



Journal of Advanced Research in Business and Management Studies

Journal homepage:
<https://karyailham.com.my/index.php/arbms/index>
ISSN: 2462-1935



Exploring Consumer Intentions towards Second-Hand Clothing among Generation Z in Malaysia

Wan Nur Fazni Wan Mohamad Nazarie^{1,*}, Aina Hafiza Roslan¹, Muhamad Firdaus Ab Rahman², Mohamad Hanif Abu Hassan³, Wahidah Shari⁴

¹ Faculty of Economic and Muamalat, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia

² Faculty of Syariah and Law, Universiti Sains Islam Malaysia, Bandar Baru Nilai, 71800 Nilai, Negeri Sembilan, Malaysia

³ School of Business Management, Universiti Utara Malaysia, Sintok, 06050 Changlun, Kedah, Malaysia

⁴ Islamic Business School, Universiti Utara Malaysia, Changlun, 06050 Bukit Kayu Hitam, Kedah, Malaysia

ARTICLE INFO

Article history:

Received 9 November 2024

Received in revised form 18 December 2025

Accepted 24 January 2025

Available online 30 March 2025

Keywords:

Second-hand clothing; consumer intention; gen z

ABSTRACT

This study investigates the factors influencing consumer intentions towards second-hand clothing among Generation Z in Malaysia. Utilizing the Theory of Planned Behavior (TPB) as a framework, the research examines the impact of convenience, attitude, price, and product quality on purchase intentions. Data were collected through an online survey with 200 respondents. Statistical analysis, including regression analysis, revealed that price and quality significantly influence consumer intentions, while convenience and attitude do not. The findings highlight the importance of high-quality and affordable second-hand clothing in attracting Generation Z consumers. This research provides valuable insights for businesses and marketers aiming to target eco-conscious and budget-savvy young consumers. The study also suggests areas for future research, including exploring generational differences and expanding the geographical scope.

1. Introduction

The fashion industry is one of the most resource-intensive sectors, characterized by complex global supply chains and rapid production and consumption cycles. Fashion enhances personal attractiveness and creativity and boosts self-confidence in social interactions. Second-hand clothing, which involves resale of previously owned fashion items by individuals, charities, or for-profit enterprises, offers a sustainable alternative to traditional fashion channels. This practice helps reduce waste and environmental impact, as reusing clothes is more environmentally friendly than recycling or incineration.

The global fashion industry is increasingly under scrutiny for its environmental impact, prompting a rise in sustainable alternatives like second-hand clothing. In Malaysia, this shift aligns with Generation Z's growing enthusiasm for thrift shopping, offering a unique opportunity to

* Corresponding author.

E-mail address: fazni@usim.edu.my

examine their purchasing behaviors. Known for being trend-conscious and eco-aware, this demographic has fueled the popularity of second-hand clothing stores, which range from small street markets to large warehouses operated by chains such as *Jalan Jalan Japan* and Family Bundle. Special events dedicated to selling used clothing further underscore the cultural acceptance and trendiness of second-hand fashion, encapsulated in the local term '*Selam bundle*'.

According to 6W Research [32], Malaysia's second-hand apparel market has been steadily rising since 2017, driven by environmental concerns and efforts to curb fast fashion waste. Valued at approximately USD 462 million in 2020, the market is expected to grow further, with the COVID-19 pandemic accelerating this trend through the rise of online platforms that offer convenience and contactless shopping experiences. Despite this growth, research on consumer perceptions and intentions toward second-hand clothing remains limited. This study addresses this gap by exploring the factors influencing Generation Z's purchasing intentions in Malaysia. Specifically, it examines the roles of convenience, perceived hygiene, brand quality, and price, providing actionable insights for businesses and marketers targeting this eco-conscious, budget-savvy demographic. Despite the increasing interest in sustainable fashion and second-hand clothing, there is a lack of studies focusing specifically on Generation Z's intentions towards second-hand clothing in Malaysia. This research seeks to fill this gap by examining the factors influencing their purchasing intentions, particularly in the context of sustainable fashion.

2. Literature Review

The Theory of Planned Behavior (TPB) provides a robust framework for understanding the factors that influence consumer intentions and behaviors. In the context of second-hand clothing, TPB can be effectively applied to explore how various psychological and social factors drive consumer intentions to purchase second-hand apparel. The TPB posits that three main components influence behavioral intentions: attitude towards the behavior, subjective norms, and perceived behavioral control [1].

2.1 Convenience

Convenience in shopping can be defined by motivations such as 'information seeking,' 'ease of use,' and 'usefulness' [14]. It also refers to the amount of time and effort saved while making purchases [24]. Time savings can be immediate, fast, or achieved by multitasking, while effort savings involve technologies that simplify work, are easy to use, and save energy [12]. Previous research indicates that convenience has a direct impact on purchasing trends [21]. The concept of 'paying for convenience' highlights the growing consumer demand for convenience in the current era, which has caught the attention of many retailers [10]. Convenience is thus crucial in marketing and can be regarded as a consumer tool rather than just a service aspect. Recent studies have continued to emphasize the importance of convenience in consumer purchasing decisions. For instance, [15] found that control beliefs, which include convenience, significantly shape perceived behavioral control towards second-hand clothing.

Hypothesis 1 (H1): Convenience is positively related to consumer intention towards second-hand clothing.

2.2 Attitude

Attitude functions as an attribute evaluation metric [20]. Previous research suggests that purchase intentions toward second-hand apparel can be evaluated by consumers' perceived sustainability, financial benefits, deviation from traditional consumption systems, and overall attitudes toward purchasing second-hand clothes [9]. Attitude is the extent to which an individual evaluates a behavior as positive or negative [1]. Typically, semantic differential indicators are used to assess attitudes [6]. A positive attitude towards a specific product increases the likelihood of engaging in the related behavior. Moral conscience is a critical business concept that many companies incorporate into their operations and manufacturing processes [22]. Attitudes are developed through an overall evaluation of a behavior's positive and negative outcomes. When people believe a behavior will lead to favorable outcomes, they are more likely to form positive attitudes toward it [15]. Changes in consumer attitudes and perceptions towards second-hand clothing products have contributed to the growth of the second-hand apparel market [26]. In the 2000s, there was a shift towards a more positive attitude towards second-hand clothing [26]. Shopping at thrift stores allows purchasing many clothes and acquiring high-quality products from developed nations [23].

Recent studies have highlighted the role of attitudes in shaping consumer intentions. Positive attitudes towards second-hand clothing significantly influence purchase intentions [15]. Additionally, prior research noted that ethical considerations, such as pleasure and guilt, play a role in shaping attitudes toward sustainable consumption [2]. The study notes a discrepancy between attitudes and purchase intentions, suggesting that practical considerations may outweigh general attitudes. However, this aspect is not explored in depth. Future research should investigate the reasons behind this finding, exploring specific attitudes towards sustainability, thrift shopping, and brand perceptions to understand the underlying reasons for the observed relationship.

Hypothesis 2 (H2): Attitude is positively related to consumer intention towards second-hand clothing.

2.3 Price

Price, or price orientation, refers to the willingness of customers to check price tags before purchasing a product to ensure they get the best value for money. When buying used clothing, consumers consider factors such as price, which significantly influence their purchasing intentions [16]. Economic motivation is one of the three motivations outlined in Guiot and Roux's [13] framework primarily driven by the desire to obtain prestige brands at reasonable prices [16]. Second-hand clothing buyers are often described as "highly economically centered bargain hunters" [25].

Budgeting involves finding reasonable prices and bargains when purchasing clothing [11]. Second-hand product consumption is frequently associated with low-income consumers who shop at thrift stores for great deals [29]. Second-hand retailers enable customers to purchase used products at lower prices, which is crucial for price-conscious consumers. Some customers specifically seek bargains to pay less or acquire items at reasonable prices [7]. Additionally, consumers may prefer to buy a large amount of used clothing rather than spend the same amount on a single piece of new clothing [23]. However, it is not just low-income individuals who shop at second-hand stores; affluent consumers also frequent thrift shops, car boot sales, and second-hand stores because it is enjoyable, social, and unique [3,28].

Hypothesis 3 (H3): Price is positively related to consumer intention towards second-hand clothing.

2.4 Quality

The physical quality of the product is a crucial inspection item, with quality and brand being direct factors that significantly influence pricing [17]. For durable goods, quality is often considered high as these products can be evaluated before purchase [4]. Functional value, defined as the capability for consumers to own a product similar to what they desire, depends on various performance roles such as quality and functionality [8]. Consumers who purchase used products often seek higher quality and are delighted when they find something unique [19]. Satisfaction with the products and their stylishness are significant factors influencing purchase intentions at second-hand stores [20]. Price negotiations and the thrill of discovering unique, high-quality pieces further drive the expansion of the second-hand apparel market [18]. The growth of second-hand apparel stores and channels is closely tied to the quality of the attire they offer. The fashion industry, seen as an indirect rival, is often perceived by consumers to offer poor quality and lack skilled appearance [5]. Shoppers may prefer lower prices but still seek higher-quality clothing. Second-hand clothing often surpasses popular ready-to-wear clothing in quality [5]. A desire for high-quality goods at reasonable prices motivates customers to shop at second-hand stores, which offer used clothing that meets their needs [11]. The extensive range of products available in second-hand clothing stores is advantageous compared to competing products, as a broader selection increases the likelihood of finding high-quality items at low prices [19]. Product quality remains a critical factor, with research indicating that product quality, along with information and service quality, enhances perceived value, which in turn influences purchase intentions [27].

Hypothesis 4 (H4): Quality is positively related to consumer intention towards second-hand clothing.

2.5 Research Framework

The proposed model for this study is based on the Theory of Planned Behavior (TPB), which posits that behavioral intentions are influenced by three main components: attitude towards the behavior, subjective norms, and perceived behavioral control. In the context of this research, the model is adapted to examine the factors influencing consumer intentions towards second-hand clothing among Generation Z in Malaysia.

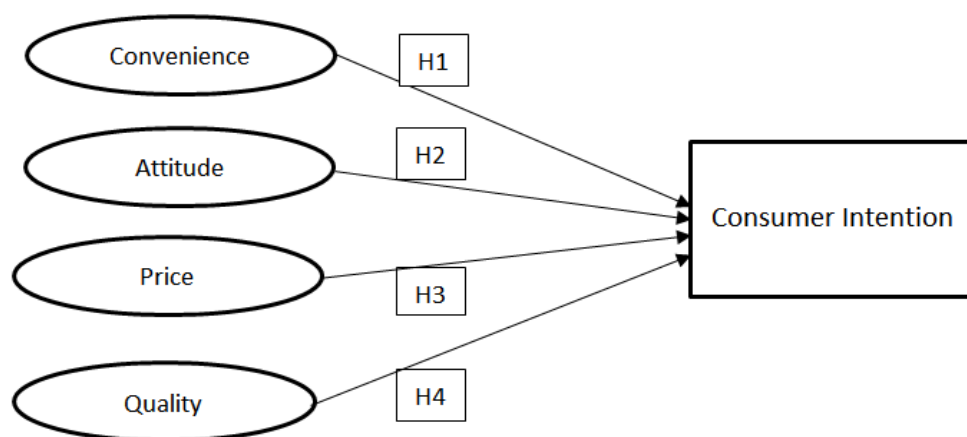


Fig. 1. Proposed research framework

Figure 1 shows the research framework that outlines the relationships between the independent variables (convenience, attitude, price, and quality) and the dependent variable (consumer intention towards second-hand clothing). The framework is designed to test the following hypotheses:

H1: Convenience is positively related to consumer intention towards second-hand clothing.

H2: Attitude is positively related to consumer intention towards second-hand clothing.

H3: Price is positively related to consumer intention towards second-hand clothing.

H4: Quality is positively related to consumer intention towards second-hand clothing.

3. Methodology

3.1 Research Design

This study employs a quantitative research design to investigate the factors influencing consumer intentions toward second-hand clothing among Generation Z in Malaysia. A survey-based approach was chosen for its efficiency in gathering data from a large and diverse sample within the target demographic. The use of structured questionnaires ensures consistency and reliability in data collection.

3.2 Population and Sampling

The target population comprises Generation Z and a convenience sampling method was employed, recruiting participants through social media platforms and university networks to ensure accessibility and coverage of this demographic. A total of 200 responses were collected, predominantly from individuals aged 21-23 years.

3.3 Questionnaire Design

Primary data was collected using an online survey distributed via Google Forms. The survey instrument was developed based on a comprehensive review of the literature. It included multiple items for each of the study's key constructs: convenience, attitude, price, and quality. Responses were captured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was pretested with a small sample (n=20) to ensure clarity and reliability before full-scale distribution.

3.4 Data Analysis

Collected data were analysed using SPSS to evaluate the relationships between the independent variables (convenience, attitude, price, and quality) and the dependent variable (consumer intention). The analysis included:

- i. Descriptive statistics: to summarize respondent demographics and distribution of responses.
- ii. Reliability analysis: Cronbach's alpha was calculated to assess the internal consistency of the measurement items, with all constructs achieving a score above 0.7, indicating good reliability.

- iii. Regression analysis: multiple regression analysis was performed to test the strength and significance of the hypothesized relationships.

4. Result and Discussion

The study investigated the factors influencing Generation Z's intention to purchase second-hand clothing in Malaysia. An analysis of 226 respondents revealed several key findings. The sample consisted of 54% male and 46% female respondents, with the majority being Malay (96.9%), followed by a small percentage of Chinese (0.9%) and other ethnicities (2.2%). Most respondents were aged between 21 and 23 years (85%), with the predominant occupation being full-time students (74.8%).

The reliability of the survey items was confirmed with Cronbach's Alpha values greater than 0.7 for all variables, indicating good internal consistency. Multiple regression analysis revealed that quality and price significantly influence customer intentions towards second-hand clothing. In contrast, convenience and attitude did not show a significant relationship with customer intention, indicating that these factors do not influence the intention to purchase second-hand clothing among Generation Z in Malaysia.

The study found that quality and price are significant predictors of consumer intention to purchase second-hand clothing. This aligns with previous research indicating that consumers are motivated by the perceived value and affordability of second-hand items. High-quality second-hand clothing is perceived as a worthwhile purchase, even if it has been used, due to its durability and condition. This finding suggests that second-hand retailers should emphasize the quality of their products in marketing strategies to attract Generation Z consumers. Price was also found to be a significant factor, consistent with the economic motivations highlighted in the literature. The affordability of second-hand clothing makes it appealing to budget-conscious consumers, particularly among Generation Z, who may have limited financial resources. Retailers can leverage this by highlighting cost savings and offering competitive pricing to attract this demographic.

Contrary to expectations, convenience and attitude did not significantly influence consumer intentions towards second-hand clothing. This finding diverges from previous studies that emphasized the importance of convenience in consumer purchasing decisions. One possible explanation is that Generation Z consumers may prioritize other factors, such as quality and price, over convenience when it comes to purchasing second-hand clothing. This suggests that while convenience is important, it may not be a decisive factor for this demographic in the context of second-hand clothing. Similarly, the non-significant relationship between attitude and purchase intention contrasts with the Theory of Planned Behavior, which posits that attitudes significantly influence behavioral intentions. This discrepancy could be due to the specific context of second-hand clothing, where practical considerations like quality and price may outweigh general attitudes towards second-hand shopping. The study primarily focuses on Generation Z individuals aged 21-23, which may not fully represent the diverse perspectives and behaviors of all Generation Z consumers in Malaysia. Future research should consider a more diverse sample that includes a wider age range within Generation Z and potentially other demographic groups to enhance the generalizability of the findings.

The study contributes to the theoretical understanding of consumer behavior by highlighting the importance of quality and price in the context of second-hand clothing. It extends the Theory of Planned Behavior by suggesting that, in certain contexts, practical factors may have a more significant impact on behavioral intentions than attitudes. For practitioners, the findings offer actionable insights for marketing strategies. Second-hand retailers should focus on promoting the

quality and affordability of their products to attract Generation Z consumers. Emphasizing the value proposition of high-quality, affordable second-hand clothing can help retailers differentiate themselves in a competitive market.

5. Conclusion

This study provides valuable insights into the factors influencing Generation Z's intention to purchase second-hand clothing in Malaysia. The findings indicate that quality and price significantly predict consumer intentions, while convenience and attitude do not play a substantial role. These results suggest that Generation Z consumers prioritize the value and affordability of second-hand clothing over other factors.

For practitioners, the emphasis on quality and price highlights the need for second-hand retailers to focus on these aspects in their marketing strategies. By promoting the durability and condition of the and as well as offering competitive pricing, retailers can attract budget-conscious and eco-conscious Generation Z consumers. This demographics' preference for high-quality affordable clothing presents an opportunity for businesses to differentiate themselves in a competitive market.

The study also contributes to the theoretical understanding of consumer behavior by extending the Theory of Planned Behavior. It suggests that in the context of second-hand clothing, practical factors such as quality and price may have a more significant impact on behavioural intentions than attitudes. This finding provides a nuanced perspective on the factors sustainably driving consumer behavior. However, the study has several limitations that should be addressed in future research. The sample was limited to Generation Z consumers in Malaysia, which may limit the generalizability of the findings to other age groups or cultural contexts. Future studies could expand the sample to include a more diverse demographic and explore cross-cultural differences in consumer behavior toward second-hand clothing. Additionally, the reliance on self-reported data may introduce social desirability bias. Future research could use experimental or longitudinal designs to validate the findings and explore the causal relationships between the variables.

In conclusion, this study offers important insights into the factors influencing Generation Z's intention to purchase second-hand clothing in Malaysia. By highlighting the significance of quality and price, it provides valuable guidance for retailers and contributes to the broader understanding of consumer behavior in the context of sustainable fashion. Future research should continue to explore these factors across different demographics and cultural contexts to build a more comprehensive understanding of consumer intentions towards second-hand clothing.

Acknowledgement

This research was not funded by any grant.

References

- [1] Ajzen, Icek. "The theory of planned behavior." *Organizational behavior and human decision processes* 50, no. 2 (1991): 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- [2] Auxtova, Kristina, Stephanie Schreven, and Lucy J. Wishart. "Refashioning Second-Hand Clothes Consumption Through Pleasure, Pain, Seduction and Conversion: A Virtue Ethics Perspective." *Journal of Business Ethics* 196, no. 4 (2025): 863-881. <https://doi.org/10.1007/s10551-024-05874-x>
- [3] Bardhi, Fleura, and Giana M. Eckhardt. "Liquid consumption." *Journal of Consumer Research* 44, no. 3 (2017): 582-597. <https://doi.org/10.1093/jcr/ucx050>
- [4] Bhaduri, Gargi. *Trust/distrust, perceived quality, perceived price, and apparel purchase intention*. University of Missouri-Columbia, 2011.

- [5] Cassidy, Tracy Diane, and Hannah Rose Bennett. "The rise of vintage fashion and the vintage consumer." *Fashion practice* 4, no. 2 (2012): 239-261. <https://doi.org/10.2752/175693812X13403765252424>
- [6] Conner, Mark, and Paul Norman. *Predicting and changing health behaviour: Research and practice with social cognition models*. McGraw-hill education (UK), 2015.
- [7] Cozer, Camila. "Consumer's perception and purchase intentions: a qualitative study on second-hand clothing stores." (2018).
- [8] Dellaert, Benedict GC, and Stefan Stremersch. "Marketing mass-customized products: Striking a balance between utility and complexity." *Journal of marketing research* 42, no. 2 (2005): 219-227. <https://doi.org/10.1509/jmkr.42.2.219.62293>
- [9] Ek Styvén, Maria, and Marcello M. Mariani. "Understanding the intention to buy secondhand clothing on sharing economy platforms: The influence of sustainability, distance from the consumption system, and economic motivations." *Psychology & Marketing* 37, no. 5 (2020): 724-739. <https://doi.org/10.1002/mar.21334>
- [10] Farquhar, Jillian Dawes, and Jennifer Rowley. "Convenience: a services perspective." *Marketing theory* 9, no. 4 (2009): 425-438. <https://doi.org/10.1177/1470593109346894>
- [11] Ferraro, Carla, Sean Sands, and Jan Brace-Govan. "The role of fashionability in second-hand shopping motivations." *Journal of retailing and consumer services* 32 (2016): 262-268. <https://doi.org/10.1016/j.jretconser.2016.07.006>
- [12] Gehrt, Kenneth C., and Laura J. Yale. "The dimensionality of the convenience phenomenon: A qualitative reexamination." *Journal of Business and Psychology* 8 (1993): 163-180. <https://doi.org/10.1007/BF02230383>
- [13] Guiot, Denis, and Dominique Roux. "A second-hand shoppers' motivation scale: Antecedents, consequences, and implications for retailers." *Journal of retailing* 86, no. 4 (2010): 355-371. <https://doi.org/10.1016/j.jretai.2010.08.002>
- [14] Khare, Arpita, Anshuman Khare, and Shveta Singh. "Factors affecting credit card use in India." *Asia Pacific Journal of Marketing and Logistics* 24, no. 2 (2012): 236-256. <https://doi.org/10.1108/13555851211218048>
- [15] Koay, Kian Yeik, Chee Wei Cheah, and Hui Shan Lom. "An integrated model of consumers' intention to buy second-hand clothing." *International Journal of Retail & Distribution Management* 50, no. 11 (2022): 1358-1377. <https://doi.org/10.1108/IJRDM-10-2021-0470>
- [16] Laitala, Kirsi, and Ingun Grimstad Klepp. "Motivations for and against second-hand clothing acquisition." *Clothing cultures* 5, no. 2 (2018): 247-262. https://doi.org/10.1386/cc.5.2.247_1
- [17] Lee, Yoon Kyung, and Marilyn DeLong. "Promoting sustainable clothing behavior in South Korea with focus on users of secondhand clothing." *Fashion Practice* 14, no. 2 (2022): 292-317. <https://doi.org/10.1080/17569370.2021.1938826>
- [18] Liang, Jianfang, and Yingjiao Xu. "Second-hand clothing consumption: A generational cohort analysis of the Chinese market." *International journal of consumer studies* 42, no. 1 (2018): 120-130. <https://doi.org/10.1111/ijcs.12393>
- [19] Machado, Maria Amália Dutra, Stefânia Ordovás de Almeida, Laura Chiattonne Bollick, and Gabriela Bragagnolo. "Second-hand fashion market: consumer role in circular economy." *Journal of Fashion Marketing and Management: An International Journal* 23, no. 3 (2019): 382-395. <https://doi.org/10.1108/JFMM-07-2018-0099>
- [20] Chaffey, Dave. "Applying organisational capability models to assess the maturity of digital-marketing governance." *Journal of marketing management* 26, no. 3-4 (2010): 187-196. <https://doi.org/10.1080/02672571003612192>
- [21] Mpinganjira, Mercy. "Online store service convenience, customer satisfaction and behavioural intentions: a focus on utilitarian oriented shoppers." *Journal of Economics and Behavioral Studies* 7, no. 1 (2015): 36. [https://doi.org/10.22610/jebbs.v7i1\(J\).561](https://doi.org/10.22610/jebbs.v7i1(J).561)
- [22] Perry, Patsy, and Neil Towers. "Determining the antecedents for a strategy of corporate social responsibility by small-and medium-sized enterprises in the UK fashion apparel industry." *Journal of retailing and consumer Services* 16, no. 5 (2009): 377-385. <https://doi.org/10.1016/j.jretconser.2009.05.003>
- [23] Petrescu, Maria, and Dhruv Bhatli. "Consumer behavior in flea markets and bottom of the pyramid marketing." In *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same... Proceedings of the 2012 Academy of Marketing Science (AMS) Annual Conference*, pp. 501-501. Springer International Publishing, 2015. https://doi.org/10.1007/978-3-319-10912-1_165
- [24] Rohm, Andrew J., and Vanitha Swaminathan. "A typology of online shoppers based on shopping motivations." *Journal of business research* 57, no. 7 (2004): 748-757. [https://doi.org/10.1016/S0148-2963\(02\)00351-X](https://doi.org/10.1016/S0148-2963(02)00351-X)
- [25] Seo, Min Jeong, and Minjeong Kim. "Understanding the purchasing behaviour of second-hand fashion shoppers in a non-profit thrift store context." *International Journal of Fashion Design, Technology and Education* (2019). <https://doi.org/10.1080/17543266.2019.1611945>

- [26] Tuttle, Brad. "The Rise of Snobby Secondhand Fashion Retail." *Time Magazine*, February 25, 2014.
- [27] Tymoshchuk, Olga, Xingqiu Lou, and Ting Chi. "Exploring Determinants of Second-Hand Apparel Purchase Intention and Word of Mouth: A Stimulus–Organism–Response Approach." *Sustainability* 16, no. 11 (2024): 4445. <https://doi.org/10.3390/su16114445>
- [28] Williams, Colin C., and Christopher Paddock. "The meaning of alternative consumption practices." *Cities* 20, no. 5 (2003): 311-319. [https://doi.org/10.1016/S0264-2751\(03\)00048-9](https://doi.org/10.1016/S0264-2751(03)00048-9)
- [29] Xu, Yingjiao, Yizhuo Chen, Ritika Burman, and Hongshan Zhao. "Second-hand clothing consumption: a cross-cultural comparison between American and Chinese young consumers." *International journal of consumer studies* 38, no. 6 (2014): 670-677. <https://doi.org/10.1111/ijcs.12139>
- [30] Zhan, Lingjing, and Yanqun He. "Understanding luxury consumption in China: Consumer perceptions of best-known brands." *Journal of Business Research* 65, no. 10 (2012): 1452-1460. <https://doi.org/10.1016/j.jbusres.2011.10.011>
- [31] 6W Research. "Malaysia Secondhand Apparel Market." 2020.