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Consumer Consciousness and Motivational Factors in Second-Hand Clothing Purchases: A Systematic Literature Review

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ABSTRACT

The fast fashion industry poses significant environmental challenges, which have driven a growing number of consumers to adopt more sustainable shopping habits. Alongside environmental concerns, rising consumer prices have accelerated the growth of the second-hand clothing market. The study aims to provide a theoretical foundation for research on consumer motivations in the second-hand clothing market. By systematically reviewing recent international literature, the study identifies key factors, dimensions, and measurement tools used to understand consumer behavior in this domain. A systematic literature review was conducted using articles from the Scopus and Web of Science databases, focusing on publications from the last 10 years. Strict exclusion criteria were applied to ensure the relevance and quality of the analyzed works. Purchasing second-hand clothing reduces waste, minimizes the demand for new clothing production, and decreases resource use and pollution. Motivational factors include the "treasure hunting" aspect of second-hand shopping and its environmental benefits. Businesses can capitalize on these motivations to engage environmentally conscious consumers. Businesses should emphasize the treasure-hunting experience of second-hand shopping alongside the environmental benefits, which could potentially reach the growing share of environmentally conscious consumers. Policymakers should adopt practices for sustainable consumption behavior, such as second-hand clothing purchases with reduced taxation, encouraging environmentally friendly consumer behavior.

1. Introduction

The fashion industry is currently experiencing significant changes due to various trends that are affecting consumer behavior and industry practices. Customers have raised concerns regarding the

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global fashion industry's recent growth and the increasing prevalence of fast fashion and ultra-fast fashion. More and more information comes to light regarding the environmental impacts caused by the fashion industry, such as being responsible for around 10% of global carbon emissions and around 20% of wastewater usage [1], and the waste created by garments, with more than 5.8 million tonnes of clothing is being discarded annually in the European Union alone, with less effort put into recycling, and 99% of it ending up in landfills, or being exported [2]. The global landscape is just as, if not more worrying, than the situation in the EU. Fast-fashion-influenced consumerism is predicted to result in around 150 million tons of fashion-related waste by 2030 [3], resulting in enormous pollution. Consumers are becoming aware of these environmentally damaging practices and are demanding more sustainable and environmentally friendly products [4; 5]. The growth of the second-hand market has also been accelerated during the COVID-19 pandemic, with consumers opting for cheaper alternatives due to economic hardships [6]. [7] described this as the COVID-19 pandemic causing economic uncertainty, leading to a greater focus on value and increasing the appeal of sustainable fashion products.

This shift in consumer demand had positive implications for attitudes towards sustainable and ethical clothing purchases [8; 9]. In 2023, 52% of clothing consumers shopped for second-hand garments, with an even higher share among Gen Z and Millennial consumers at 65% [94]. Although economic incentives are often thought to be the primary driver of sustainable and ethical purchases [10], the literature suggests that other factors also play a role. These include growing environmental concerns [11-13] and the desire to find unique and uncommon items [14; 15] - what [16] originally referred to as the 'thrill of the hunt'. Some studies suggest that individuals who prioritize environmental sustainability are more likely to engage in second-hand clothing consumption due to their awareness of the negative environmental impacts of fast fashion. This enables them to fulfill their fashion needs while reducing their carbon footprint [17; 18]. [19] stated that consumers are motivated to purchase second-hand products due to a combination of economic, hedonic, recreational, and critical motives. This indicates that individuals consider various factors when making purchasing decisions, including financial considerations and the desire for unique experiences. Furthermore, the affordability of second-hand clothing in comparison to new items is appealing to consumers who seek cost-effective options without sacrificing fashionability.

In summary, the motivation for purchasing second-hand clothing is multifaceted, with environmental awareness playing a significant role. However, motivations for purchasing second-hand clothing also include economic, hedonic, and recreational factors. Therefore, it is necessary to conduct a more thorough investigation of the subject, as the impact of fashion awareness and materialism adds complexity to our comprehension of consumer behavior in this context. While the international literature on second-hand clothing purchases is vast, to our best knowledge, there has not been a comprehensive, systematic review of it, meaning a lack of assessment and analysis of the different approaches, factors, and methods that authors used in recent years to investigate the topic.

With environmental problems and climate change receiving increased attention in the media, consumers are becoming more concerned about environmental issues, with more and more of them adapting their purchase behavior with a higher focus on sustainability [20; 21]. This phenomenon also affects fashion-related consumer choices [10], where second-hand fashion is one of the options consumers opt for to decrease their ecological footprint. Following this shift in consumer behavior, second-hand clothing-related purchase motivations have received increased attention from researchers investigating different factors, such as environmental concerns [8; 9; 22], economic motivations [12; 18; 23], and hedonic motivations [12; 22], such as uniqueness. However, to the best of our knowledge, there have not been any systematic literature reviews done on this topic. The authors plan to address this research gap with the goal of collecting and analyzing the most important

scientific articles of recent years to create a thematic outlook into the current state of research related to second-hand clothing purchases.

Systematic literature reviews play a crucial role in academic research by synthesizing existing knowledge, identifying gaps, and shaping future research directions [24]. They provide a methodical approach to evaluating and summarizing literature on a specific topic, ensuring a thorough understanding of the subject [25; 26]. By aggregating findings from various studies, they offer a comprehensive view of the research landscape, allowing for a deeper insight into the range and depth of results of a particular research area [26].

The structure of the study follows the general structure of systematic reviews, starting with a short description of the methodology itself, including the utilized keywords, and the screening process. This is followed by the detailed showcasing and describing of the results of studies included in the final quality assessment, followed by the synthesis and discussion of the most important results of the studies included, ending with the conclusions of the research.

Second-hand clothing purchases and other environmentally friendly consumer behavior practices have been investigated from many different theoretical points of view. One such theoretical framework is the Theory of Reasoned Action [27], through which researchers identified that environmental knowledge [28] and environmental concern [29] could positively affect environmentally friendly consumer behavior. Ajzen's Theory of Planned behavior has been widely utilized in this context as well, with attitudes towards the given environmentally friendly behavior being a significant predictor in the case of organic food [30] and recycling behavior [31]. Authors building on Schwartz's Theory of Basic Human Values confirmed that individuals scoring higher in biospheric and altruistic values showcase higher environmental concern [32], which is an important factor in environmentally friendly consumer decisions [33; 34].

This paper aims to provide a complete and comprehensive outlook into second-hand clothing purchase-related motivational factors and a basis for further research in this field, synthesizing recent international research in a systematic manner, aimed to benefit researchers interested in the topic with a broad collection of the most prominent dimensions of factors in second-hand clothing related motivations. The research question related to this goal is as follows: Which motivational factors are the most significant in an individual's decision to engage in second-hand clothing purchasing behavior?

2. Methodology

A systematic literature review is a thorough investigation of a well-defined question, employing systematic, replicable approaches to locate, select, and critically assess the published literature of a given topic, analyzing data from the included studies [35; 36]. In contrast to traditional literature reviews, which may lack structure, a systematic review aims to provide a comprehensive and unbiased synthesis of multiple relevant studies in one document. [37-39]. While it shares the goal of summarizing knowledge from the literature, it distinguishes itself by striving to capture all relevant information on the topic, with a strong focus on data-driven research rather than theoretical or conceptual works [40; 41].

2.1. Application of Methodology

This paper analyses the related international literature following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology. The four-phase flowchart of PRISMA analyses the literature available in the databases, developing the scope of relevant literature on the topic [42].

The initial step in the systematic literature review involved gathering literature from sources such

as Google Scholar, Scopus, Web of Science, and grey literature. From this collection, the most frequently used and relevant keywords related to the subject were identified. These keywords were then utilized to perform database searches in Scopus and Web of Science, following the first phase of the systematic review flowchart. The final search terms were refined using Boolean operators and advanced search techniques (e.g., OR for including any of the terms, * for wildcard character replacement, TS for topic searches, and title-ABS-KEY for searching within titles, abstracts, and keywords), resulting in the following search query:

Web of Science:

((ALL=("second-hand" OR "second hand" OR "thrift" OR "consign*")) AND ALL=("attitu*" OR "motiva*" OR "behav*" OR "inten*")) AND ALL=("sustaina*" OR "environme*" OR "fashion*")) AND ALL=("cloth*" OR "garment"))

Scopus:

TITLE-ABS-KEY ("second hand" OR "second-hand" OR "thrift" OR "consign*") AND TITLE-ABS-KEY ("attitu*" OR "motiva*" OR "behav*" OR "inten*") AND TITLE-ABS-KEY ("sustaina*" OR "environme*" OR "fashion*") AND TITLE-ABS-KEY ("cloth*" OR "garment")

To ensure the results were current and relevant, the search was restricted to articles published within the last 10 years and written in English. The initial search yielded 197 results across the two databases. The relatively small number of entries reflects the emerging nature of the topic, as consumer motivations and perspectives on second-hand purchases have gained prominence only recently due to growing environmental concerns. After filtering by publication type, year, and language, and removing duplicate entries, 138 articles remained for further review. Titles and abstracts were then examined, narrowing the selection to 42 articles for full-content review. Following an additional round of screening based on the fourth phase of the PRISMA methodology, 11 articles were selected for a quality evaluation. The flowchart of the systematic review can be seen in Figure 1.

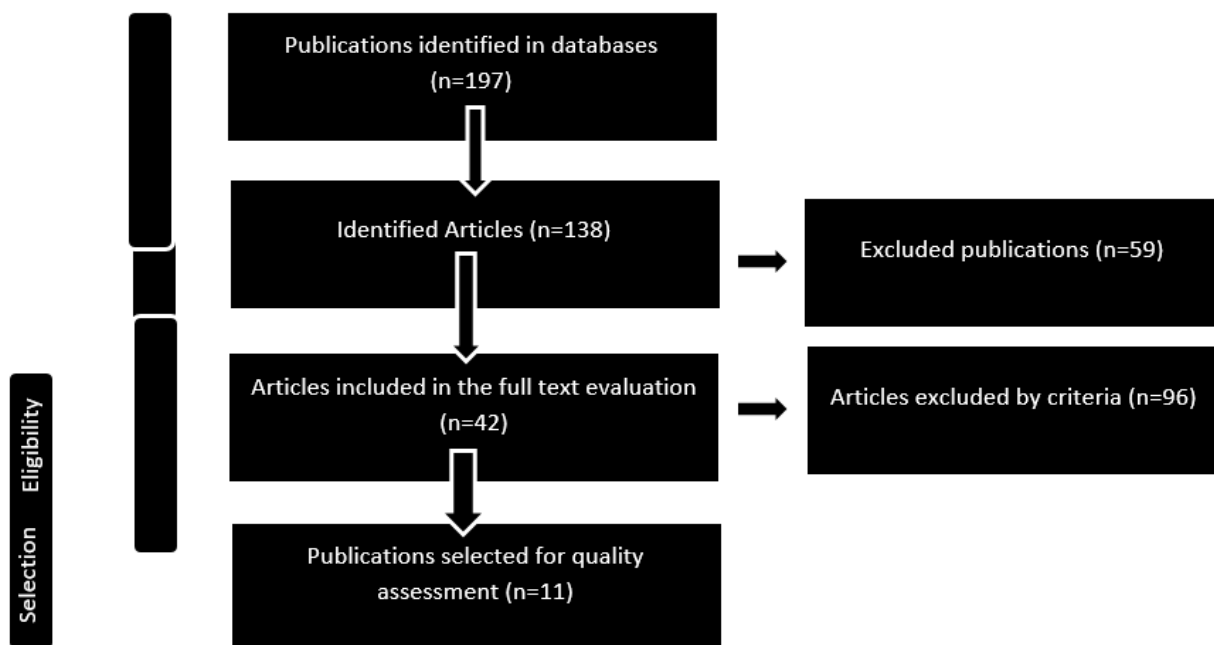


Fig. 1. Flowchart of the systematic literature review

3. Results

This section deals with the in-depth analysis of the final selection of articles, discussing the

journals they have been published in, the locations and sample sizes of the research conducted, the methods of analysis and measuring instruments they have utilized, as well as the dimensions and factors investigated in them.

3.1. Journals

A key indicator of the quality of scientific work is the classification of its publication within academic journals. International journal rankings categorize publications into four main quartiles (Q1, Q2, Q3, Q4). Based on impact factor, journals in the top 25% of their field are classified as Q1, while those in the next 25% fall into Q2, and so forth, with each quartile representing a progressively lower rank within the given scientific discipline.

Table 1
 Studies enrolled and their classification (n=11)

Reference	Journal	Field of Study	Classification / Ranking
[43]	International Journal of Retail and Distribution Management	Marketing	Q2
[44]	International Review on Public and Nonprofit Marketing	Marketing	Q3
[45]	Current Psychology	Psychology	Q2
[46]	Waste Management	Waste Management and Disposal	Q1
[47]	Journal of Retailing and Consumer Services	Marketing	Q1
[48]	Journal of Product and Brand Management	Marketing	Q1
[49]	SAGE Open	Social Sciences	Q2
[50]	Journal of Global Fashion Marketing	Cultural Studies	Q1
[51]	Asia Pacific Management Review	Strategy and Management	Q1
[52]	Sustainability	Renewable Energy, Sustainability and the Environment	Q2
[53]	Psychology and Marketing	Marketing	Q1

Table 1 presents the scientific journals in which the studies selected for qualitative evaluation were published, along with their field classifications and rankings. According to the Scimago Journal & Country Rank, all selected studies appeared in reputable journals. Among these, journals ranked Q1 (6 studies) and Q2 (4 studies) accounted for the majority, with only one study published in a Q3 journal during its publication year. Regarding their scientific fields, Marketing represented the largest share with five articles, while other fields—including Renewable Energy, Sustainability and the Environment, Waste Management, Cultural Studies, and Strategy and Management—each contributed one article. This distribution confirms the appropriateness of the selected studies in terms of their quality and relevance, indicating that the findings provide valuable insights into the motivational factors influencing SH purchasing.

3.2. Sample

The specificity of the sample is a crucial factor in assessing the validity and reliability of scientific findings.

As shown in Table 2, all the selected studies feature recent research findings, with all works published within the last five years, most of them in the last three (8 out of 11). Regarding the geographical location, however, it is noteworthy that a significant majority of the studies were conducted in Asia, accounting for 8 out of 11, with specific contributions from China (3), Malaysia (3), Indonesia (1), and Taiwan (1). Outside of Asia, only articles from the United States were included in

the systematic literature review, highlighting a noticeable gap in European research on second-hand clothing purchases. As for the citation count of each item, we can see a wide range works that cite the listed articles. This was expected, mainly due to the newfound nature of the topic of second-hand clothing related motivations, as well as the fact that even through the original systematic search went back to 10 years, the articles in the final analysis are quite recent, with 8 out of the 11 being published between 2022 and 2024.

Table 2
 Presentation of studies by geographical location and sample (n=11)

Reference	Location	Sample	Citations
[43]	Malaysia	290	42
[44]	Indonesia	225	6
[45]	China	314	17
[46]	China	127	43
[47]	United States	238	61
[48]	Malaysia/China	290	14
[49]	China	378	6
[50]	United States	303	24
[51]	Indonesia	1847	12
[52]	United States	448	1
[53]	United States	141	71

2.3. Factors and Analysis

For a more in-depth analysis, we delved into the different dimensions and methods utilized in the selected literature. Table 3. is used to showcase these for the different literary works.

Table 3
 Dimensions and methods of analysis (n=11)

Reference	Dimensions	Method of analysis
[43]	Emotional value Social value Epistemic Value Environmental Value Attitudes Injunctive norms Descriptive norms Moral norms Perceived behavioral control	Partial least squares structural equation modelling (PLS-SEM)
[44]	Hedonism Guilt Ecological concern Price consciousness	Structural equation modeling (SEM)
[45]	Mindfulness Ego-involvement Social norms	Partial least squares structural equation modeling (PLS-SEM)
[46]	Motivations: Saving money Environmental protection Treasure hunting fun Interacting fun Vintage-seeking fun Barriers: Poverty association Sanitation concern	Descriptive analysis, Content analysis
[47]	Attitude Economic benefit Hedonic benefit	Partial least squares structural equation modeling (PLS-SEM)

Reference	Dimensions	Method of analysis
[48]	Product history Social benefit Trust Financial risk Functional risk Aesthetic risk Sanitary risk Psychological risk Social risk	Partial least squares structural equation modeling (PLS-SEM)
[49]	Brand Unique style Vintage style Treasure hunting experience Social interactions Environmental consciousness Social consciousness Responsible citizenship	Decision tree, using recursive partitioning method
[50]	Biospheric Values Altruistic Values Ecological Worldview Awareness of Consequences Ascription of Responsibility Personal Norms Social Norms Intention Towards Sustainable Fashion Behaviors	Partial least squares structural equation modeling (PLS-SEM)
[51]	Adoption of Sustainable Fashion Behaviors Product Quality Information Quality Service Quality Hedonic Value Perceived Utilitarian Value Perceived Environmental Value Functional Risk Aesthetic Risk Sanitary Risk Purchase Intention Word of Mouth	Exploratory factor analysis (EFA)
[52]	Attitudes Behavioral beliefs Control beliefs Descriptive normative beliefs Descriptive norms Injunctive normative beliefs Injunctive norms Moral norms Perceived behavioral control Purchase intentions	Partial least squares structural equation modeling (PLS-SEM)

After investigating the different dimensions used in the studies included, it can be concluded that environmental concern is the most often analyzed factor, being included in 9 out of the 11 studies to some extent. Another frequent factor is economic or financial motivation, which is a part of 4 of the 11 studies. The fact that these two are the factors that occur the most often can be explained with two things: One of them is the often used, and accepted theory of [16] which contextualized economic, critical (including ethical and ecological concern), and recreational motivators as the main dimensions regarding SHC purchase intentions. The second one is that economic benefit and environmental concern are the dominant views in international literature related to the motivations to purchase SHC [10]. As for the methods used, structural equation modeling is the clear favorite

among researchers in the area, with 8 of the 11 articles utilizing this method. Descriptive analysis, of course, was also widely used, but in most cases only for background variables and not the motivational factors investigated, which is why it is not included in most references of the table.

3.4. Factors and Measurements

After reviewing the different dimensions in Table 3., Table 4. showcases the different factors investigated in each of the included research articles. The authors believe that including the different measurement scales, as well as the literary works that they build on, is also highly important, providing us with a deeper understanding of the topic's literature.

Table 4

Motivational factors and measurements (n=11)

Reference	Factor	Measuring instruments
[43]	Intention to buy SHC Attitudes Injunctive and descriptive norms Moral norms Perceived behavioral control Emotional Value Social value Epistemic value Environmental value	2 item scale adapted from [47] 4 items based on [54] and [55] 6 (3-3) items based on [27] 4 items from [56] 2 items from [8] Based on [47] with 4, 3, 3, 4 items respectively
[44]	Hedonism Guilt Ecological Concern Purchase intention Price consciousness	6 items from [57] 6 items from [58] 8 items from [59] 4 items from [60] 3 items from [61]
[45]	Mindful consumption Social norms Ego-involvement Buying intention of SH goods	Based on [62] Based on [63] and [64] Based on [65] Based on [56]
[46]	SHC acquisition motivations SHC acquisition barriers	Primarily based on Guiot and Roux [16]
[47]	Trust towards the service Perceived hedonic benefits Perceived social benefits Perceived economic benefits Attitude towards the service Intention to use service	9 items from [66] 5, 3, and 3 items, respectively, from [67] 3 – 3 items modified based on [68]
[48]	Financial risk Functional risk Aesthetic risk Sanitary risk Psychological risk Social risk Purchase intention	3, 4, 4, and 4 items, respectively, based on [47] 3 and 4 items based on [55] 2 items from [11]
[49]	Mindful consumption Ego involvement Social norms Buying intentions Impulse buying tendency Platform trust	From [62] From [65] From [63] and [64] From Ajzen [56] From [69] and [70] From [71] and [72]
[50]	Name brands Uniqueness Vintage style Treasure hunting	From [9;16;18;72;73]

Social interaction		
Reference	Factor	Measuring instruments
[51]	Biospheric Values	4 items from [74;75]
	Altruistic Values	[76]
	Ecological Worldview	[74;77]
	Awareness of Consequences	[78]
	Ascription of Responsibility	[75;77]
	Personal Norms	[75]
	Social Norms	[76]
	Intention Towards Sustainable Fashion Behaviors	[79;80]
	Adoption of Sustainable Fashion Behaviors	[77;81]
	[52]	Product Quality
Information Quality		[83]
Service Quality		[84]
Hedonic Value		[16]
Perceived Utilitarian Value		[85]
Perceived Environmental Value		[86]
Functional Risk		[47]
Aesthetic Risk		[47]
Sanitary Risk		[47]
Purchase Intention		[46]
[53]	Word of Mouth	[87]
	Attitudes	[54]
	Economic Benefit	
	Hedonic Benefit	[16]
	Ethical Benefit	3 items from [56]
	Perceived behavioral control	2 items from [8]
	Self-Consciousness	
Willingness to recommend	2 items from [47]	

Table 4 shows that research on the topic covers a wide range of factors related to SHC purchase intentions. The 11 studies included in this article used approximately 50 different survey scales, with minimal overlap between them. It is worth noting that Kim *et al.*'s [47] The work, which was also included in the review, has been referenced in three other articles. In terms of methodology, Ajzen was the most frequently referenced author, with four out of the 11 articles basing their measurements on his works to some extent.

4. Discussion

After listing the different dimensions, factors, and measuring instruments of the selected works of literature, we believe it is also important to talk about each one of them in a more detailed manner, emphasizing the most important factors, results, and findings of each scientific article.

The selected and investigated articles utilized several theoretical frameworks to investigate motivational factors related to second-hand clothing purchases. One that stands out the most is Ajzen's Theory of Planned Behavior (TPB) [54], which is referenced by 5 out of eleven studies investigated but only employed by two [43; 53]. TPB has been extensively utilized in different aspects of consumer behavior studies [88], such as online purchases [89], waste management [90], and Fairtrade products [91]. Related to clothing purchases, the framework has been used for sustainable fashion-related motivations [92], and based on our results, we can say that it is also notably used in the related topic of second-hand clothing purchases. TPB is based on the concepts of attitudes, subjective norms, and perceived behavioral control, all of which influence the intention to engage in a particular behavior, and the behavior itself. [54].

[43] expanded the subjective norms component of the original Theory of Planned Behavior (TPB) model by incorporating descriptive norms, injunctive norms, and moral norms. Their research revealed that descriptive norms and injunctive norms, along with the original TPB dimensions—attitudes and perceived behavioral control—play a significant role in shaping the intention to purchase second-hand clothing. The results of [53] contradict the earlier results of [43] related to descriptive norms, which were explained by the authors as the fact that individuals cannot observe whether others are purchasing second-hand clothes or not. However, the authors described attitudes, perceived behavioral control, and injunctive norms as must-have predictors for purchase intentions, confirming similar results [53]. Another prominently referenced framework is the second-hand shoppers' motivational scale of [16], at least partially referenced by five, and used by three of the eleven articles included in the final review. The scale of [16] builds on three motivations, namely economic, related to saving money and being price-conscious; recreational, related to finding unique items and social fun; and critical, encompassing environmental and ethical concerns. As for economic motivations, [46] concluded that economic motivations were not a significant factor for second-hand clothing shoppers, which contradicts the original model of [16]. [52] investigated cost-effectiveness through utilitarian value and identified it as a key driver of second-hand apparel, aligning with [16] results. Based on their analysis, attitudes towards SHC, descriptive, moral, injunctive norms, and perceived behavioral control significantly and positively impact consumers' intentions to buy SHC. They also mention that highlighting the emotional and environmental value of SHC could be useful in improving consumers' attitudes towards SHC.

For critical motivations, [46] investigated environmental motivation and found it not to be a significant factor, describing this result as a lack of awareness on the consumers' side, with [52] establishing perceived environmental value as a significant, key driver of purchase intention.

For the third dimension, recreational motivations, both [50] and [46] concluded treasure-hunting fun being the most significant predictor in their research, with [46] describing it as the key factor influencing second-hand clothing purchases, and [50] describing it as the most important predictor of thrift store shopping behavior.

The other articles utilized a variety of different theoretical frameworks. [45] built upon the Self-Determination Theory, and the Attitude-Intention Theory, investigating mindful consumption, ego involvement, and social norms. Their findings describe mindful consumption as a significant predictor of second-hand clothing purchase intentions and ego involvement as a significant mediator between mindful consumption and purchase intention, which they described as an individual's desire to be seen as environmentally conscious having an important role in second-hand purchase decisions. The authors also describe social norms as essential in influencing purchase intentions, which is in line with other included articles of this review [47; 49; 51]. The article concludes that managers should promote mindful consumption values in their marketing communication to advance sustainability and influence sustainable purchasing decisions.

Similarly, the work of [49] They also used mindful consumption, ego involvement, and social norms, adapting the Attitude-Intention Behavior theory. This theory is an extension of the earlier mentioned Attitude-Intention Theory, with the inclusion of intentions predicting actual behavior. It had similar results to [49], with mindful consumption, ego involvement, and social norms all having a significant, positive influence on second-hand clothing purchase intentions, with platform trust being a significant moderator between ego involvement and intentions, as well as social norms and intention.

[51] build on the theoretical framework of the Value-Belief-Norm model, which is used to determine consumers' pro-environmental behaviors [78; 93]. The authors found that environmental values play a significant role in individuals' second-hand fashion-related behaviors and that both

personal and social norms have a significant relationship with intentions towards second-hand fashion.

[47] investigate the importance of product history as a motivational factor in SHC purchases with the narrative competence theory, which describes that businesses can use product history to make consumers more comfortable with their purchase decisions [95]. The authors conclude that providing the products' history to customers can enhance attitude, perceived benefits, trust, and usage intention of circular fashion services., while also increasing the customers perceived hedonic, social, and economic benefits related to the purchase of clothes, increasing their intention to partake in SHC purchases.

[44] investigate the importance of different motivational factors through Structural Equation Modeling. The key concepts they analyzed were hedonism, guilt, ecological concern, and price consciousness, with no mention of a theoretical framework. However, three out of the four dimensions are related to Guiot and Roux's framework [16]. Their findings state that individuals who have a high hedonic shopping motivation are more likely to have a high purchase intention for SHC, meaning that customers who experience pleasure and enjoyment in their shopping experience are more inclined to desire and intend to purchase used clothing. They also describe the negative relationship of ecological concern with the purchase intention of SH clothes.

[48] examine the effects of different types of risk on the SHC purchase intentions of consumers, both ones that have previously engaged in SHC purchasing and ones that haven't before, with the perceived risk theory, using partially least squares structural equation modeling. The authors investigate the effects of financial, functional, aesthetic, sanitary, psychological, and social risk. They found that different types of risk have varying effects on the two groups: Financial, aesthetic, and social risks have a significant predictive effect on the purchase intention of SHC consumers, while psychological and sanitary risks are significant for non-SHC consumers. Functional risk had no significant effect on any of the two groups investigated.

5. Conclusions

The study provides a basic understanding of the motivational factors influencing second-hand clothing purchasing behavior and offers practical implications for the various stakeholders.

This study used systematic literature review methods to assess and analyze international literature on SHC motivations. During the research, the authors sought the answer to the following question: Which motivational factors are the most significant in an individual's decision to engage in SH clothing purchasing behavior? The goal of finding these motivational factors was to gather information for further studies regarding the purchasing intent of Hungarian consumers. During this systematic literature review, 197 studies from the last 10 years were identified in Web of Science and Scopus databases. After applying the PRISMA methodology, the study continued with 11 studies that were relevant to the research question. The low number of studies included in the final research allowed for a high-quality analysis of the studies, which resulted in finding relevant factors for further studies.

6. Theoretical implications

During the systematic review, the authors investigated recent studies on the topic, based on which it can be concluded that the research on the topic is not widespread in Europe, with most of the studies focusing on Asian consumers. This presents us with an option to generate newfound scientific results in the Eastern European region as well for further research. The authors' goal with the findings is to create a model suitable for investigating consumer purchase intentions in Hungary, with a further research option being the extension of the research to the Visegrád 4 region.

After the in-depth analysis of the investigated factors of selected literature, the authors believe that the most suitable factors are those included in the Theory of Planned Behavior (Attitudes, Subjective Norms, Perceived Behavioral Control), utilized by a number of authors [43;45;49] and the second-hand shoppers' motivational scale [16] as well as other, different types of norms, such as personal, moral, and social norms. Alongside these, the authors believe that investigating both economic, hedonistic (or treasure-seeking), and environmental motivations, described in the second-hand shoppers' motivational scale [16], could provide significant results and could create distinct groups for further analysis. The novelty of the study lies in its extension of the theory of planned behavior (TPB). This approach represents an important theoretical contribution to the inclusion of additional norms (personal, moral and social) in research in this field. Furthermore, another theoretical innovation of the study is its emphasis on the combination of economic, hedonic and environmental motivations in the context of SHC purchase. This multidimensional perspective allows for the exploration of distinct consumer segments and behavioral patterns that have not been analyzed in detail in existing literature.

7. Practical implications

This study provides valuable insight into the conducted research in recent years in the field of second-hand clothing purchase-related motivational factors. With showcasing the most important scholarly works, and their underlying models and factors, researchers of this topic can receive a comprehensive picture of the topic's literature, presenting research directions, results, areas to focus on, and potential gaps to be filled. With an increasing focus on sustainable and environmentally friendly consumer behavior, we believe a systematic literature review like this can serve as a beneficial addition to the ongoing research on the topic. The research indicates that the practical implications are remarkable in several respects. Firstly, second-hand clothing retailers should focus their marketing efforts on the environmental benefits of second-hand clothing rather than on the potential economic benefits. On the other hand, there is huge potential for researchers in decision science research on second-hand clothing, as purchasing decisions have recently been receiving increasing attention as consumers are becoming more aware of environmentally conscious behavior.

8. Policy maker implications

The study provides useful information for policymakers seeking to promote sustainable consumer behavior in the context of second-hand clothing purchases. The findings suggest several feasible steps that policymakers can take to encourage the uptake of retail clothing, address existing gaps, and promote sustainable consumption patterns. There is a need to develop consumer awareness through targeted awareness campaigns that emphasize the environmental benefits of SHC. For example, waste reduction, lower carbon footprint and contribution to the circular economy. Through educational initiatives, a significant impact can be made on the younger generation. Introducing financial incentives for economic operators. For example, tax incentives or subsidies for businesses that promote sustainable and sustainable commercial practices. Market regulation also faces significant challenges.

Develop policies to support online SHC platforms such as Depop and Vinted, while ensuring transparency and consumer protection.

For example, introducing quality assurance policies or certification schemes for online sellers. Finally, technology integration is used to streamline the use of digital tools, such as AI-driven personalization and sustainability tracking, to improve consumer experience and increase the popularity of online SHC.

9. Future research directions and limitations

The current paper focuses on the most significant motivational factors related to second-hand clothing purchases. The authors conducted an in-depth analysis of 11 related articles, which they believed were sufficient to get a comprehensive picture of the topic, however, it can be argued that the low number of articles included in the final selection can be limited in the scope of the research. Furthermore, this paper is limited by the low number of initial articles found, as well as the number of databases initially selected to carry out the systematic literature review.

The authors recommend researchers to build upon the dimensions, factors, and results on the analyzed articles, utilizing the empirical background they provide, to further analyze the underlying motivations of second-hand clothing purchase motivations. For policy related implications, we urge policymakers to focus on the most frequently outlined motivational factors in these studies. There are a vast number of potential factors when it comes to sustainable purchase decisions and the encouragement of this behavior in consumers but focusing on the ones that have the highest impact, such as environmental consciousness, can provide better results. Another possibility for further research lies in investigating the motivations of online SH shoppers, which yet has not received much attention from international literature, with the focus being mostly on conventional brick-and-mortar shopping. However, with the recent spread of online SH marketplaces such as Depop and Vinted, an opportunity presents itself to analyze the motivations of consumers active in the online sphere and compare it with existing literature. Further studies comparing results from different countries, as well as studies using new models and theoretical frameworks, would be additions to the growing international literature on this topic.

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