundering not dry cleaning), purchasing apparel with a concern for the environment in mind, and shopped more frequently for secondhand apparel and accessories.

Several prior researchers found environmental consumerism to be an environmentally conscious behavior (Mainieri, Barnett, Valdero, Unipan, & Oskamp, 1997). This study verified that the act of purchasing secondhand apparel and accessories was a form of environmental consumerism by the shopper (Beard, 2008; Delong, Heinemann, & Reiley, 2005). This study also verified that the act of purchasing secondhand apparel and accessories was an environmentally conscious behavior since purchasers are conscious of the harmful processes such as textile dying and packaging on firsthand apparel and accessory products. This study showed secondhand apparel and accessories were a form of ecofashion (Smal, 2009; Thomas, 2008). Ecofashion defined as, apparel that has little to no harm on the environment during manufacturing and apparel that could be used past its original life (Thomas, 2008; Winge, 2008). Shoppers of environmental apparel products were found to purchase secondhand apparel and accessories in this study. Therefore, the fashion industry should understand that secondhand shopping has been an act of environmental consumerism and that consumers may identify secondhand products as a type of environmental apparel products.

### **Environmental Apparel Knowledge.**

Environmental Apparel Knowledge (EAK) was not found to significantly influence secondhand apparel and accessory Purchase Frequency. Kim and Damhorst (1998) suggested knowledge might lead to environmental consumption behavior. The Environmental Apparel Knowledge factor required the study respondent to have a more in depth knowledge such as regulations of manufacturing and harmful processes such as finishes on fabrics and clean air standards. Perhaps the Environmental Apparel Knowledge factor might have come back significant if this factor were tested on people working inside the apparel and textile industry with specialty knowledge. People in the industry may have responses that would have accurately portray knowledge based information and not assumptions of knowledge as likely seen in the study participants. Nevertheless, Kim and Damhorst (1998) found this type of knowledge might lead to secondhand purchase behaviors and therefore, should be examined again in future research.

### **Knowledge and Concern of Apparel Social Issues.**

Knowledge and Concern of Apparel Social Issues (KC) was investigated in this study due to Kozar and Connell (2010) finding an absence in the investigation of the relationship between consumers' who consider themselves knowledgeable and concerned with apparel manufacturing issues and apparel purchasing behaviors. KC was measured with three questions asking the participants if they consider themselves to be (1) knowledgeable about socially responsible business, (2) informed about apparel manufacturing issues, and (3) concerned about apparel manufacturing issues. Therefore, KC does not measure a true level of knowledge but rather an opinion from the consumer

of their knowledge and concern level. KC was found to have a statistically significant influence on Purchase Frequency of secondhand apparel and accessories. Therefore, consumers' who consider themselves knowledgeable and concerned about issues in the apparel industry, both social and manufacturing, were found to purchase secondhand apparel and accessories more frequently. Participants who considered themselves highly knowledgeable, informed, and concerned about the apparel manufacturing industry purchased secondhand apparel and accessories more frequently.

### **Fashion Leadership.**

Fashion Leadership was found to significantly influence the Purchase Frequency of secondhand apparel and accessories. Gutman and Mills (1982) used Fashion Leadership to define why consumers purchase certain apparel items. Based on the results of this study, Fashion Leadership of the participant helped to explain the reason behind purchases of secondhand apparel and accessories. Consumers who have a high level of Fashion Leadership shopped more frequently for secondhand apparel and accessories. Fashion leaders take risks and want to be wearing unique items (Soloman & Rabolt, 2004; Gutman & Mills, 1982). Secondhand apparel and accessories are not mainstream apparel products, which goes against the typical definition of fashion leader. However, since shoppers of secondhand apparel and accessories do end up with unique and risky garments, the findings in this study suggests that secondhand apparel and accessory shoppers perceived themselves to be fashion leaders. Soloman and Rabolt (2004) explained how fashion leaders launch multiple fashions. Frequent purchasers of secondhand apparel and accessories followed traits of a fashion leader by setting trends, being unique, and have an interest in clothing (Soloman & Rabolt, 2004; Gutman &

Mills, 1982; Tigert, Ring, & King, 1976; Delong, Heinemann, & Reiley, 2005). Fashion Leadership influenced purchase frequency of secondhand apparel and accessories.

### **Shopping Enjoyment.**

Shopping Enjoyment was found to significantly influence Purchase Frequency of secondhand apparel and accessories. Therefore, shoppers of secondhand apparel and accessories typically would enjoy shopping (DeLong, Heinemann, & Reiley, 2005). Delong, Heinemann, and Reiley's study on vintage apparel shopping showed that consumers actually enjoyed the hunt for the apparel and accessory products. Consumers of secondhand apparel and accessories enjoyed to shop. Due to the rare items, sizing, and styles found in secondhand apparel and accessory stores, consumers must enjoy searching for their clothing. While secondhand apparel and accessory stores are organized, apparel and accessory items are not as easily found as in a store that sells firsthand apparel and accessory store. Consumers must sift through racks and piles of clothing. For example a consumer might see a shirt they like but it was not in their size, but unfortunately for them, the secondhand apparel and accessory store most likely did not have multiples of the same items. Therefore, a secondhand apparel and accessory shopper must not get discourage or frustrated shopping and must simply just enjoy the act of shopping. Shopping Enjoyment also included shopping without purchases on occasion. Frequent secondhand apparel and accessory shoppers had a high level of shopping enjoyment, enjoy the thrill of the hunt, and accept that not every trip needs to result in a purchase.

### **Practical Shopping Behaviors.**

Practical Shopping Behaviors did not have a significant influence on Purchase Frequency of secondhand apparel and accessories. Practical Shopping Behaviors

involved items in regards to practicality and cost consciousness of apparel and accessories. Since the factor Practical Shopping Behaviors was not significant, this study could not clearly show if consumers purchased secondhand apparel and accessories because of a low cost reason or because they wanted clothing that lasted longer. Previous research found secondhand consumer's goal of purchasing was to save money (Moye & Kincade, 2003; Parsons, 2003). Although the hypothesis was not significant and Practical Shopping Behaviors did not show an influence on Purchase Frequency, a lot has been gained from this research hypothesis. The study showed consumers of secondhand apparel and accessories had other underlying motives other than practical and cost consciousness reasons (DeLong, Heinemann, & Reiley, 2005; Beard 2008). Also, this study had a very even distribution of respondents with low incomes (under \$15,000) and with high incomes (\$100,000+) and may be why cost consciousness did not result in significant findings.

### **Discussion of Multiple Regression Analysis.**

Results from the multiple regression analysis of the six independent variables showed Knowledge and Concern with Apparel Social Issues and Shopping Enjoyment to influence Purchase Frequency more than Environmental Apparel Consumerism, Environmental Apparel Knowledge, Fashion Leadership, and Practical Shopping Behaviors. Knowledge and Concern with Apparel Social Issues, a sustainability variable, was the strongest influencer of Purchase Frequency towards secondhand apparel and accessories. Consumers who scored high on KC consider themselves knowledgeable, informed, and concerned with social issues in the apparel industry. This level of awareness strongly influences the purchase frequency of secondhand apparel and

accessories. A consumer who was informed and concerned about apparel social issues and had a high purchase frequency of secondhand apparel and accessories could be explained by the consumer's personal ethics. A consumer who considered him or her self knowledgeable and concerned about the various apparel social issues might have considered purchasing secondhand apparel and accessories as a sustainable way to purchase fashion. The consumer would purchase apparel and accessories without production of new products. The process of purchasing secondhand apparel and accessories reduces the harm of social and environmental issues. People who considered themselves concerned about apparel social issues could have purchased secondhand apparel or accessories to help emotionally gratify themselves. The act could have been based on an ethical consciousness.

The second significant influencing variable towards Purchase Frequency was a fashion variable, Shopping Enjoyment. Shopping Enjoyment influenced Purchase Frequency more than Environmental Apparel Consumerism, Environmental Apparel Knowledge, Fashion Leadership, and Practical Shopping Behaviors. Consumers with a high level of Shopping Enjoyment purchased secondhand apparel and accessories more frequently. Frequent secondhand apparel and accessory purchasers enjoy the hunt for finding appropriate apparel and accessories.

Both a sustainability and a fashion orientation variable was found to significantly influence the frequency of secondhand apparel and accessory purchases. KC was the strongest influence of all the six variables and only sustainability variable that was significant when measured simultaneously. KC was more influential than the other sustainability variables and showed frequent purchasers of secondhand apparel and

accessories are influenced by their opinions of apparel social issues. Although consumers who scored highly on Environmental Apparel Consumerism also frequently purchased secondhand apparel and accessories when measured independently, Knowledge and Concern of Apparel Social Issues was a greater influence on Purchase Frequency when measured together. The results suggest frequent shoppers of apparel and accessories use their ethical opinions to influence their consumer behaviors. The second strongest influencer of Purchase Frequency, Shopping Enjoyment, was a fashion lifestyle variable. The results suggest frequent shoppers of secondhand apparel and accessories are influenced by their fashion lifestyle, more specifically the amount of enjoyment the consumers gain from shopping. Although, Fashion Leadership was significantly influential on Purchase Frequency when measured independently, a consumer's Shopping Enjoyment influenced Purchase Frequency more when measured together.

## **Conclusion**

Secondhand apparel and accessories are often underrated for their importance in the fashion and apparel industry. Many consumers disregard this option for apparel and accessories while other consumers have taken advantage of purchasing secondhand apparel and accessories, and because of this disparity in shoppers' motives this research investigated the purchase frequency of secondhand apparel and accessories. Previous literature did not investigate factors influencing why consumers were purchasing secondhand apparel and accessories. Fashion lifestyle, a commonly used scale in the apparel industry, was used to profile secondhand apparel and accessories purchase frequency. Sustainability factors were used to investigate if consumers were sustainable

or just participating in sustainable actions (e.g., purchasing secondhand apparel and accessories instead of firsthand apparel and accessories). Consumers' Purchase Frequency of secondhand apparel and accessories are influenced by four factors: (1) Environmental Apparel Consumerism, (2) Knowledge and Concern with Apparel Social Issues, (3) Fashion Leadership, and (4) Shopping Enjoyment. The study did not find an influence of Environmental Apparel Knowledge and Practical Shopping Behavior on secondhand apparel and accessory Purchase Frequency. Consumers of secondhand apparel and accessory products are more environmentally conscious, have a strong fashion interest and leadership, and enjoy various aspect of shopping. Secondhand apparel and accessories consumers may be not purchasing items because of cost consciousness nor practicality reasons.

This research investigated if sustainability and/or fashion lifestyle influenced secondhand apparel and accessories purchase frequency. Sustainability was found to influence secondhand apparel and accessories in relation to the consumers' purchases of other environmental apparel products and if the consumer felt they were informed of apparel social and manufacturing issues. Fashion lifestyle was found to influence secondhand apparel and accessories through the participant's identification of Fashion Leadership and Shopping Enjoyment. Therefore factors were found both in sustainability and in fashion lifestyle of the consumer to influence purchase frequency of secondhand apparel and accessories.

### **Limitations**

This study was conducted using residents and secondhand apparel and accessory shoppers of Athens, Georgia. This study has been limited to those who had access to the

participating secondhand apparel and accessory shops and those who had access to a computer.

### **Future Research**

The results of this study identified two main areas that could be developed on in future research: (1) concepts relating to secondhand and sustainability, and (2) instrument development to accurately measure respective behaviors.

#### **Concepts to be added to secondhand and sustainability shopping behaviors.**

Future research should investigate the consumer's need for uniqueness on a more detailed scale than Fashion Leadership (De Long, et al., 2005). The need for uniqueness will show the level of participant's individuality. Individuality was expressed through purchasing and wearing secondhand apparel and accessories (De Long, et al., 2005). While fashion leadership and need for uniqueness sound similar, the need for uniqueness goes beyond a person's style and investigates factors such as attention seeking and individuality. Future research should detail if people who donate apparel because of their personal social responsibility, monetary, or emotional reasons (hedonic or utilitarian) also purchase secondhand apparel and accessories. Ha-Brookshire and Hodges (2008) found donations were based mainly off utilitarian values (closet space) and not hedonic (social responsibility). However, an investigation into behaviors of individuals that both purchase and donate secondhand apparel and accessories has not been investigated.

#### **Instrument development for secondhand apparel and accessory research.**

The scale for this study was created by using multiple pieces from established literature. Taking the concepts of sustainability (i.e., economic, social, and environmental aspects) while also using knowledge and concern of apparel issues created

the overarching question that asks does sustainability influence purchases of secondhand apparel and accessories? Measured with the participant's fashion lifestyle, an established scale used in the fashion and apparel industry, the second overarching question was raised, does fashion lifestyle influence secondhand apparel and accessory purchases? With these factors, previous scales were used that created new factors through factor analysis. The factors that were created answered the two overarching questions and gave more insight to future instruments to be used not only for secondhand apparel and accessory measurements but also for sustainable consumption.

Future research should continue to work with the scale for General Social Responsibility. However, the GSR scale needs to be updated, used as a seven point Likert scale, and pilot tested before being deemed as reliable in regards to contemporary culture. A scale measuring a participant's social responsibility will be an asset to many industries including the fashion and textile industries. This study suggests through its findings that generational differences have been found through trying to test social responsibility. For example, many individuals in Generation Y (born between 1980 and 1994) have been raised with a common assumption for recycling and preservation of the environment as part of their everyday life. Many schools, colleges, parks, malls, and other public places make recycling so easy and accessible; someone would probably have to try to not recycle. This study showed consumers who shop for secondhand apparel and accessories consider themselves knowledgeable and concerned about apparel industry issues. Other products and industries are being influenced by this knowledge and concern such as the automotive, building development, landscaping, home goods, and

interior/exterior design industries. With the development of a social responsibility scale, various industries and further research could benefit greatly.

Future research should include the creation of a new fashion lifestyle scale for secondhand apparel and accessories. This was necessary since secondhand apparel and accessories go against the common assumption of fashionable products. Fashion has always been constantly changing and new fashions are produced and marketed to consumers during the four seasons. People assume being *in fashion* involves wearing the latest trend. However, the results of this research showed secondhand apparel and accessory shoppers consider themselves fashion leaders. Since they take on this role by utilizing secondhand apparel and accessories, it was not likely for the consumer to be wearing apparel or accessories from the latest season. Therefore, a new fashion leadership scale should be created for purposes of consumers of secondhand apparel and accessories, due to the interest in secondhand apparel and accessories.

Finally, future research should investigate the paradigm of sustainability in relation to fashion. Do people change their shopping habits because they are sustainable or is this just a characteristic sustainable consumers share? In other words, do people shop for secondhand apparel and accessories because they want to reduce their harmful environmental impact or are they shopping for secondhand apparel and accessories without awareness that they are participating in a socially responsible and sustainable action?

The scales and factors, which showed reliability in this study, should be used in future research for not only secondhand apparel and accessory purchases but also any investigation between relationships involving apparel and accessories and sustainability

research. The fashion industry has been influenced by sustainable consumption of consumers. Apparel companies and manufacturers must be held accountable for the problems raised through poor environmental standards. This study showed consumers who consider themselves aware of the decisions companies are making are purchasing secondhand apparel and accessories. Consumers are not concerned about purchasing secondhand apparel and accessories negatively affecting their personal fashion style. Apparel companies need to step up their regulations because consumers are aware of the negative actions being made by manufacturers. Secondhand apparel and accessory purchases are highlighting sustainable behaviors of consumers in regards to fashion.

### **Summary**

In conclusion, secondhand apparel and accessory consumers consider themselves as fashion leaders and they are concerned about apparel industry issues. The consumers enjoyed aspects of shopping such as browsing until the special apparel or accessory item was found. The consumers also enjoyed shopping frequently and shopping in different stores. Price may not be a factor in purchase frequency of secondhand apparel and accessories, and consumers of secondhand apparel and accessories are interested in setting fashion trends and use apparel or accessories to express their individuality. Consumers who considered themselves informed and concerned about apparel industry issues were found to purchase secondhand apparel and accessories. Secondhand apparel and accessory consumers portray traits of sustainability and fashion leadership.

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## **APPENDIX A**

### **SURVEY QUESTIONS MODIFIED**

#### **Dependent Variables**

DV1. It is important to me to shop for secondhand clothing.

DV2. How often do you purchase secondhand clothing and accessories?

#### **Sustainability Questions**

##### **General social responsibility.**

Which of the following have you tried and use regularly?

- S1. Beverages in reusable bottles
- S2. Laundry detergent meant for cold water
- S3. Used a recycling service
- S4. Walked or used a bicycle to decrease amount of driving
- S5. Reused grocery bags or frequently use a reusable bag
- S6. Turn off all electricity while absent in household
- S7. Refused to buy a product not involved in fair labor practices

##### **Participants' environmental apparel consumption (EAC).**

Measured on a five point Likert Scale: “Almost Never” (1), “Occasionally” (2),

“Sometimes” (3), “Frequently” (4), and “Almost Always” (5)

- S8. Buy apparel made from recycled material.
- S9. Purposely select fabrics that require cooler washing temperature, shorter drying time, or less ironing.

- S10. Avoid an apparel product because of environmental concern.
- S11. Select apparel that you can wear over a longer term compared to trendy apparel that goes out of style quickly.
- S12. Buy clothing made of organically grown natural fibers.
- S13. Buy apparel with low impact or no dye processing.
- S14. Buy apparel with environmentally friendly labeling or packaging techniques.

**Participants' environmental apparel knowledge (EAK).**

- S15. Chemical pollutants are produced during manufacturing of synthetic or manufacture fibers such as polyester.
- S16. Chemical pollutants are produced during processing of natural fibers such as cotton. (False)
- S17. Federally and regionally mandated standards for clean air and water have not yet been imposed on textile companies. (False)
- S18. Air pollution can occur during some common dye processes of textiles.
- S19. Textile dyeing and finishing processes use a lot of water
- S20. Fibers such as wool cannot be commercially recycled. (False)
- S21. Disposable diapers have substantially contributed to the quantity of textile products discarded in landfills.
- S22. Special finishes on fabrics may create problems for recycling.
- S23. Phosphate-containing laundry detergents can be a source of water pollution.
- S24. Natural fibers are usually bio-degradable.

- S25. The use of larger quantities of natural fibers by the apparel industry will significantly decrease energy consumption

**Participant's knowledge and concern about apparel industry issues (KC).**

Likert Scale: Strongly disagree- Strongly agree

- S26. I am knowledgeable about socially responsible clothing businesses
- S27. I believe that I am informed about issues in US/foreign clothing manufacturing businesses.
- S28. I am concerned with issues affecting workers in US/foreign clothing manufacturing businesses.

## **Fashion Lifestyle Questions**

Likert Scale: Strongly disagree- Strongly agree

### **Fashion orientation.**

#### ***Fashion leadership.***

- FL1. It is important for me to be a fashion leader.
- FL2. I am aware of fashion trends and want to be one of the first to try them.
- FL3. I am confident in my ability to recognize fashion trends.
- FL4. Clothes are one of the most important ways I have of expressing my individuality.
- FL5. I am the first to try new fashion; therefore, many people regard me as being a fashion leader.

#### ***Fashion interest.***

- FL6. Because of my active lifestyle, I need a wide variety of clothes.
- FL7. I always buy at least one outfit of the latest fashion.
- FL8. I never read fashion magazines or pay attention to fashion trends
- FL9. I spend a lot of money on clothes and accessories
- FL10. I spend a lot of time on fashion-related activities.

#### ***Antifashion attitude.***

- FL11. I resent being told what to wear by so-called fashion experts.
- FL12. Fashion in clothing is just a way to get more money from the consumer.
- FL13. I buy clothes I like, regardless of current fashion.

**Shopping orientation.**

***Shopping enjoyment.***

FL14. I don't like to go shopping

FL15. I often go shopping to get ideas even though I have no intention of buying.

FL16. I go shopping often.

FL17. I like to go to stores to see what's new in clothing.

FL18. I like to shop in many different stores.

***Cost consciousness.***

FL19. I buy secondhand clothing because of rising prices.

FL20. I make purchases only when there is a need, not an impulse.

FL21. I make fewer shopping trips because of the high cost of living.

FL22. In this period of economic recession, spending excessive amounts of money on clothes is ridiculous.

***Practicality.***

FL23. I like my clothes to be practical

FL24. I avoid high fashion clothing because it goes out of style too quickly.

***Following.***

FL25. My apparel selections are strongly influenced by clothing worn by people I admire.

FL26. I buy new fashion looks only when they are well accepted.

FL27. I am confident in my own good taste in clothing.

**Demographic Questions**

Please check the box that applies to you:

D1: Sex

- ☐ Female
- ☐ Male

D2: Age

- ☐ How old are you? \_\_\_\_\_

D3: Race

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Hispanic or Latino or Spanish origin
- ☐ Two or more races
- ☐ Other (please specify) \_\_\_\_\_

D4: Highest Level of Education

- ☐ High school graduate
- ☐ 2 year associate degree
- ☐ 4 year college degree
- ☐ Some graduate school
- ☐ Graduate school

D5: Current School Status

- Student
- Non-student

D6: What is your household income range?

- Below \$15,000
- \$15,000-\$34,999
- \$35,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,000
- \$100,000 and above

## **APPENDIX B**

### **SURVEY QUESTIONS ORIGINAL**

#### **Sustainability Questions**

##### **Environmental apparel knowledge.**

Original full survey from Kim and Damhorst (1998):

1. Chemical pollutants are produced during manufacturing of synthetic or manufacture fibers such as polyester.
2. Chemical pollutants are produced during processing of natural fibers such as cotton.  
(False)
3. Federally and regionally mandated standards for clean air and water have not yet been imposed on textile companies. (False)
4. Air pollution can occur during some common dye processes of textiles.
5. Textile dyeing and finishing processes use a lot of water
6. Fibers such as wool cannot be commercially recycled. (False)
7. Disposable diapers have substantially contributed to the quantity of textile products discarded in landfills.
8. Special finishes on fabrics may create problems for recycling.
9. Phosphate-containing laundry detergents can be a source of water pollution.
10. Natural fibers are usually bio-degradable.
11. The use of larger quantities of natural fibers by the apparel industry will significantly decrease energy consumption.

***Environmental apparel consumption.***

Full original survey from Kim and Damhorst (1998):

Likert Scale: Strongly disagree- Strongly agree

1. Buy apparel made from recycled material.
2. Buy secondhand apparel
3. Purposely select fabrics that require cooler washing temperature, shorter drying time, or less ironing.
4. Avoid an apparel product because of environmental concern.
5. Select apparel that you can wear over a longer term compared o trendy apparel that goes out of style quickly.
6. Buy clothing made of organically grown natural fibers.
7. Buy apparel with low impact or no dye processing.
8. Buy apparel with environmentally friendly labeling or packaging techniques

***Knowledge and concern of apparel industry issues.***

Full original survey from Dickson (1999):

Likert Scale: Strongly disagree- Strongly agree

1. I am knowledgeable about socially responsible clothing businesses
2. I believe that I am informed about issues in US/foreign clothing manufacturing businesses.
3. I am concerned with issues affecting workers in US/foreign clothing manufacturing businesses.

***General social responsibility survey.***

Original full survey from Webster (1975):

...the *Socially Conscious Consumer Index (SCC)*, was constructed by summing answers to eight questions that asked the respondent whether he or she had tried and used regularly three products: low lead or lead-free gasoline. Low phosphate detergent, and beverages in returnable bottles; and whether he or she:

—used a recycling service

—had disconnected his car's pollution control device if it had one

—reused paper grocery shopping bags

—had reduced usage of petroleum products and electricity during the winter

1973-74 fuel shortage

—had ever refused to buy a product involved in a labor dispute

**Fashion Lifestyle Questions**

Original full survey from Gutman and Mills (1982):

**Fashion Orientation.**

Factor 1: Fashion leadership

It is important for me to be a fashion leader.

I am aware of fashion trends and want to be one of the first to try them.

I am confident in my ability to recognize fashion trends.

Clothes are one of the most important ways I have of expressing my individuality.

I am the first to try new fashion; therefore, many people regard me as being a fashion leader.

Factor 2: Fashion interest

Because of my active lifestyle, I need a wide variety of clothes.

I always buy at least one outfit of the latest fashion.

I never read fashion magazines or pay attention to fashion trends.

I spend a lot of money on clothes and accessories.

I spend a lot of time on fashion-related activities.

Factor 3: Importance of being well-dressed

It is important to be well-dressed.

If you want to get ahead, you have to dress the part.

What you think of yourself is reflected by what you wear.

Wearing good clothes is part of leading the good life.

Factor 4: Antifashion attitude

I resent being told what to wear by so-called fashion experts.

Fashion in clothing is just a way to get more money from the consumer.

I buy clothes I like, regardless of current fashion.

**Shopping orientation.**

Factor 5: Shopping enjoyment

I don't like to go shopping.

I often go shopping to get ideas even though I have no intention of buying.

I go shopping often.

I like to go to stores to see what's new in clothing.

I like to shop in many different stores.

Factor 6: Cost consciousness

I buy less clothing because of rising prices.

I make purchases only when there is a need, not an impulse.

I make fewer shopping trips because of the high cost of gasoline.

In this period of rising prices, spending excessive amounts of money on clothes is ridiculous.

Factor 7: Traditionalism

I find more of my clothes and accessories in off-beat shops than in traditional department and specialty shops.

I don't buy clothes that would make me stand out from everyone else.

I prefer traditional styling in my clothing

Factor 8: Practicality

I like my clothes to be practical

I avoid high fashion clothing because it goes out of style too quickly.

Factor 9: Planning

I plan my shopping trips carefully.

I plan my wardrobe carefully.

I shop for coordinated outfits

Factor 10: Following

My apparel selections are strongly influenced by clothing worn by people I admire.

I buy new fashion looks only when they are well accepted.

I am confident in my own good taste in clothing.

## APPENDIX C

### INSTRUMENT ORGANIZATION

Table A1.

*Organization of instruments, hypotheses, and tables*

	Hypothesis number	Included as original survey	Modified survey	Table number
Socially Conscious Consumer Index Webster (1957)	H1.		X	Table 2.
Environmental Apparel Consumption (Dickson, 1999)	H2.	X		N/A
Environmental Apparel Knowledge (Kim & Damhorst, 1998)	H3.	X		N/A
Knowledge and Concern of Apparel Industry Issues (Kim & Damhorst, 1998)	H4.	X		N/A
Fashion lifestyle: Fashion orientation (Gutman & Mills, 1982)	H5.		X	Table 3.
Fashion lifestyle: Shopping orientation (Gutman & Mills, 1982)	H6.		X	Table 4.

*Note:* Only surveys that were modified are further explained in the corresponding table.

## Modified General Social Responsibility Questions

Table A2.

*Socially Conscious Consumer Index Webster (1975)*

	Included as original	Excluded	Modified
Asks the participant whether he or she:			
1. Tried low lead or lead-free gasoline		X	
2. Tried low phosphate detergent			Laundry detergent meant for cold water
3. Beverages in returnable bottles			Beverages in reusable bottles
4. Used a recycling service	X		
5. Had disconnected his car's pollution control device if it had one			Walked or used a bicycle to decrease amount of driving
6. Reused paper grocery shopping bags			Reused grocery bags or frequently use a reusable bag
7. Had reduced usage of petroleum products and electricity during the winter 1973-74 fuel shortage			Turn off all electricity while absent in household
8. Had ever refused to buy a product involved in a labor dispute			Refused to buy a product not involved with fair labor practices

*Note:* This table shows the original questions and whether they were included, excluded, or modified. The Socially Conscious Consumer Index (Webster, 1975) will measure the participant's General Social Responsibility Level (GSR).

### Modified Fashion Orientation Questions

Table A3.

*Fashion Lifestyle: Fashion orientation (Gutman and Mills, 1982)*

Fashion orientation variables	Included as original	Excluded	Modified
1. Fashion leadership	X		
2. Fashion interest	X		
3. Importance of being well-dressed		X	
a. It's important to be well-dressed		X	
b. If you want to get ahead, you have to dress the part		X	
c. What you think of yourself is reflected by what you wear		X	
d. Wearing good clothes is part of leading the good life		X	
4. Antifashion attitude	X		

*Note:* The full original measure for fashion leadership, fashion interest, and antifashion attitude will be use.

## Modified Shopping Orientation Questions

Table 4.

*Fashion lifestyle: Shopping orientation Gutman and Mills (1982)*

Shopping orientation variables	Included as original	Excluded	Modified
1. Shopping enjoyment	X		
2. Cost consciousness			X
a. I buy less clothing because of rising prices		I buy secondhand clothing because of rising prices	
b. I make purchases only when there is a need, not on impulse	X		
c. I make fewer shopping trips because of the high cost of gasoline		I make fewer shopping trips because of the high cost of living	
d. In this period of rising prices, spending excessive amounts of money on clothes is ridiculous		In this period of economic recession, spending excessive amounts of money on clothes is ridiculous	
3. Traditionalism		X	
a. I find more of my clothes and accessories in offbeat shops than in traditional department and specialty shops (-)		X	
b. I don't buy clothes that would make me stand out from everyone else		X	
c. I prefer traditional styling in my clothing		X	
4. Practicality	X		
5. Planning		X	
a. I plan my shopping trips carefully		X	
b. I plan my wardrobe carefully		X	
c. I shop for coordinated outfits		X	
6. Following		X	
a. My apparel selections are strongly influenced by clothing worn by people I admire		X	
b. I buy new fashion looks only when they are well accepted		X	
c. I am confident of my own good taste of clothing (-)		X	

*Note:* The full measures for shopping enjoyment and practicality will be used. A modified measure will be used for cost consciousness.

## APPENDIX D

## PACKET TO STORE OWNERS

*Consumer Purchase Intentions  
towards Second-hand Clothing*

Why do YOU purchase  
second-hand clothing?

- \_\_\_ Style
- \_\_\_ Environmentally Friendly
- \_\_\_ Price

Help me find out why your  
customers are  
purchasing your  
merchandise.



Contact me for more information:

**Amanda Gerlaugh**, M.S. Apparel Merchandising

UGA department of Textiles, Merchandising, and Interiors student

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2007

## The New Trend of Used Clothes

By ANITA

HAMILTON Thursday, May. 31,

Maggie Bard, 21, an employee at Buffalo Exchange in Williamsburg, Brooklyn, holds up some of her favorite pieces in the store. Frederick Charles for TIME Viki Stevenson stands behind the counter, passing fashion judgment. She's wearing a gauzy black Viktor & Rolf blouse and skinny Diesel jeans as she sorts through a pile of clothes in the shop where she works in Brooklyn, N.Y. After rejecting a high-waisted, sequined pink skirt, she snaps up four G-Star narrow-cut cotton T shirts. "You gotta know your brands," she says, as she tosses the keepers into a metal bin.

Stevenson isn't a buyer at an exclusive boutique. She's a store manager who decides what items to accept for resale at a

secondhand-clothing shop called Buffalo Exchange. It's part of a growing chain of stores in a growing industry, and it just may be the cool place to find trendy fashions at a fair price this summer. These are not the musty, downmarket stores of yore. The best ones are as carefully curated as a Soho boutique; put a premium on current styles, not vintage novelties; and turn a healthy profit.

The rise of fast fashion, which uses a speeded-up production cycle to rush designer-inspired clothes to moderately priced retailers like Zara and H&M, has breathed new life into secondhand stores like Buffalo Exchange by boosting their supply of barely worn apparel. "H&M is our bread and butter," says Stevenson, 27, as she flips through a carousel of blouses from H&M, American Apparel, Benetton and

the Gap with prices ranging from \$7.50 to \$14 apiece.

Since more shoppers are loading up on cheap chic every few weeks instead of purchasing a few higher-priced basics once every few months, they're less sentimental about quickly unloading them to help finance the next round. That means secondhand shops can sell for just \$7 a month-old shirt that retailed for \$21 at Charlotte Russe or Forever 21. By buying only what they know is already popular and paying sellers 35% to 50% of the price for which they plan to resell each item, the stores can virtually ensure a profit.

Buffalo Exchange, which earned more than \$3 million, last year on \$43 million in revenue, has 32 stores nationally, making it one of the largest purveyors of recycled clothing in the country. Three more stores are planned for this year. Crossroads Trading Co., based in Berkeley, Calif., rang up \$20 million in sales last year at its 22 stores and also plans to add three stores. The number of resale shops is growing 5% annually, according to the National Association of Resale and Thrift Shops. There are no national estimates of the size of the used-clothing industry, since most of the country's 20,000 resale shops are individually owned and many other sellers operate online. But Goodwill Industries, one of the largest players, sold \$1.8 billion worth of

donated goods--much of it used clothing--at its thrift shops in 2006. That's a 67% increase from 2001.

This quickening cycle of fashion lets secondhand stores be pickier than ever. Unlike nonprofits such as Goodwill and the Salvation Army, which accept most donations, the fast-fashion resale shops typically buy only about 5% of the apparel that people bring into the store. It can be a humbling experience for a novice seller, who may find herself leaving the shop with the same bag of castoffs that she walked in with.

There are both art and science to the new generation of used-clothing stores. To keep their stock looking current, shops sneak some new clothes into the mix. At Buffalo, about 20% of the items for sale are new pieces--mostly shoes, jewelry and hosiery--purchased by headquarters and distributed to each outlet. "It gives our stores a more contemporary, avant-garde feel," says Kerstin Block, the Swedish-born founder of Buffalo, who originally hoped to be a museum curator before opening her first store in Tucson, Ariz., in 1974. Since no store gets more than two or three of the same thing, buyers are none the wiser. (New items get purple tags, however.) At the Brooklyn store, the average selling price for any item is \$16, with T shirts going for \$11 and dresses for \$18.

At Plato's Closet, which caters to teens, a computerized system in each outlet spits out prices for popular brands like Abercrombie & Fitch, Baby Phat and Seven. There's even a guide to help workers determine the age of, say, a pair of shorts from the Gap on the

basis of the styling of the label. (Plato's won't take anything more than a year old.) Owned by the Minneapolis-based Winmark Corp., Plato's has opened some 200 franchises since 1999. The company rang up more than \$100 million in sales in 2006 and plans to open 35 additional stores this year. Winmark collects a 4% royalty fee from each store; a franchise costs \$225,000 on average. The formula seems to work. Steve Johnson, who owns three stores in the Midwest, says he grosses \$700,000 to \$900,000 annually at each and nets 20%.

Now it's my turn to be judged on my fashion sense. By 5:30 p.m. on a Friday, the Buffalo Exchange store in Brooklyn is buzzing. After scouring the racks, I find my very own bargain: a short-sleeve, scoop-neck black shirt for \$7.50. It probably retailed for \$25 not three months ago. "That's a good, basic summer shirt," says Stevenson approvingly when I show her my purchase. I leave the store with a smile, pleased that my choice has passed muster with a pro. But for \$7.50, it really doesn't matter. At this price, there are no fashion victims. \*

Hamilton, Anita. (2007). *The new trend of used clothes*. Time Online. Retrieved September 10, 2010 from <http://www.time.com/time/magazine/article/0,9171,1627026,00.html#ixzz11QAKv5EU>

Read more:  
<http://www.time.com/time/magazine/article/0,9171,1627026,00.html#ixzz11QAKv5EU>

Reference

# Survey

Questions to investigate the reasons your customers  
purchase second-hand clothing\*

## A. Style

EXAMPLES:

On a scale of 1 to 5 (1-agree 3-neutral 5-disagree)

- a. I think clothes are important in expressing one's creativity.

1            2            3            4            5

- b. I am not too concerned with clothes.

1            2            3            4            5

- c. Planning and selecting my wardrobe can be included among my  
favorite activities.

1            2            3            4            5

## B. Environmentally friendly action

EXAMPLES:

On a scale of 1 to 5 (1- often 3- fair amount 5- never)

How often do you?

- a. Used a recycling service

1            2            3            4            5

- b. Walked or used a bicycle to decrease amount of driving

1            2            3            4            5

- c. Reused grocery bags or frequently use a reusable bag

1            2            3            4            5

## C. Price

EXAMPLES:

On a scale of 1 to 5 (1-agree 3-neutral 5-disagree)

How much do you agree with the following statements?

a. I would rather spend my money on clothes than on anything else.

1            2            3            4            5

b. I shop for second-hand apparel because of the price.

1            2            3            4            5

c. I would pay more for second-hand apparel because it is unique.

1            2            3            4            5

\*Surveys modified from (Schrank & Gilmore, 1973) and (Webster Jr., 1975)

**APPENDIX E****POSTCARD**

**WHY DO YOU SHOP FOR  
SECONDHAND APPAREL OR  
ACCESSORIES?**

**TO FILL OUT A SURVEY PLEASE VISIT:  
[HTTP://WWW.SURVEYMONKEY.COM/S/SECONDHANDAPPAREL](http://www.surveymonkey.com/s/secondhandapparel)**

## **APPENDIX F**

### **INFORMATIONAL CONSENT**

#### **Informational Letter**

February 08, 2011

Dear Participant:

I am a graduate student under the direction of professor in the Department of Textiles, Merchandising, and Interiors at The University of Georgia. I invite you to participate in a research study entitled The factors that influence consumer purchase decisions towards secondhand apparel or accessories: Is it fashion lifestyle or social responsibility? The purpose of this study is to research factors influencing the purchase of secondhand apparel and accessories.

All participants are required to be 18 years of age or older.

Your participation will involve completing a survey on Survey Monkey and should only take about twenty minutes. Your involvement in the study is voluntary, and you may choose not to participate or to stop at any time without penalty or loss of benefits to which you are otherwise entitled. Please note that Internet communications are insecure and there is a limit to the confidentiality that can be guaranteed due to the technology itself. However, once we receive the completed surveys, we will store them in a locked cabinet in my office and destroy any contact information that we have by May 10, 2011. If you are not comfortable with the level of confidentiality provided by the Internet, please feel free to print out a copy of the survey, fill it out by hand, and mail it to me at the address given below, with no return address on the envelope. The results of the research study may be published, but your name will not be used. In fact, the published results will be presented in summary form only. Your identity will not be associated with your responses in any published format.

The findings from this project may provide information on opportunities for further research with consumer purchase decisions of secondhand apparel and accessories. Also, the study is informational for store owners for marketing and merchandising purposes. There are no known risks or discomforts associated with this research.

If you have any questions about this research project, please feel free to call me Amanda Gerlaugh at (404) 643-0555 or send an e-mail to [agerlau1@uga.edu](mailto:agerlau1@uga.edu). Questions or concerns about your rights as a research participant should be directed to The Chairperson, University of Georgia Institutional Review Board, 612

Boyd GSRC, Athens, Georgia 30602-7411; telephone (706) 542-3199; email address [irb@uga.edu](mailto:irb@uga.edu).

By completing and returning this questionnaire in the envelope provided, you are agreeing to participate in the above described research project.

Thank you for your consideration! Please keep this letter for your records.

Sincerely,

Amanda E. Gerlaugh